

16 OCTOBER 2019
New Brunswick NJ

Innovation Roundtable®
Workshop hosted by



Digital Innovation, IoT and Emerging Technologies

Creating Digital Services & Business Models
and Leveraging Connectivity & New Tech (AI, IoT, VR)



PRESENTATIONS

Johnson & Johnson



KARA BORTONE

Senior Director, Johnson & Johnson Innovation, JLABS

SCHAEFFLER



HAO DINH

Director Digital Transformation
Schaeffler & Aspen Institute

Honeywell



MANISH SHARMA

VP & CTO – HBT
Innovation & Architecture

GOODYEAR



ABHIJIT GANGULY

Senior Manager Incubations
and Deployment

SIEMENS



FLORIAN MICHAHELLES

Head of Research Group

mastercard



INA WANCA

VP, Product Development
and Innovation AI Solutions
Lead

TOPICS



Digital Services & Business Models: Starting with User Needs in Mind – Developing Strong Value Propositions • Identifying Clear Pain Points to Develop Strong Value Propositions • Developing a Disciplined Approach to Business Model Innovation • Testing Before Scaling New Business Models • Running Methodical Business Experiments & Incubating New Businesses to Test Initiatives in the Market • Deploying Validated Business Models Across Global Business Units

Emerging Technology: Deploying New & Emerging Technologies Internally to Learn & Validate Their Capabilities • Leveraging New Technologies from Sensors to AI to Provide Holistic Solutions • Using Machine Learning and Data Analytics to Enable Predictive Maintenance • Understanding the Potential and Limitations of AI • Building & Acquiring New Capabilities from Sensors to Data Science • Cases on Development Journeys Within VR and IoT • Building Digital Companions to Augment Human Capabilities • Developing Cross-Functional Initiatives to Upscale Workers in the Digital Age • Creating Strategies to Engage in Emerging Ecosystems – from Venturing to Quick NDAs





AGENDA OUTLINE

08:30 am - 09:00 am Registration & light breakfast
09:00 am - 05:00 pm Workshop (incl. lunch and coffee breaks)

Johnson & Johnson • Emerging and Digital Technologies in Mental Health: The Role of External Innovation

Kara Bortone • Senior Director, Johnson & Johnson Innovation, JLABS

Roundtable Discussion I: Insights and challenges in digital innovation and emerging technologies

Schaeffler • Different Models and Frameworks for Driving Digital Transformation and Emerging Technology

Hao Dinh • Director Digital Transformation Schaeffler & Aspen Institute

Goodyear • Developing New Digital & Service Business Models: Leveraging Data Science & Sensors to Provide Holistic Solutions

Abhijit Ganguly • Senior Manager Incubations and Deployment

Honeywell • Leveraging the Core Technology IoT Stack to Get Key Insights into Customer Problems

Manish Sharma • VP & CTO – HBT Innovation & Architecture

Roundtable Discussion II: Selection of topics

Siemens • Augmenting Human Capabilities with AI: Current Projects and Future Trends

Florian Michahelles • Head of Research Group

Mastercard • Matching AI Capabilities with Real Business Needs

Ina Wanca • VP, Product Development and Innovation AI Solutions Lead

Plenary Sharing

05:00 pm - 06:00 pm Drinks on the premises
05:15 pm - 06:15 pm Tour

16 OCTOBER 2019 • New Brunswick, NJ

Digital Innovation, IoT and Emerging Technologies

Creating Digital Services & Business Models and Leveraging Connectivity & New Tech (AI, IoT, VR)



The Heldrich Hotel
10 Livingston Ave,
New Brunswick, 08901
New Jersey, USA
✈ EWR 30min • JFK 80min

Workshop hosted by

Johnson & Johnson

Venue, directions, parking and recommended hotels on p. 8-9

NETWORKING DINNER

On the evening of **Wednesday 16 October**, after the workshop, attendees will have the opportunity to meet for dinner (at own expense) at the **Due Mari Restaurant**, located in the heart of New Brunswick, NJ.

Details & registration info on p. 6 (NB: register by 9 October)



TOUR

At the end of the day, participants will have the opportunity to join a tour of the **Johnson & Johnson museum**.

The museum is housed inside the 1907 Powerhouse, the oldest building of the company's global headquarters in New Brunswick, where innovative and interactive exhibits highlight J&J's history over three centuries and the influence they've made in the world.

