

SUN, MAR 10		THE WICT SENIOR EXECUTIVE SUMMIT (SES) <i>March 10 - 14, 2019</i>	<i>Daily Schedule</i>
	Check in available at Schwab Residential Center <i>Schwab Lobby</i>		
2:00 - 3:30 pm	Optional Campus Tour <i>Schwab Lobby</i>		
3:45 - 4:00 pm	Meet Angela Thomas in the lobby of the Schwab Residential Center. We will walk as a group to the classroom. <i>Schwab Lobby</i>		
4:20 - 5:20 pm	Leadership: A Gendered Overview <i>Knight Management Center</i>		
5:45 - 7:00 pm	Opening Reception and Dinner. Guest Speaker, Dave Watson, President and CEO, Comcast Cable, and Senior Executive Vice President, Comcast Corporation <i>Vidalakis Dining Room</i>		

MON, MAR 11		THE WICT SENIOR EXECUTIVE SUMMIT (SES) <i>March 10 - 14, 2019</i>	<i>Daily Schedule</i>
6:00 - 6:45 am	Optional Morning Exercise <i>Schwab Lobby</i>		
7:00 - 8:00 am	Breakfast <i>Vidalakis Dining Room</i>		
8:00 - 9:20 am	Systems Leadership and The Industrialist's Dilemma <i>Knight Management Center</i> Robert Siegel		
9:20 - 9:40 am	Break <i>Knight Management Center</i>		
9:40 - 11:00 am	Disruption: A Disruptor's View <i>Knight Management Center</i> Robert Siegel		
11:00 - 11:20 am	Break <i>Knight Management Center</i>		
11:20 am - 12:40 pm	Future of Work - Topia Case Study, with Brynne Kennedy, CEO & Founder, Topia <i>Knight Management Center</i> Robert Siegel		
12:40 - 2:00 pm	Lunch <i>Vidalakis Dining Room</i>		

MON, MAR 11		THE WICT SENIOR EXECUTIVE SUMMIT (SES) <i>March 10 - 14, 2019</i>	<i>Daily Schedule</i>
2:00 - 3:20 pm	<p>Recruiting and Retaining Talent: A Panel Discussion <i>Knight Management Center</i></p> <p>George Foster </p> <p>During this panel, we will speak with top experts to reflect on the challenges employers face when evaluating, attracting, and retaining talent. Panelists will include experts from different sectors of the human resources ecosystem.</p>		
3:20 - 3:40 pm	<p>Break <i>Knight Management Center</i></p>		
3:40 - 5:45 pm	<p>Free Time <i>Knight Management Center</i></p>		
5:45 - 7:00 pm	<p>Reception and Dinner <i>Vidalakis Dining Room</i></p>		

TUE, MAR 12		THE WICT SENIOR EXECUTIVE SUMMIT (SES) <i>March 10 - 14, 2019</i>	<i>Daily Schedule</i>
6:00 - 6:45 am	Optional Morning Exercise <i>Schwab Lobby</i>		
7:00 - 8:00 am	Breakfast <i>Vidalakis Dining Room</i>		
8:00 - 9:20 am	What Is Truth? - Wikimedia Foundation <i>Knight Management Center</i> Robert Siegel		
<p>Historically, a small subset of organizations (governments, corporations, religious and educational institutions) have helped society understand and determine what are facts and truth. The rise of the internet, new technologies, and communication tools have reshaped the way we consume and learn new information - for better and for worse. The Wikimedia Foundation oversees a global network of people and groups that help share information for public consumption. The challenges of overseeing this loose affiliation of global teams is explored in this fascinating case discussion.</p>			
9:20 - 9:40 am	Break <i>Knight Management Center</i>		
9:40 - 11:00 am	Leadership, Story and the Power of Performance <i>Knight Management Center</i> Melissa Castenschiold Jones Briggs		
<p>Leadership performance is an art. Combining performance techniques from the craft of storytelling, supported by research from the field of social psychology, these sessions provide insight into how your physical and vocal storytelling range affects your impact. In these highly interactive sessions, you will explore frameworks to develop and deliver stories that support your professional goals. You will hone techniques of powerful storytelling, and rehearse your delivery, to more effectively influence others.</p>			
11:00 - 11:20 am	Break <i>Knight Management Center</i>		
11:20 am - 12:40 pm	Leadership, Story and the Power of Performance II <i>Knight Management Center</i> Melissa Castenschiold Jones Briggs		
12:40 - 2:00 pm	Lunch <i>Vidalakis Dining Room</i>		
2:00 - 3:20 pm	New Ventures in Established Markets, with Shan-Lyn Ma, CEO and Founder, Zola <i>Knight Management Center</i> George Foster		
<p>Building a strategy for a new venture includes an assessment of the competitive space - both existing and potentially emerging. This session provides a framework for navigating a new business endeavor, including a case analysis of a successful wedding registry venture that succeeded despite many who viewed the business as having limited scaling potential or sustained progress.</p>			
3:20 - 3:40 pm	Break <i>Knight Management Center</i>		
3:40 - 5:45 pm	Free Time <i>Knight Management Center</i>		
5:45 - 7:00 pm	Reception and Dinner <i>Vidalakis Dining Room</i>		

