

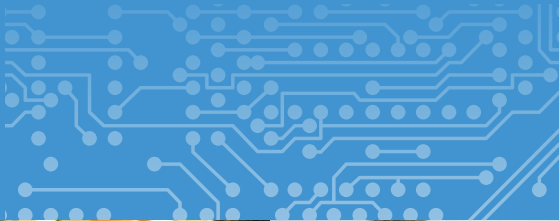


Pantas and Ting

Sutardja Center
for Entrepreneurship & Technology

Berkeley Engineering

ENGINEERING LEADERSHIP PROFESSIONAL PROGRAM



Berkeley
UNIVERSITY OF CALIFORNIA

SCET.BERKELEY.EDU/ELPP

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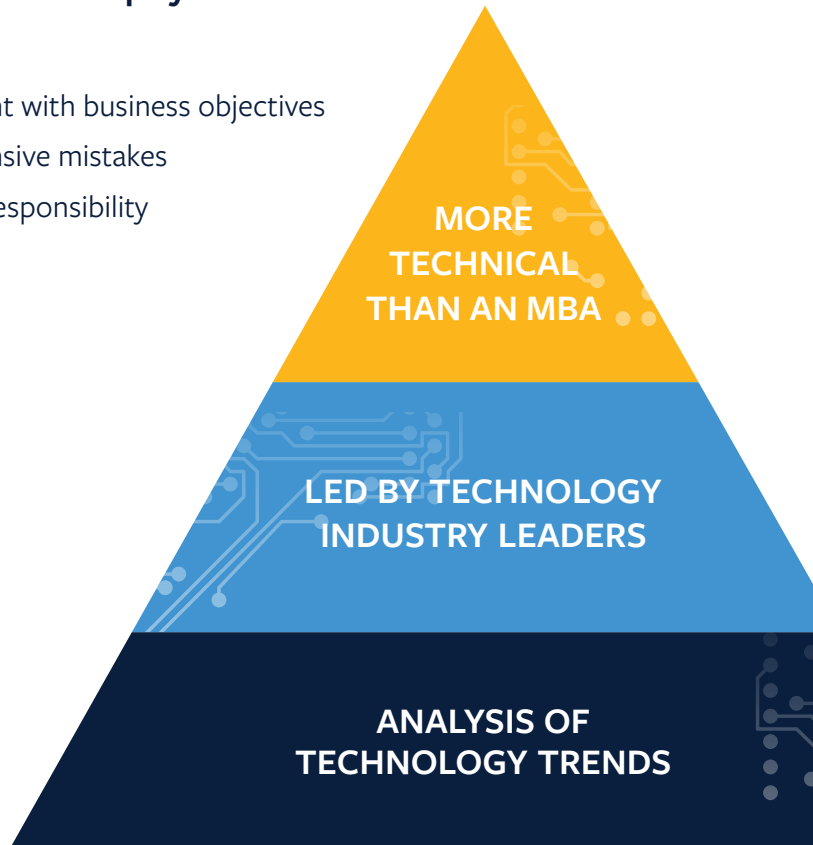
A NEW PARADIGM FOR TECHNOLOGY LEADERSHIP:

The UC Berkeley Engineering Leadership Professional Program (ELPP)

