

Berkeley **ENGINEERING LEADERSHIP PROFESSIONAL PROGRAM**

UNIVERSITY OF CALIFORNIA

Helping Rising Tech Leaders Take the Next Step In Under 5 Months



Offered as:

- **ELPP - GLOBAL** (Fall Semester) mid August - early December with a unique blend of online (synchronous and asynchronous) virtual class and then in-person for 3 days (incl. graduation) at UC Berkeley later in the semester. The format caters to those outside the Bay Area or those who prefer more flexibility. **Priced at \$11,800** with **early bird tuition (by July) at \$11,000**
- **ELPP - Silicon Valley** (Spring Semester) Late Jan - Early June our long-running in-person track with weekly class in San Jose/Santa Clara and in-person graduation event at UC Berkeley. **Priced at \$14,800**

DESCRIPTION

The University of California, Berkeley is ranked the #1 public university and #4 global university by US News and World Report. Since 2012, UC Berkeley's Sutardja Center has offered the Engineering Leadership Professional Program (ELPP) for technical professionals. This program explores key management and leadership concepts relevant to technical-dependent enterprises. The program, intended to prepare candidates for leadership at the executive level, is focused on areas critical today's technical leaders:

- Technical Strategy
- Operational Innovation
- Leadership/Communications
- Group Project(s) for e.g. include new venture exploration; industry landscape innovation or intra-firm opportunity analysis

Visit our website for more: <https://scet.berkeley.edu/engineering-leadership-professional-program/>

Now more than ever, innovative companies require engineers who can be technical experts as well as strategic managers and directors. The next generation of leaders will need a unique combination of technical horsepower, entrepreneurial ability, and business judgment. ELPP readies technical professionals for the next step in their career by augmenting their analytical skills with proven business methodology and techniques. With today's business environment in mind, we've included a focus on Innovation that Matters Now, with sessions on innovating under adversity, scenario planning, ethics in technology and leading global teams virtually.

CONTACT INFORMATION

- Ikhlaz Sidhu – Chief Scientist, Sutardja Center, sidhu@berkeley.edu
- Victoria Howell – Director, Executive Programs, vhowell@berkeley.edu
- Jocelyn Weber-Phipps – Director, X-Labs/Xcelerator, jweberphipp@berkeley.edu

FORMAT

This course is composed primarily of case study analysis, guest speaker presentations, interactive exercises and team projects, as supported by video and further information found on the <http://engineeringleadership.net> website. Students will analyze one to two case studies per week. Industry guest speakers will provide insight based on real-world business experience. Over the course of the semester, participants will gain exposure to a wide variety of managerial approaches, technologies, business models and personalities. The group projects are designed for participants to analyze organization and strategic situations for private firms or government organization from a leadership perspective.

TEXTS AND REQUIRED SUPPLIES

Selected case studies, available online via Study.Net

- Innovation Engineering A Practical Guide to Creating Anything New by Ikhlaq Sidhu (2019)
- Crucial Conversations: Tools for Talking When Stakes are High by Kerry Patterson, Joseph Grenny, Ron McMillan and Al Switzler (June 18, 2002)
- Public domain documents and custom podcasts as applicable
- Berkeley Extension Edge Innovation Engineering flipped classroom modules as applicable
- Online surveys and/or quizzes to be completed

GRADING, ATTENDANCE, AND WEEKLY FEEDBACK

Class attendance and weekly feedback, using Net Promoter Score (NPS) model is expected and tracked. Grading will be as follows:

- Engineering Leadership Phase I
 - o 25% Class participation, quizzes & attendance
- Engineering Leadership Phase II
 - o 25% Class participation, quizzes & attendance
- Group Project(s)
 - o 50% Group Project

DATES AND LOCATION

- **ELPP GLOBAL** – Online classes, mid Aug through November, Wednesdays 4pm – 7pm PT culminating with an in person 2 ½ day event at UC Berkeley late November/early December
- **ELPP Silicon Valley** - classes take place late January to early June, Mondays and occasional Wednesdays, 5:30pm – 8:30pm PCT in Santa Clara culminating in in-person graduation at UC Berkeley in June

SAMPLE SYLLABUS

Date	Topic/Case (see speakers/faculty below)
Prior to Session 1	Select Readings/Signup for Online Access and Alumni Group
Session 1	Class Introduction & Innovating Under Adversity Interactive Session/Lecture/Discussion
Session 2	Bleeding Edge Technology: E-Ink/Psychology of Innovation 1 & Project Brainstorming
Session 3	Validating Products: Dr. Johns & Project Brainstorming
Session 4	Adaption: Netflix and Scenario Planning/Psychology of Innovation 2
Session 5	Managing Change: Kodak & Project Team Formation
Session 6	Pricing: Virgin Mobile & Project Team Formation
Session 7	How to Pitch Anything & Venture Financials
Session 8	Managing Go To Market Revolution: Cisco & Doing What Matters
Session 9 + Group Projects	Outline, Work, Mentoring and Presentations (Timing varies for ELPP GLOBAL - 1 project & ELPP Silicon Valley - 2 projects)
Session 10	Freemium Financial Model: Dropbox/Psychology of Innovation 3
Session 11	Managerial Accounting - Part I
Session 12	Managerial Accounting - Part II
Session 13	Gold Star/Blue Star Leadership
Session 14	AI and Ethics/ Socially Responsible Leadership
Session 15	Influence & Negotiation Part 1
Session 16	Influence & Shadow Negotiations Part 2
Session 17 & 18	Authentic Leadership and Thriving in Adversity
Session 19	Strategy: Intel /Core Competence: Zappos; Change Management and Scenario Planning
Session 20, 21 & 22	Mentoring, Final Project Presentations and Graduation Speaker & Dinner/Certificate Ceremony

POTENTIAL FACULTY/SPEAKERS

Ikhlaq Sidhu is the Chief Scientist, and Faculty Director of UC Berkeley's Sutardja Center for Entrepreneurship & Technology. He is the author of the book "Innovation Engineering" and the creator of the very popular Data-X Course at Berkeley. He holds 75 patents in internet communication technologies. Dr. Sidhu developed the Entrepreneurship & Technology area at the #1 public university in the world, the Berkeley Method of Entrepreneurship (for new ventures), and the Berkeley Method of Innovation Leadership (for technical leaders). In 2018, Sidhu received the IEEE Major Education Innovation Award. He received Berkeley IEOR Emerging Area Professor Award in 2009 at UC Berkeley. In 1999, he received 3Com Corporation's Inventor of the Year Award. He serves on many advisory boards. He received his bachelor's degree in Electrical and Computer Engineering from the University of Illinois at Urbana-Champaign, and his masters' degree and doctorate in Electrical Engineering from Northwestern University.

Ken Singer is the Chief Learning Officer and Managing Director for the Sutardja Center for Entrepreneurship and Technology at UC Berkeley. He is the co-creator of the Berkeley Method of Entrepreneurship Education and is the inventor of the game-based Challenge Lab course now taught in several universities around the world. Ken is also the co-founder of the Applied Innovation Institute, a nonprofit that sponsors student competitions around the world, including the Arab Mobile App Challenge.

Gigi Wang is a leader in global entrepreneurship and innovation and heads up MG-Team, LLC, a consulting firm focusing on entrepreneurship and innovation programs. She is an Industry Fellow & Instructor at UC Berkeley's Sutardja Center for Entrepreneurship and Chair Emeritus of the VLAB (formerly MIT/Stanford Venture Lab), and she serves on the advisory boards of Mobility Ventures, iGlobe Partners and others. Gigi is a frequent conference speaker and conducts entrepreneurship/innovation workshops for startups, corporates, incubators, and universities around the world, along with offering biz dev services to help companies scale. She has mentored and advised hundreds of startups from around the world. Gigi holds BS & MS degrees in Mech Engineering from Stanford University where she was President of the Tau Beta Pi Engineering Honor Society, and she holds an MBA from the UC Berkeley's Haas School of Business.

Don Proctor is the founder and CEO of Bk97 digital, and former SVP, Cisco (over two decades!). With an intense focus on disruptive technologies, Don has built three separate \$1B+ businesses, led teams of up to 10,000, and developed/scaled hundreds of products for the enterprise, telecommunications, and small business markets. He remains an active board member and advisor for Yagna iQ, The Computer History Museum, the national Leukemia and Lymphoma Society, and is Chair Emeritus of the Advisory Council for the Lawrence Hall of Science. He has taught as part of the ELPP program (and at the Haas School of Business) for the last five years and we are fortunate to have his expertise leading our case discussion.