Registration for the tour will open in early October.

Details & registration info on p. 6



The leading network exclusively for corporate innovation practitioners

Innovation Roundtable® provides access to the latest insights on effective innovation practices in large corporations. We facilitate connection and peer-to-peer exchange between innovation practitioners at our large-scale, corporate-only conferences and through our online network.

Discover our 2019 calendar of events in Europe, the US and China on the last page of this program. For more info on our network and our 150+ member firms, please visit innovationroundtable.com

Connect • Learn • Share





KARA BORTONE

Senior Director, Johnson & Johnson Innovation, JLABS



Emerging and Digital Technologies in Mental Health: The Role of External Innovation

Kara Bortone oversees the strategic direction and pipeline activities for sourcing, selection, screening, onboarding, optimizing and tracking the portfolio across Johnson & Johnson Innovation, JLABS globally. Kara will discuss her first-hand experience in the mental health field and how JLABS sources, performs diligence and facilitates delivering transformational new healthcare solutions to

patients. The presentation will provide more details and learnings within:

- Providing access to large company infrastructure such as mentorship, operations support and education to the start-up community
- Lowering barriers for entrepreneurs to develop game-changing innovation
- Enabling cross-sector innovation across the healthcare ecosystem globally
- Fostering innovation on the convergence of health and tech through Smart Devices for Therapy Deliver, Mobile Wellness Management, Digital Disease Interception & Prevention, and Engagement with the Patient Consumer

Roundtable Discussion I: Insights and challenges. Each attendee makes an illustration or writes a text to summarize or highlight a key aspect or problem in digital innovation and emerging technologies. The group discusses the input one person at a time. Discussion tables will be divided into B2B, B2C and B2B2C.



HAO DINH

Director Digital Transformation Schaeffler & Aspen Institute



Different Models and Frameworks for Driving Digital Transformation and Emerging Technology

Hao Dinh leads digital transformation at Schaeffler and brings experience from similar roles at GE and he is involved with the Aspen Institute. He will present approaches to deploying new and emerging technologies, while also explaining the benefits and strategies guiding the company's ecosystem engagement in that effort.

The presentation will provide further details on:

- Leveraging digital transformation by getting your own feet wet first
 - Deploying new and emerging technologies internally to learn their capabilities and validate them before experimenting with new business models externally
- Engaging in emerging innovation ecosystems
 - Developing a growth board by creating an internal venture capitalist team who are well acquainted with the company's strategy to determine the way forward
 - Why neither large companies nor startups can do it on their own and how to establish quick NDAs or a memorandum of understanding to keep up with the startup momentum
 - Sharing some explanatory use cases on development journeys within VR and IoT
- Lessons learned within digital transformation and experimenting with emerging technologies



ABHIJIT GANGULY

Senior Manager Incubations and Deployment



Developing New Digital & Service Business Models: Leveraging Data Science & Sensors to Provide Holistic Solutions

Abhijit Ganguly will explain how Goodyear has developed and refined a disciplined approach to business model innovation, applying new technologies, fostering customer centricity, and building & acquiring new capabilities. The approach to innovation catalyzed a new digital service business currently being launched in

the EU, the US and other parts of the world. The presentation will provide more details on:

- Starting innovation initiatives with user needs in mind – developing strong value propositions
- Running disciplined business experiments (with the market) to understand the key assumptions that make or break new business models
- Incubating new businesses to test initiatives (in the market)
- Building & acquiring new capabilities along the way (in sensors, data science, innovation)
- Deploying validated business models across global business units



MANISH SHARMA

VP & CTO – HBT Innovation & Architecture



Leveraging the Core Technology IoT Stack to Get Key Insights into Customer Problems

Manish Sharma will present the new trends in the building industry and explain how Honeywell leverages new technologies to enhance user experiences and solves customer problems. Leveraging the core technology stack of IoT at different layers enables Honeywell to get the key insights of a customer problem ahead of time and helps drive specific actions before problems occur. New smart sensors with

embedded multi-sensor data fusion and ambient sensing technologies will transform buildings to provide occupant-tailored experience and smart urban mobility, which requires a mindset and cultural shift in the company. Standards-based wireless technologies and remote device management capabilities will enable rapid installation of infrastructure and faster technology upgrades for a more evolved facility management with an implication of using new iterative methodologies such as agile. Intelligence at the edge using Artificial Intelligence and Machine Learning will unlock multi-faceted data analytics for energy monitoring and prediction, and autonomous operations will make buildings cognitive and responsive to occupant needs, which transforms the relation to customers and users entirely.

