Lloyd Greif Center for Entrepreneurial Studies
Technology Scouting Workshop • March 17, 2014 • HOH1

8–8:45 am
Registration and **networking breakfast**

8:45-9 am
Introduction and **welcome**
Andrea Belz and **Stephen Hahn**

9–10 am
Keynote
Fred Farina, Chief Innovation Officer
California Institute of Technology

10:30 am–12 pm
Panel
Getting your money's worth: *Creating effective partnerships with universities, federally funded research and development centers, and small companies.*

PANELISTS:

Keith Rosema, Director of Research, Intellectual Ventures Laboratory

Steven Taulbee, Technology Scout, Army Research Laboratory

Richard Terrile, Operations Manager of NASA SMD SBIR, Jet Propulsion Laboratory

12–2 pm
Lunch and **networking**

Keynote
Mark Randall, Chief Strategist, Advanced Technology, Adobe Systems

2–3:30 pm
Panel
Best practices in scouting organizations, structure, and opportunity evaluation: *How do we know we're successful, and which metrics make sense?*

PANELISTS:

Girish Aakalu, Head of Strategy, Innovation, & Operations (External R&D Innovation), Pfizer

Leonard Lee, Associate Partner, Technology Strategy, IBM

Hari Subramanium, Senior Business Development and Technology Incubation Manager, Hewlett-Packard

4 – 5 pm
Keynote
Mark Bünger, Research Director, Lux Research

5–7 pm
Networking

To register, go to: **www.marshall.usc.edu/faculty/centers/greif/news/workshop**

For details, please contact:
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Hosted by:

Co-hosted with: