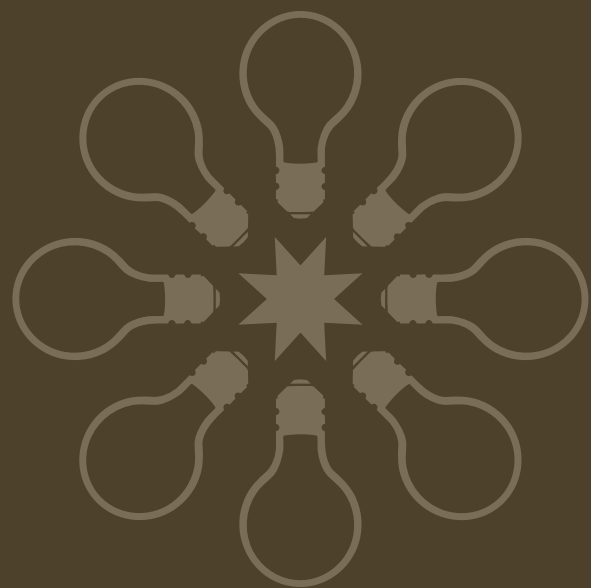


THE
Collaborative Innovation
EXECUTIVE ROUNDTABLE

A FORUM FOR SENIOR EXECUTIVES TO SHARE STRATEGIES,
EXPERIENCES, AND KNOWLEDGE RELATED TO
COLLABORATIVE INNOVATION AND GROWTH





WHY COLLABORATIVE INNOVATION MATTERS

Collaborative innovation leads to top-line, bottom-line, and share-price growth. Fueling growth is increasingly difficult in today's globally competitive environment. Customers are more demanding, foreign competitors are more numerous and capable, and top talent is harder to recruit and retain. Companies can no longer compete on cost alone. They must compete on value that comes from a steady stream of innovative new products and services.

Collaborative innovation leaders like Eli Lilly, Google, Apple, and P&G are leading the way. They create organizations adept at finding, accessing, and managing innovation assets—both inside and outside the firm. The Collaborative Innovation Executive Roundtable is a private venue for like-minded executives to share their strategies, experiences, and knowledge related to innovation, collaboration, and growth.

THE
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EXECUTIVE ROUNDTABLE



AN INVITATION TO YOU

We invite a select group of senior executives to join The Collaborative Innovation Executive Roundtable. To keep the venue intimate and effective, membership is limited to 20 individuals. Only named senior executives are eligible to participate (we respectfully ask members not to send delegates). Our goal is to preserve the continuity of the group and the value of the interactions. Roundtable members represent a diverse set of organizations.

THE
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EXECUTIVE ROUNDTABLE



THE VALUE OF MEMBERSHIP

Members reap significant value by sharing ideas with leaders and getting an early look at the latest research results on collaborative innovation. Meeting topics are selected by the members. Initially, the Roundtable will focus on three areas:

- **IN-PERSON KNOWLEDGE SHARING SESSIONS:** Twice a year, Roundtable members will meet for a networking dinner followed by a full-day session to share ideas and exchange experiences related to innovation, collaboration, and growth.
- **RESEARCH AGENDA:** Based on member input from external benchmarking, company case studies, and external speakers, the Roundtable leaders will prepare and share unique research insights. Possible research topics might include collaborative innovation organization, strategy, practices, policies, governance, and risks.
- **MEMBER KNOWLEDGE PORTAL:** The Roundtable leaders will maintain a private, web-based portal to house membership experiences, knowledge resources, and information about Roundtable activities.

THE
Collaborative Innovation
EXECUTIVE ROUNDTABLE



TO JOIN OR
LEARN MORE

Please contact any of the Roundtable facilitators:

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ROUNDTABLE
LEADERSHIP



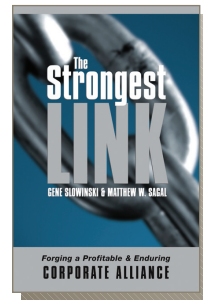
GENE SLOWINSKI, PHD

Gene Slowinski, PhD, Director of Strategic Alliance Research at the Graduate School of Management, Rutgers University, teaches and writes extensively on inter-firm relationships. Dr. Slowinski has worked with numerous Fortune 500 firms on collaborative innovation. He is the co-author of *The Strongest Link* and author of *Reinventing Corporate Growth*.



MATTHEW W. SAGAL, PHD

Matthew W. Sagal, PhD, is a Senior Partner with the Alliance Management Group. Matt has worked with a wide variety of U.S. and foreign-based firms. Previously, Dr. Sagal was vice president of business development for Lucent Microelectronics (now Agere Systems), where he played a central role in the formation of Lucent Microelectronics' strategic alliances and acquisitions. Matt is the co-author of *The Strongest Link*.





MARK J. DECK

Mark J. Deck is the Leading Director of PRTM's Intellectual Property and Alliance Management group. Mark has 30 years of experience designing and implementing innovation leadership strategies with many Fortune 500 companies. Mark is a past president of the Product Development & Management Association and author of numerous articles on co-development and product strategy, including chapters in the *PDMA Toolbook* and *Setting the PACE in Product Development*.



ROBERT SHELTON

Robert Shelton is a Principal in PRTM's Product Innovation group. He has assisted leading companies across a range of industry sectors, including energy, health care, consumer goods, electronics, software, and automotive, to integrate new business models and new technologies into their strategy and operations. Mr. Shelton was previously with Navigant Consulting, Arthur D. Little, and Stanford Research Institute. He is the co-author of *Making Innovation Work*