Roundtable Discussion II: Selection of topics. Each attendee selects one discussion topic within the overarching themes of the day, based on the inputs emerging from the first roundtable discussion.



FLORIAN MICHAHELLES

Head of Research Group



Augmenting Human Capabilities with AI: Current Projects and Future Trends

Florian Michahelles heads the Artificial & Human Intelligence research group focused on creating digital companions for industry with the aim to augment human capabilities. He will present the potential and limitations of AI and share examples that complement human capabilities rather than replacing them. Additionally, he will introduce corporate cross-functional initiatives of how to upscale

workers in the digital age. Florian will present results and reflect on the lessons learned on the journey.



INA WANCA

VP Product Development and Innovation
AI Solutions Lead



Matching AI Capabilities with Real Business Needs

Ina Wanca leads the AI solutions portfolio within MasterCard Labs with expertise in AI personalization, predictions, and optimization. Her presentation will include case studies which seek to answer the question about what prevents companies from turning AI-dreams into realities. She will discuss how to build a winning AI-strategy by aligning the business and technology models together.

- Building a strategy to successfully connect technology capabilities with business needs
 - Understanding the scope and limitations of AI technologies
 - Creating an AI-business matrix of business problems which can be solved by AI technologies
 - Developing clear prioritization and risk criteria based on market validation, materiality and feasibility
 - Using use cases to bring awareness of AI capabilities across the organization and close the gap between business units and technology experts
- Working with external clients to create proof of concepts and co-create shared AI-solutions
- Lessons learned such as the need to start small, validate functionality and user-viability, create awareness, and keep iterating

Plenary Sharing: Wrap up and sharing of insights from the day.

J&J MUSEUM TOUR

16
OCT

After the workshop, participants will have the opportunity to join a **tour of the Johnson & Johnson museum** (from 5:15 pm to 6:15 pm), where they will be visiting the exhibition:

From a small 19th century company making surgery sterile to the leading 21st healthcare company

Johnson & Johnson has been a well-recognized healthcare brand for decades, and the company is using the last remaining building from its original campus to showcase its history. It's been transformed from an electrical outbuilding to a modern corporate museum, featuring interactive and digital exhibits along with traditional historical images, photos, stories and exhibits.

J&J worked with professional museum design and planning firms to create the corporate museum, which is initially opened to just employees and campus visitors. Innovative and interactive exhibits highlight J&J's history and influence they've made in the world. Museum features changing exhibit space, updatable interactive exhibits, and on-loan items.

The museum is housed inside the 1907 Powerhouse, the oldest building of the company's global headquarters in New Brunswick - located within walking distance from the workshop venue.

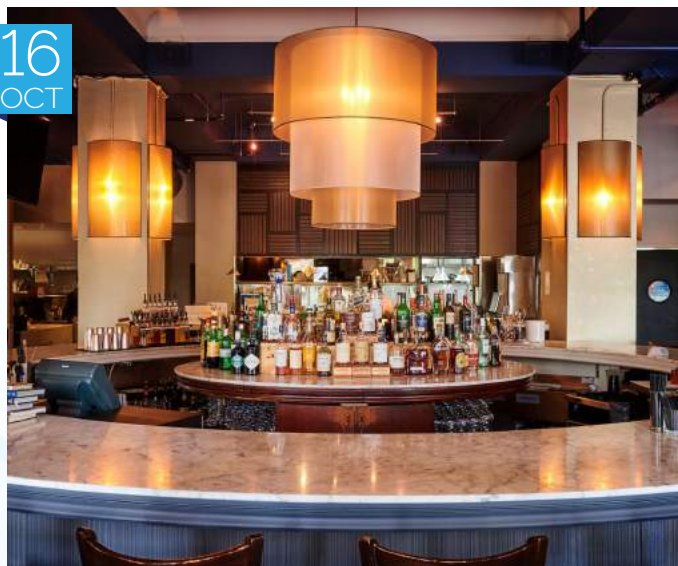
Registrations for the tour will open in early October

- registered event participants will be notified by e-mail.



