

**2017 SCPD Conference
Placeholder Agenda for the Web**

Updated March 7, 2017

**SCPD Conference - June 1st & 2nd
3M Innovation Center
Saint Paul, MN**

Accelerating Concurrent Innovation: Navigating; Connecting; Adapting -

(Navigating the Journey; Connecting with People/Resources; Adapting to Today's Fast Paced Technology Innovations)

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Overview:

Day 1: People at the Center of Innovation & Human Centered Design - Full Day

Day 2: Technology & Immersive Innovation - Half + Day

Continental Breakfast and Lunch Included - Both Days

Cocktails and Appetizers - End of Day 1

Day 1: People at the Center of Innovation & Human Centered Design

7:30-8:00 - Registration and Continental Breakfast

8:00-4:30: Topic Succession (outlined below) - Full Audience - All Topics

4:30-6:00: Cocktails and Appetizers

Kick-Off:

- **Brian Abraham:** Associate Dean of Entrepreneurship, University of Saint Thomas: Living the Dream: Driving Innovation in a Collaborative Economy
- TBA - New to Market, Highly Successful Consumer Brand and the Alignment to SCPD Concurrency
- TBA - Building Teams for Embracing Immersive Innovation in the Enterprise

Teams at the Center of Innovation

- **Norbert Majerus:** Champion Lean/Six Sigma; Book Author; The Goodyear Tire and Rubber Company: People at the Center of Innovation and Concurrent Product Development
- **Mike Bollinger,** CEO and Founder, Livefront: Building High Performance Teams

Concurrent Innovation:

- **Frank Hull**, SCPD BOD and Author: Concurrent Innovation; Forming and Leading the Team to High Powered Product and Services Launches

Visual Collaboration & Human Centered Design

- **Lisa Helminiak**, CEO, Azul Seven: Human Centered Design and Why Empathy Matters
- **Jeremy Kriegel**, Guest Lecturer, Harvard Business School: Sketch if You Can - Demystifying a Powerful Collaboration Technique
- **Steve Beck**, President and CEO, Santos Human: Predictive Human Models for Human-Centric Product Design Reduces Costs

Day 2: Technology & Immersive Innovation

8:00-12:30: Topic Succession (outlined below)

12:30-12:45: Lunch

12:45-2:00: 3M Innovation Center Tour - or - Virtual Reality Lab

- **Dan Mallin**, Managing Partner and Founder, Equals 3, LLC + Medtronic: A Case for Immersive Innovation
- **Virtual Reality Panel:** Marc Jensen, CTO and Partner, Space150 - Thong Ngruyen, CTO, Reve Consulting: What do we mean by Immersive Innovation? What is the Market Outlook?; Why Should this be Important? Where Best to Start?
- **Jen Nowlin**, Principal Consultant, Accredent: IoT Revisited: How are Companies Beginning to Budget For This?
- **Panel:** - Immersive Innovation; Audience Dialogue
- **Tim Jennissen**, Principal Enterprise Architect, Blue Cross Blue Shield: Using the Power of Journey Mapping to Navigate Focused Innovation Initiatives
- **Audience Worksession:** - Journey Mapping an Immersive Product/Service Idea
- **Karl Hurston**, Strategic Sourcing Manager, Graco: Connecting, Navigating, Adapting: Back Home
- **Lunch**
- **Choice of Tours/Experiences:** 3M Innovation Center Tour - Or - Virtual Reality Lab