

EMERGING TECH MANAGEMENT

Leading the Digital Enterprise

Welcome to Emerging Tech Management (ETM)

We are pleased to host you for the **Emerging Tech Management Week**, (November 3rd to November 8th, 2024) at UC Berkeley. This week promises a profound gathering of esteemed industry leaders, our distinguished faculty, and global professionals, offering an enriching blend of learning and networking.

Participants will be introduced to the latest advancements in areas like **GenAI/ML, Robotics, Design, Web 3.0, Climate Tech and Sustainability**. More importantly, our program emphasizes the practical integration of these technologies into modern business practices, providing attendees with actionable insights for their respective fields.

Our curriculum is grounded in the **Berkeley Method** of teaching, a standout approach from the Sutardja Center that combines rigorous academic content with hands-on interactive exercises. An essential feature of our program is the capstone project, designed for participants to synthesize and apply their insights, ensuring practical application.

Attendees will have the unique opportunity to connect with a diverse community of peers and mentors, fostering meaningful professional relationships.

Whether you are steering an organization, launching a new venture, or exploring portfolio opportunities, our program promises to enhance your understanding and capabilities in tech-driven business applications.

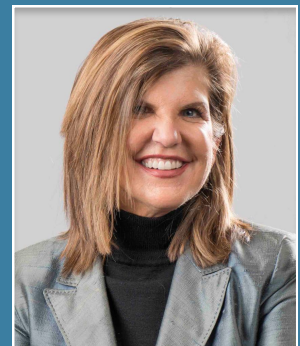
We look forward to working with you to identify what's next in technology-driven business innovation.



Kristina Susac

Head of Professional Programs

Sutardja Center for Entrepreneurship & Technology (SCET)



Berkeley

Sutardja Center for
Entrepreneurship & Technology
COLLEGE OF ENGINEERING

[SCET.BERKELEY.EDU/PRO](https://scet.berkeley.edu/pro)

“The program was amazing and beyond what I expected ...It offered a good mix of knowledge in the big global picture, industry developments, capital prospective and pitch/communication skills”

— 2022 Professional Participant

KEY TAKEAWAYS

Flywheel for Innovation



Certificate in Innovation Leadership

Certificates are awarded by UC Berkeley College of Engineering on completion of program.

Cutting Edge Tech Insights

Learn about commercializing emerging tech from industry pioneers in AI/ML; Robotics/Sustainability, Design and Climate Tech

Enriched Ecosystem

Engage with dynamic professionals, research leads, world class innovation mentors and C-Suite executives in Silicon Valley.

Site Visits to World-Class Tech Organizations

Focused on hardware, software, sustainability and acceleration. In addition, VIP access to adjacent tech conference, DeCode on November 2nd in Berkeley, CA.

Opportunity for Risk-free Experimentation

Put best-in-class advice into action with real-time capstone project.

New Skills - Enhanced Mindset & Leadership

Practice ideation, innovation, business and team building with personalized feedback from deeply experienced coaches.

Online repository

For program information, support videos, reading and presentations.



“It has extended my mindset and also improved my professional network. The most valuable [thing to me] was the close access to all the speakers and individual discussions.”

— 2022 Professional Participant

PROGRAM OVERVIEW

Hosted by **UC Berkeley**’s internationally renowned **Sutardja Center for Entrepreneurship and Technology** and in partnership with **Cheung Kong Graduate School of Business** and **IE, School of Science and Technology**, this one-of-a-kind program guides rising innovation leaders to transform their organizations with proven strategies; cutting edge research and insights; and best-in-class industry advice for creating more innovative cultures to capitalize on emerging industry developments.

Experience transformative growth with the **Berkeley Method**. This isn’t merely a course; it’s a pivotal journey. Sharpen your growth mindset, master innovative frameworks, and expand your network. Benefit from the wisdom of seasoned industry mentors, renowned academic and industry luminaries, and the shared experiences of international peers.



WHO SHOULD ATTEND

The program is designed for professionals tasked with **leading sustainable innovation and emerging technology** in their marketplace, including:

- Managers/Directors looking to optimize their innovation mindset.
- Professionals and business owners looking to deliver cutting-edge innovation.
- Venture investors focused on tech sector opportunities.
- Executive business candidates.
- Government professionals responsible for promoting innovation among their constituents.
- Startup founders keen to implement the newest Silicon Valley approaches as they scale their business.