Charles Giancarlo is Chairman and CEO of Pure Storage, the data storage company that helps innovators leverage their data, use artificial intelligence and modern analytics to build a better world. He has a three-decade track record of driving growth and innovation at leading global technology companies including Silver Lake Partners and Cisco. He currently serves on the boards of Arista Networks and Zscaler, is a Trustee of Brown University, and an advisor to the UC Berkeley School of Engineering. He is a former board member of Accenture, Avaya, Imperva, Netflix, and ServiceNow. Charlie holds a Bachelor of Science in engineering from Brown University, a Master of Science in electrical engineering from the University of California, Berkeley, and a Master of Business Administration from Harvard Business School.

Vinod Dham is popularly acclaimed worldwide as the “Father of Pentium,” for leading Intel’s iconic microprocessor brand from inception to its worldwide success. Vinod (Vin) Dham has Over 40+ years of experience in developing semiconductor products, technologies and Venture Capital. Recently Vin has been involved in mentoring startup entrepreneurs as an Angel Investor. Earlier, he was one of the handful of pioneers who brought Venture Capital and Startup eco-system to India. He is a founder of IndoUS Venture Partners (IUDP), an India-focused early stage venture capital fund. Earlier, Vin was Chief Executive Officer of Silicon Spice, a chip design startup he joined at its nascent stage and led the design of a VOIP chip. Silicon Spice was acquired by Broadcom for \$1.2 billion. Prior to that Vin was Chief Operating Officer at NexGen, a microprocessor design startup, which was acquired by AMD for \$800m. Prior to his startup stints, Vin was Intel’s Vice President of Pentium Processor Division and earlier General Manager of i486 Workgroup Computing Division. During his 16 years at Intel, he successfully led and managed - Intel 386 compaction, i486, and the Pentium Processor families, helping Intel become the largest company in the semiconductor Industry. Vin has received numerous recognitions over the years, including being named one of the top 25 executives in the computer industry and one of the top 100 most influential Asian Americans.

Victoria Howell is an associate instructor for UC Berkeley’s Sutardja Center for Entrepreneurship and Technology. She leads the A. Richard Newton Distinguished Innovator Lecture Series, the Center’s flagship program. Her background is in financial services, strategy and marketing, and she now dedicates herself to delivering opportunities/events connecting exceptional individuals to diverse audiences. Her work encourages learning and empowerment for entrepreneurs, career-minded professionals and seasoned executives.

Naeem Zafar is a serial entrepreneur and instructor at the UC Berkeley Sutardja Center. He is currently CEO/founder of TeleSense, an IoT (Internet of Things) company. He co-founded and served as the CEO of Bitzer Mobile, an enterprise security and mobility company that was acquired by Oracle in November 2013. Naeem is a faculty member at the University of California and a Professor-of-the-Practice at the Brown University Department of Engineering, teaching courses in entrepreneurship,

Alka Roy has been a product and technology leader at AT&T Foundry. She was the lead technology strategist for wireless core and transport for Cingular Wireless and Director of New Technology & Product Development for Cloud Enablers and Enterprise Conversational Voice Apps for AT&T. She has led numerous technology initiatives and published position papers for video streaming and video delivery for AT&T and holds patents for security gateway and data policy management. Alka holds a BS in Electrical Engineering and Computer Science from the University of Notre Dame and an MFA in Creative Writing from Bennington College and was one of the recipients of the Rising Star, National Women of Color in Technology Outstanding Contribution Award. Alka has served on boards of several non-profit organizations and human rights organizations and is passionate about mentoring, coaching and exploring the intersections between art, technology, and ethics.

Suneel Udpa, PhD, is Continuing Lecturer and Distinguished Teaching Fellow at the Haas School of Business, UC Berkeley. He has been a foundational member of our ELPP faculty for over half a decade. He was awarded the Earl F. Cheit Award for Excellence in Teaching in 2003, 2007, 2010, and 2013, and in 2015 was awarded the Berkeley Haas Lifetime Achievement Award. Suneel consults extensively in the area of mergers & acquisitions and provides litigation support in cases involving valuation and damage estimation. Suneel received his MS in Business Administration and PhD in Accounting from the John M. Olin School of Business, Washington University in St. Louis.