DINNER THE EVENING AFTER THE EVENT

16
OCT



The evening after the workshop, attendees will have the opportunity to meet for dinner (at own expense) at Due Mari Restaurant, located in the heart of New Brunswick, New Jersey and featuring the freshest of Italian dishes as well as regional cuisine.

The dinner will start at **7:30 pm**.

3-course dinner with set appetizer & dessert course and 4 choices of the main meal, 2 glasses of house wine/beer and soda/drip coffee/tea. Tax & gratuity included: \$100.

Please register and pay by 9 October at:
innoround.co/dinners

Due Mari Restaurant

78 Albany Street, New Brunswick, New Jersey 08901
duemarinj.com

We recommend the following readings with insights and cases related to the workshop themes:

#Digital Services and Business Models

- [Disrupting Beliefs: A New Approach to Business Model Innovation](#)
Marc de Jong & Menno van Dijk, 2015 – McKinsey Quarterly – Free access
- [How Industrial Systems Are Turning into Digital Services](#)
Joe Sinfield, Ned Calder & Ben Geheb, 2015 – Harvard Business Review – Free access**
- [Manufacturing Companies Need to Sell Outcomes, Not Products](#)
Michael Connerty et al., 2016 – Harvard Business Review – Free access**
- [Great Digital Companies Build Great Recommendation Engines](#)
Michael Schrage, 2017 – Harvard Business Review – Free access**

#Emerging technologies

- [Transforming Manufacturing and Supply Chains with 4D Printing](#)
Monika Mahto & Brenda Sniderman, 2019 – MIT Sloan Management Review – Free access*
- [Augmented Reality Is Already Improving Worker Performance](#)
Magid Abraham & Marco Annunziata, 2017 – Harvard Business Review – Free access**
- [Using AI to Enhance Business Operations](#)
Monideepa Tarafdar, Cynthia M. Beath, & Jeanne W. Ross, 2019 – MIT Sloan Management Review – Free access*

#IoT

- [The Flood of Data from IoT is Powering New Opportunities – for Some](#)
Sam Ransbotham, 2017 – MIT Sloan Management Review – Free access*
- [5 Supply Chain Use Cases for IoT, Blockchain](#)
John Liu & Anant Kadiyala, 2018 – Wall Street Journal – Free access

* You can register as a Site Member on sloanreview.mit.edu and access up to 3 articles for free each month, additional articles at USD 6.50 each. Yearly subscription with unlimited access to articles: USD 75.

** HBR.org allows unregistered users to access up to 3 articles for free every month. You can also register for free and get access to up to 6 articles per month.

VENUE

The Heldrich Hotel

10 Livingston Ave, New Brunswick, NJ 08901, USA



From the airports:

From Newark Liberty Airport (EWR):

The best way to reach the venue is by taxi or car (estimated time: **30 min**). Please be aware that it can take longer during rush hours.

From John F. Kennedy International Airport (JFK):

The best way to reach the venue is by taxi or car (estimated time: **80 min**). Please be aware that it can take longer during rush hours.

From LaGuardia Airport (LGA):

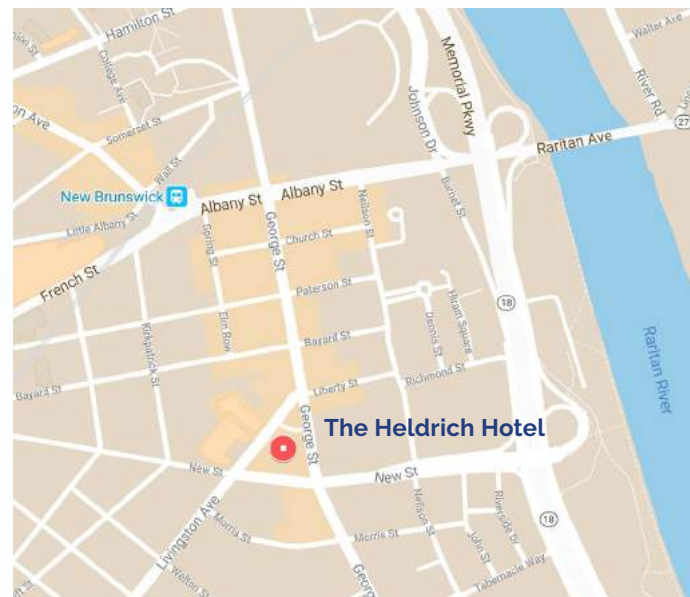
The best way to reach the venue is by taxi or car (estimated time: **60 - 100 min**). Please be aware that it can take longer during rush hours.