THE BERKELEY METHOD

The acclaimed Berkeley Method of instruction takes students on a journey to leverage proven frameworks, build their networks and ecosystem, and shift toward a growth mindset. Introduced in 2005, the Sutardja Center for Entrepreneurship & Technology at UC Berkeley has employed this instructional method to inspire entrepreneurs and innovators to improve the world.





I was meeting the top people and getting insights into the newest trends, developing an idea for a start-up, performing a pitch, and getting feedback.”
— 2023 Participant

PROGRAM SNAPSHOT

[APPLY](#)

WHERE

UC Berkeley campus with travel to Silicon Valley and San Francisco. VIP access to Tech Industry Event/ DeCode

WHEN

Sun. Nov 3 - Fri Nov 8, 2024

(optional access to adjacent industry DeCode conference Nov 2)

PARTICIPANTS

Limited to 50 individuals

DEADLINE

October 15, 2024

The 7-Day immersive, interactive format will include:

- **Four days of immersive learning** on campus, including interactive presentations by emerging tech researchers and executives. Sessions on framework fundamentals key to corporate innovation/entrepreneurial success and sustainability
- **Project work and coaching** which culminates in the pitch session with Silicon Valley entrepreneur-judges
- **Half-day off-site visits** to two leading Silicon Valley companies (such as AWS, Autodesk, Capgemini, Databricks, etc.)
- **Mentoring and opportunity to ideate**, develop and present a practicum project in a “safe” environment.
- Access to **DECODE innovation conference** (Nov 2nd)
- Pre-program welcome at UC Berkeley Faculty Club and daily **networking and collaboration receptions**



The program modules presented by:

- Silicon Valley icons who offer decades of top-level insight
- Berkeley academic/research superstars
- Business coaches with mindset and framework expertise



“By the end of the week, I had a totally different idea of how to change and disrupt in my industry.”
—Director, Sponsored by BWConn

Distinguished Industry Pioneers & Faculty

Instructors are experts in their fields and industry icons with practical advice, including:



Alan Boehme
Global 500 CTO, CIO &
Chief Innovation Officer,
Coca-Cola, P&G, H&M



Carlos Escapa
Data AI/ML Global
Practice Lead,
Accenture-AWS
Business Group



Ikhlaz Sidhu
Dean, IE Tech/Science.
Founding Director SCET
and Extraordinary
Teaching in Extraordinary
Times Award



Brandie Nonnecke
AI Ethics Specialist;
Director, CITRIS Policy
Lab, UC Berkeley



John Hagel
Trusted Advisor, Global
Speaker, Futurist, Best
Selling Author
Founder, Beyond Our
Edge



Hong Chen
CKGSB Associate Dean,
Director of Research Center
for Clean Energy and
Neutral Development



Larry Keeley
Adjunct Professor,
Institute of Design
Co-Founder, Doblin



Caleb Boyd, Cofounder,
Molten Energy, 2020
Breakthrough Energy
Fellow, Forbes 30 under 30



Tarek Zohdi
UC Berkeley Professor,
Associate Dean for
Research



Zack Kass
Former Open AI Head of
Go-To-Market



Mike McManus
Senior Advisor &
Executive Coach, BCG



John Nagle
Point Blue
Conservation Society
Policy Board



Tsu-Jae King Liu
UC Berkeley College of
Engineering Dean



Bing Xiang
Cheong Kong Graduate
School of Business
Dean



Saikat Chaudhuri
UC Berkeley, Faculty
Director M.E.T. and
Entrepreneurship Hub

Our award winning UC Berkeley faculty includes:



Pieter Abbeel
Founder, Covariant,
CoDirector BAIR Lab and
UC Berkeley Professor



Gregory LaBlanc
Lecturer & Distinguished
Teaching Fellow, UC
Berkeley



Shomit Ghose
Partner, ClearVision Ventures
and UC Berkeley Faculty



Ken Singer
Managing Director, UC
Berkeley SCET. Founder
App Central and
Boardmember EIA



Gigi Wang
UC Berkeley Faculty
and Director,
Berkeley Method



Ken Goldberg
Professor
Berkeley Industrial
Engineering &
Operations Research



The Berkeley Advantage

As the **world's premier public university**, The University of California, Berkley has been recognized as a wellspring of premier technical innovation for generations. It offers the largest number of highly ranked graduate programs in America, and since 2000 Berkeley scholars have been awarded more Graduate Research Fellows by the National Science Foundation than MIT, Stanford or Harvard, or any other university of note.