WED, MAR 13		THE WICT SENIOR EXECUTIVE SUMMIT (SES) <i>March 10 - 14, 2019</i>	<i>Daily Schedule</i>
6:00 - 6:45 am	Optional Morning Exercise <i>Schwab Lobby</i>		
7:00 - 8:00 am	Breakfast <i>Vidalakis Dining Room</i>		
8:00 - 9:20 am	The Role of Intellectual Property in Strategic Financial Decision Making I <i>Knight Management Center</i> Efrat Kasznik		
<p>In today's competitive marketplace, companies - from Fortune 500 firms to early stage start-ups - rely on intellectual property (IP) to keep them one step ahead of the game. Through a combination of case studies, analysis of current events and class discussion, we will cover a variety of issues shaping a successful IP strategy in today's global business environment.</p> <p>This is a two-session series with the following learning objectives for each session:</p> <p>Session 1: Managing IP as a Strategic Business Asset. This session will cover the fundamentals of a successful corporate IP strategy, including:</p> <ul style="list-style-type: none"> • The innovation cycle and technology transfer mechanisms • Types of IP assets: patents, trade secrets, trademarks, copyrights • Understanding the forces shaping the global IP marketplace • Building an IP portfolio that is aligned with business objectives 			
9:20 - 9:40 am	Break <i>Knight Management Center</i>		
9:40 - 11:00 am	The Role of Intellectual Property in Strategic Financial Decision Making II <i>Knight Management Center</i> Efrat Kasznik		
<p>Session 2: IP Strategy Throughout the Lifecycle</p> <p>In part two of this discussion, we will explore the strategic objectives for IP management throughout the corporate lifecycle, as well as identify the opportunities for IP monetization and commercialization in new product/technology markets:</p> <ul style="list-style-type: none"> • IP monetization business models: licensing, sale, spin-offs, enforcement • IP strategy throughout the lifecycle • IP consideration for newcomers and incumbents • Technology transfer opportunities in new markets 			
11:00 - 11:20 am	Break <i>Knight Management Center</i>		
11:20 am - 12:40 pm	Building Effective Partnerships <i>Knight Management Center</i> George Foster		
<p>Partnerships are an essential part of organizational growth and revitalization. This session builds on the lessons learned by corporations that have experienced both productive and unproductive partnerships, and includes a parallel analysis of an early stage company and an established company with regards to on-line consumer purchasing information.</p>			
12:40 - 2:00 pm	Lunch <i>Vidalakis Dining Room</i>		

WED, MAR 13		THE WICT SENIOR EXECUTIVE SUMMIT (SES) <i>March 10 - 14, 2019</i>	<i>Daily Schedule</i>
2:00 - 3:20 pm	<p>True Grit - TheRealReal, with Julie Wainwright, Founder & CEO, TheRealReal <i>Knight Management Center</i></p> <p>Robert Siegel ↗</p> <p>As CEO of several successful companies in the 1990s, Julie Wainwright was a star executive in the technology industry. At the height of the first internet wave she became the CEO of Pets.com, which ultimately became the poster child for Silicon Valley excess and hubris during what is referred to as "The Internet Bubble." Unwilling to allow herself to be defined by this experience, Wainwright started TheRealReal, a startup in the online fashion retail industry that has changed the way consumers purchase luxury goods. This session will reveal the tenacity and perseverance Julie required to simultaneously overcome market and personal challenges on the path to building her next great company.</p>		
3:20 - 3:40 pm	<p>Break <i>Knight Management Center</i></p>		
3:40 - 5:00 pm	<p>Capture Your Learnings <i>Knight Management Center</i></p> <p>George Foster ↗ Robert Siegel ↗</p> <p>Convene with your faculty co-directors to condense your learnings into actionable takeaways you can bring back to your company and apply immediately.</p>		
5:00 - 5:45 pm	<p>Free Time <i>Knight Management Center</i></p>		
5:45 - 7:00 pm	<p>Reception and Dinner <i>Vidalakis Dining Room</i></p>		

THU, MAR 14		THE WICT SENIOR EXECUTIVE SUMMIT (SES) <i>March 10 - 14, 2019</i>	<i>Daily Schedule</i>
6:00 - 6:45 am	Optional Morning Exercise <i>Schwab Lobby</i>		
7:00 - 8:00 am	Breakfast <i>Vidalakis Dining Room</i>		
8:00 - 9:20 am	Platform Economics <i>Knight Management Center</i> Susan Athey <p>In this first session, we will review the characteristic features of platforms, and discuss both the ways in which these features have propelled platforms to prominence in recent years, and the ways that platforms maintain their market power.</p>		
9:20 - 9:40 am	Break <i>Knight Management Center</i>		
9:40 - 11:00 am	Digital Intermediaries, Product Quality, and News <i>Knight Management Center</i> Susan Athey <p>In the second session, Professor Athey will share her research on the role of digital intermediaries on news, as well as her expertise in working with a variety of news publishers.</p>		
11:00 - 11:20 am	Break <i>Knight Management Center</i>		
11:20 am - 12:20 pm	Reputation <i>Knight Management Center</i> Allison Kluger <p>Successful leaders have to conceive, author, rebuild, pivot, differentiate, and finally maintain a personal reputation to make a lasting, recognizable and powerful identity. This critical session will explore how you can effectively communicate to create, adapt and maintain your personal reputation.</p>		
12:20 - 12:40 pm	Program Wrap-Up <i>Knight Management Center</i> George Foster Robert Siegel <p>Help us build on the foundation of WICT's Senior Executive Summit. Use this opportunity to provide WICT and Stanford GSB your critical feedback for planning future years.</p>		
12:40 - 2:00 pm	Boxed Lunches To Go, and Checkout of Schwab Residential Center by 2:00 pm <i>Vidalakis Dining Room</i>		