From New York City:

It is easy to reach the venue by public transport **from central Manhattan**, it takes **approx. 55 min**.

Take the **Northeast Corridor** train from **Pennsylvania Station** to **New Brunswick** (5 stops, approx. 45 min). The venue is located less than 10 min by foot: from the station take Albany St. and then turn right to George St. (direction: South). After 5 min walk you will see the Monument Square Park in front of you with the venue right behind. You can check timetables and plan your trip at [MTA New York City Transit](#) - 00 1 718-330-1234, and [NJ Transit](#).

Should you like to reach the venue by car, the estimate travel time is approx. 1 hour (without traffic).



PARKING

Paid parking is available through the Morris Street self parking garage (indicative rate for 9 hours: \$15).

INTERNET ACCESS

You will receive free WiFi access at the venue.


CONTACTS





For inquiries, please call us +45 4050 8686.




Recommended Hotels • Attendees can book rooms at special rates at the following hotels, all located close to the workshop venue. Please note that the special **rates are available for a limited amount of rooms and for a limited time**, therefore it is suggested that you reserve your room as soon as possible.





The Heldrich Hotel ★ ★ ★ theheldrich.com



-  10 Livingston Ave, New Brunswick, NJ 08901, USA
-  Event venue; 30 min (drive) from EWR, approx. 80 min (drive) from JFK, 60-90 min (drive) from LGA, approx. 60 min (train) from central Manhattan
-  Rates from \$ 229
-  Reservations on the hotel's website. NB: minimum 2 nights.

Hilton East Brunswick Hotel ★ ★ ★ 3.hilton.com



-  3 Tower Center Blvd, East Brunswick, NJ 08816, USA
-  10 min drive to the venue; 30 min (drive) from EWR, 90 min (drive) JFK, 80 min (drive) from LGA, approx. 100 min (train) or 60 min (bus) from central Manhattan
-  Single/Double room: \$ 179
-  To avail the special rate use [this link](#).

Additional Hotels • Other hotels close to the venue (no special rates / booking agreements, thus price and availability may vary. Reservations through booking portals or the hotel's website.

Hyatt Regency New Brunswick ★ ★ ★ hyatt.com




-  2 Albany St, New Brunswick, NJ 08901, USA
-  5 min walk to the venue; 30 min (drive) EWR, 80 min (drive) from JFK, 80 min (drive) from LGA
-  Rates from \$229 per night
-  Reservation on the hotel's website or booking portals





Sheraton Edison ★ ★ ★ marriott.com



-  125 Raritan Center Pkwy, Edison, NJ 08837, USA
-  15 min (drive) to the venue; 25 min (drive) EWR, 50 min (drive) from JFK, 50 min (drive) from LGA
-  Rooms from \$ 249 per night
-  Reservation on the hotel's website or booking portals

Delta Hotels by Marriott Woodbridge ★ ★ ★ ★ marriott.com



-  515 US Highway 1 South, Iselin, NJ 08830, United States
-  20 min (drive) to the venue; 30 min (drive) EWR, 50 min (drive) from JFK, 50 min (drive) from LGA
-  Rooms from \$229 per night
-  Reservation on the hotel's website or booking portals



The leading network **exclusively** for innovation executives in large multinational companies

Innovation Roundtable® facilitates **connections** between innovation managers in a setting where they can **learn** about best practices from executive speakers and leading experts, discuss selected innovation topics, and **share** experiences with peers.

Our events, **attended by 150-200 innovation executives**, provide a unique source of inspiration and new ideas for managers and help them create an even stronger foundation for innovation in their firms.

OUR EVENTS IN THE US

Join a unique global network of corporate innovation executives

Innovation Roundtable® has been active for **over 10 years** in Europe – and since 2016 our network has expanded in the US, with past events hosted by Bosch, IBM, Gore, and P&G, each attended by over 150 corporate innovators.

Our corporate membership plans allow attendance to events in one or more regions by **up to 3 delegates**, enabling different colleagues to attend events on topics of specific relevance to them.