UC BERKELEY ECOSYSTEM

#1 PUBLIC UNIVERSITY

#1 FORBES RANKINGS

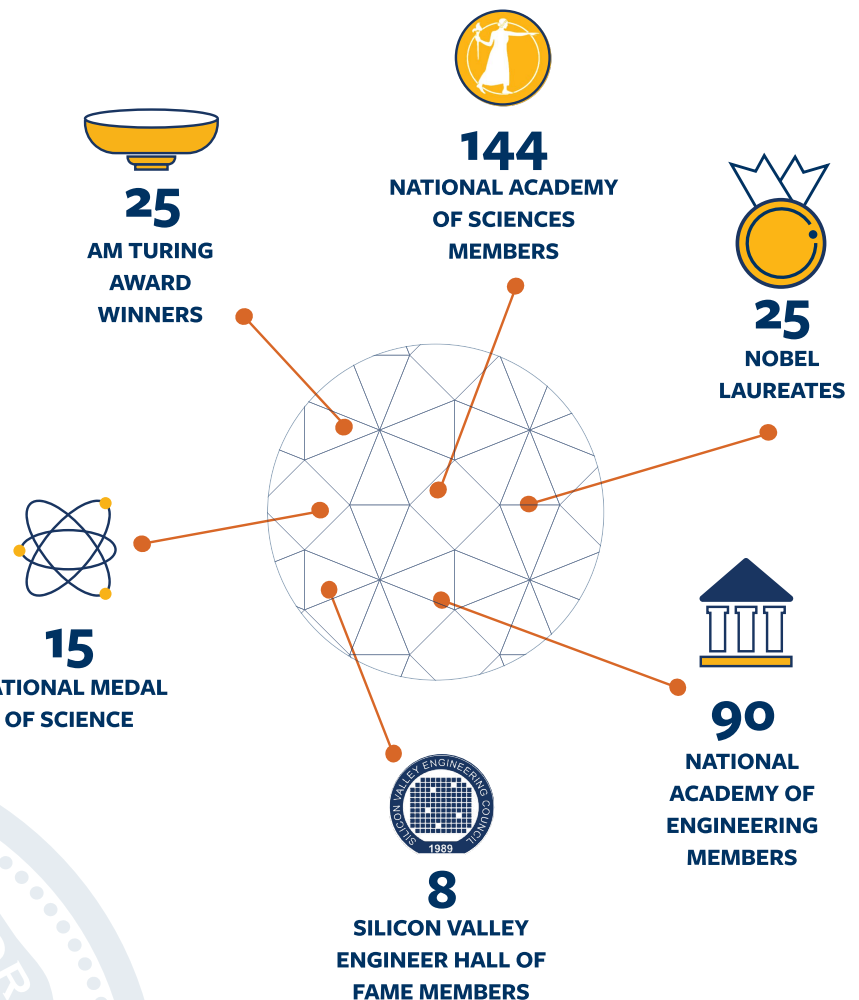
BERKELEY TOPPED
FORBES' ANNUAL LIST
OF AMERICA'S TOP COLLEGES.

#2 UNIVERSITY IN THE WORLD FOR ENTREPRENEURSHIP

(PITCHBOOK 2020 RANKINGS)

#2 ENGINEERING SCHOOL

(US NEWS AND WORLD REPORT)



Berkeley

Sutardja Center for
Entrepreneurship & Technology
COLLEGE OF ENGINEERING



The Berkeley MethodTM Difference

ACCLAIMED METHODOLOGY

The Sutardja Center is internationally recognized for developing the Berkeley Method of instruction and the highly acclaimed Engineering Leadership Professional Program. Our founding director, Ikhlaq Sidhu, has written extensively on Engineering Innovation.

WORLD-RENOWNED FACULTY

We are the world's premier public university and a wellspring of invention for the betterment of society - from open source analytics tools to CRISPR to nuclear fusion.

DISTINGUISHED INDUSTRY PIONEERS

Instructors are Silicon Valley pioneers and industry icons. Their perspectives and insights enable participants to anticipate corporate needs with new frameworks supported by a broader ecosystem.

SILICON VALLEY & UC BERKELEY ACCESS

UC Berkeley is located adjacent to Silicon Valley's iconic tech corporations. The Berkeley campus is synonymous with research, innovation and free speech. Come experience the "pay-it-forward" advantage.

Since 2012, SCET Professional Programs have supported the professional development needs of Silicon Valley corporate clients, international business and global institutions. We help technology-focused professionals accelerate their careers more swiftly and with greater confidence, by broadening their skillset, expanding their networks, explaining the newest technology as it is being commercialized in real time and inculcating an innovative mindset at work.

Victoria C. Howell

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