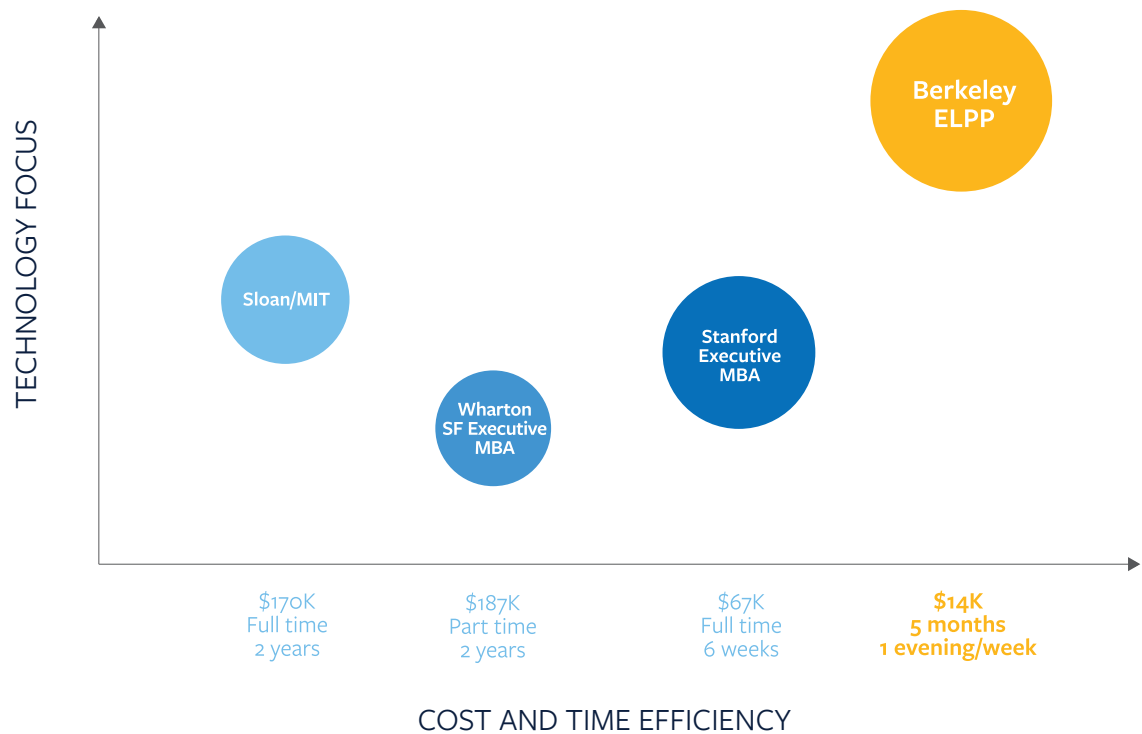
- More relevant and less costly than an MBA for future leaders of technology firms
- Tech-centric program customized to build on core skills of technical managers & scientists
- Focused on enhancing strategy, operations and leadership skills for career advancement
- Time-efficient program with cost-effective tuition at 5 months, 1 evening a week

This engineering leadership program develops you to lead innovation:

- Enables better understanding & alignment with business objectives
- Improves decision-making to avoid expensive mistakes
- Prepares effectively for higher levels of responsibility



INCREDIBLY EFFECTIVE FOR ENGINEERING LEADERS



“ The program has blown away my expectations. ”

— Sr. Engineering Director, Yahoo!

COURSE HIGHLIGHTS

Innovation, Technology Strategy & Disruption (Kodak, Intel, Keyssa, Netflix Cases)

Steve Blank, Charles Giancarlo, Don Proctor & Ikhlaq Sidhu

Sales, Channels, Customers & Product Management (Cisco, Zappos, Medtronic, Virgin Mobile Cases)

Inder Sidhu, Naeem Zafar, Bjoern Hartmann & Ikhlaq Sidhu

Operational Excellence (Change Management, Leadership, Managerial Accounting)

Ram Krishnan, UC Berkeley Faculty

Leadership Skills (Negotiations, Communications, Presentations)

UC Berkeley Faculty, Industry Experts



ACADEMIC & INDUSTRY FACULTY



Ikhlaq Sidhu
Chief Scientist &
Founding Director



Jocelyn Weber
Director of
Executive Programs

Steve Blank
Entrepreneur, Author, Berkeley & Stanford Faculty

Holly Schroth
PhD, Haas School of Business, UCB

Keval Desai
Partner, Interwest Partners

Don Proctor
Former SVP, Cisco Systems

Cosmos Nicolaou
Former VP Engineering, Google

Cort Worthington
Haas Organization Behaviour Group

Inder Sidhu
Former SVP WW Strategy & Operations, Cisco

Charles Huang
Co-Founder, Guitar Hero

Jerry Fiddler
Founder and CEO, WindRiver

Margret Schmidt
Chief Design Officer, TiVo

Charlie Giancarlo
Former Chief Product Officer, Cisco

John Briginshaw
PhD, Accounting, Haas, UCB

Bjoern Hartmann
CTO Jacobs' Institute of Design, UCB

Ram Krishnan
Former VP Operations, InvenSense

INTENSE
TECH FOCUS

4 MONTHS IN
SILICON VALLEY

INNOVATION TO
MARKET STRATEGIES

LEADERSHIP TRAINING
FOR ENGINEERS

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OUR PARTNERS





For more information, please visit:
[SCET.BERKELEY.EDU/ELPP](https://scet.berkeley.edu/elpp)





“The opportunity to work on something out of my direct field of expertise with a group of highly intelligent and motivated people was invaluable. Each session added to my toolbox and enabled me to better present my positions and respond effectively.”

— *Sr. R&D Manager, VMware*

“The guest speakers were amazing and passed on their wisdom crisply. The lean model, business canvas and value-net analysis made a lasting impression.”

— *Chief Product Architect, Synopsys*

“It was an eye-opening class, especially for someone pretty tightly entrenched in a building / improving mind-set. Diverse views over the same problems made the group exercises and assignments a learning and discovery experience.”

— *Principal Engineer, Google*



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For more information, please visit:
SCET.BERKELEY.EDU/ELPP
ELPP classes held in Silicon Valley.