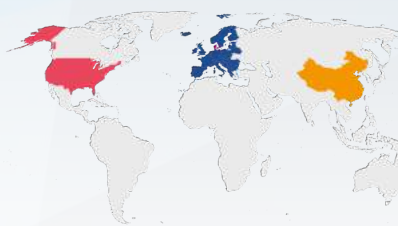
For further information on how to **become a member** of our network and join our upcoming events in the US, please contact us at: info@innovationroundtable.com

2 APRIL 2019 Newark, DE	Ambidextrous Organization & Culture Building the Organization and Nurturing the Culture for New Businesses – Alongside the Core	3 APRIL 2019 Newark, DE	Internal and External Startups & Scaleups Building Internal Gamechanging Innovations and Collaborating with External Startups – and Getting Scaling Right
26 JUNE 2019 Chicago, IL	Culture of Agility, Connection and Collaboration Scaling an Agile Innovation Culture and Nurturing Collaboration, Generosity, Openness, & Cross-Functional Teamwork	27 JUNE 2019 Chicago, IL	Innovating for New Growth & Adapting Ecosystems Creating Gamechanging Innovation and Harnessing Ecosystems & Startups
16 OCTOBER 2019 New Brunswick, NJ	Digital Innovation, IoT and Emerging Technologies Creating Digital Services & Business Models and Leveraging Connectivity & New Tech (AI, IoT, VR)	17 OCTOBER 2019 New Brunswick, NJ	Design Thinking and Lean Startup Applying the Principles of Design Thinking, Lean Startup and Agile to Rethink Innovation and Organization

2019 • OUR EVENTS

Our 2020 calendar of events in Europe, the US and China will be announced on our website in mid October 2019

FEBRUARY / MARCH		APRIL		MAY		JUNE					
26 FEB	BOSCH Stuttgart	Digital Transform. and Agile Organization	2 APR	GORE Newark, DE	Ambidextrous Organization and Culture	14 MAY	BAKER HUGHES London	Culture of Innovation & Customer Centricity	12 JUN	Allianz Berlin	Digital & Organizational Transformation
27 FEB	BOSCH Stuttgart	Creating and Scaling New Businesses	3 APR	GORE Newark, DE	Internal & External Startups and Scaleups	22 MAY	IBM MIND Milan	AI, Blockchain, QC and Technology Foresighting	13 JUN	Allianz Berlin	Internal & External Startups for New Business Creation
19 MAR	AIRBUS Toulouse	Digital Services and Business Model Innovation	10 APR	PHILIPS Amsterdam	AI, Quantum Computing & Digital Experiments	23 MAY	IBM MIND Milan	Co-Creation with Big & Small Players	26 JUN	facebook Chicago, IL	Culture of Agility, Connection and Collaboration
20 MAR	AIRBUS Toulouse	Design Thinking, Lean Startup and Agile	11 APR	PHILIPS Amsterdam	Portfolio Mgmt & Prototyping in the Front End				27 JUN	facebook Chicago, IL	Innovating for New Growth & Adapting Ecosystems
			24 APR	Microsoft Beijing	Disruptive Innovation & Tech Trends						
			25 APR	Microsoft Beijing	Leveraging Startups to Drive Innovation						
SEPTEMBER		OCTOBER		NOVEMBER / DECEMBER							
4 SEP	HUAWEI Shanghai	Emerging Technologies & Future Scenarios	9 OCT	edf Paris	Culture for Collaboration and Transformation	5-7 NOV	Innovation Roundtable® SUMMIT 2019 Copenhagen				
5 SEP	HUAWEI Shanghai	Business Model Innovation & Ecosystems	16 OCT	Johnson & Johnson New Brunswick, NJ	Digital Innovation, IoT & Emerging Technologies	4 DEC	DSM Maastricht	Circular Business Models & Innov. for Sustainability			
24 SEP	P&G Frankfurt	Value Creation with Connected Products & IoT	17 OCT	Johnson & Johnson New Brunswick, NJ	Design Thinking and Lean Startup	5 DEC	DSM Maastricht	Startups, Ecosystems and Co-Creation			
25 SEP	P&G Frankfurt	Agile & Lean at Scale									



Learn more about our network and upcoming events on innovationroundtable.com