Marc Tarpenning is a Venture Partner at Spero Ventures and co-founder of Tesla Motors. He is a member of the advisory board at Clearpath Robotics, a manufacturer of unmanned vehicles for industrial research and development applications. Previously he was a mentor at Greenstart and an entrepreneur in residence at Mayfield Fund. Prior to that he cofounded and served as vice president for engineering at Tesla Motors. He also held executive positions at Packet Design, NuvoMedia, and Gemstar-TV Guide. Tarpenning holds a bachelor's degree in computer science from UC Berkeley.

Inder Sidhu is the Executive Vice President of Global Customer Success and Business Operations of Nutanix. He brings to the company 30 years of experience in the technology industry and a deep background of customer experience management, as well as strategic and operational expertise. Most recently, he served as Senior Vice President of Strategy & Planning for Worldwide Sales at Cisco, where he architected Cisco's global go-to-market engine, which helped the company grow from \$1 billion in annual revenue to \$50 billion. He also co-led Cisco's \$16 billion Enterprise business, its \$7 billion Emerging Countries business, and its 1,200-person digitally-driven Worldwide Professional Services business. Prior to Cisco, Inder was a consultant with McKinsey & Company, an engineer with Intel and an entrepreneur at Excelan, a successful Silicon Valley startup. He is a frequently requested speaker, and has taught at Harvard, Stanford, The Wharton School at UPenn and UC Berkeley.

Dr. Pamela Park invests in and advises leaders in Silicon Valley, drawing from her award-winning teaching and research on tech firm leadership at UC Berkeley. Across the course of her career, Dr. Park has advised startup founders, CEOs, investors, Fortune 500 leaders and boards, and senior U.S. government officials. Prior to government service, Dr. Park worked as an investment banker at Goldman Sachs & Co. Dr. Park has taught at Harvard and is currently an instructor at UC Berkeley. Dr. Park received her doctorate from Harvard Business School, her M.A. degree in Regional Studies East Asia from Harvard University, and her B.A. in Economics from Harvard College. She also holds a certificate in leadership coaching strategies from Harvard University.

Michael Marks is the CEO and founder of Katerra. He is a founding partner of Riverwood Capital, a Menlo Park based private equity firm. Prior to establishing Riverwood, he was a partner and senior advisor at Kohlberg Kravis Roberts & Co. in 2006 and 2007. Prior to KKR, Michael spent 13 years as CEO, and then chairman, of Flextronics International Ltd., building it into one of the largest technology companies in the world. He is a director of The Melt, Enjoy, H2O.ai, and Berkeley Lights.

Holly Schroth is an award-winning Senior Lecturer and Distinguished Teaching Fellow at the Haas School of Business at the UC Berkeley. She teaches Negotiations and Conflict Resolution and Organizational Behavior/Leading People in the MBA, Undergraduate and Executive Education programs. In addition to teaching, she is a trainer, consultant and keynote speaker on negotiation, influence and communication issues to a variety of organizations in the United States and abroad. Her workshops are grounded in social psychology theory and are skills based for immediate application to the workplace and everyday life.

Cort Worthington is an award-winning leadership instructor at Haas School of Business, the claim to fame is improvisational leadership, a style of leadership marked by dual competencies in hard skills such as assertiveness and decisiveness along with soft skills such as building rapport and leading through trust. Beneath this specialization, what truly makes Lecturer Worthington so unique is his background as an improvisational theater instructor, documentary filmmaker, and parachuting U.S. Forest Service Smokejumper who learned the value of instant collaboration, open communication, and inventiveness on the fire line. In his nine years at Haas, he has created courses where students feel comfortable taking personal risks to develop into agile, innovative leaders. Repeatedly, students describe his “Improvisational Leadership” and “Leadership and Personal Development” classes as life-changing.

Adam Cheyer is co-Founder and VP Engineering of Viv Labs, a startup simplifying the world by providing an intelligent interface to everything. Viv Labs was acquired by Samsung in 2016. Previously, Adam Cheyer was coFounder and VP Engineering at Siri, Inc., a company aimed at fundamentally redesigning the face of the consumer mobile experience. In 2010, Siri was acquired by Apple, where Mr. Cheyer became a Director of Engineering in the iPhone/iOS group. Mr. Cheyer is also a Founding Member and Advisor to Change.org, the premier social network for positive social change, and a co-Founder of Sentient Technologies.