



# **WOMEN INITIATIVE FOUNDATION**

## **Berkeley IBI Leadership Master Classes**

World-class experts share their views on  
the future of leadership.

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**BerkeleyHaas**

**IBI** INSTITUTE FOR  
BUSINESS  
INNOVATION



**The Fisher Center**  
For Business Analytics  
Berkeley Haas School of Business

# Berkeley IBI - WIF Leadership Master Classes

January 25<sup>th</sup>, 27<sup>th</sup> and February 1<sup>st</sup>, 3<sup>rd</sup> 2022 - 8-9am PST  
& February 8<sup>th</sup>, 10<sup>th</sup> 2022 - 8-10am PST.

## Equip your Leadership for a New World

**#1**

### **The digital challenges and opportunities for businesses**

Let's make data work for us. Let's tame this digital wave and make it a true opportunity for our businesses. Where do we start? Here are the keys.

**#2**

### **Take control of your corporate culture and strategy**

More than ever, leaders must be in tune with a fast-moving reality and increasing diversity in their organizations. We'll explore the new norms and practices that will guide the world's leaders.

**#3**

### **Innovate faster and more sustainably with Open Innovation**

Open Innovation has been adopted by organizations all around the world. Its agile approach has provided proven results for decades and is at the origin of some of the most game-changing moves in business.

**#4**

### **Data science and Machine Learning demystified**

Let's clear the buzz about the intelligent machine myth. Before unleashing algorithm driven beasts, let's learn how to tame them with one of the top expert on the planet.

**#5**

### **Serve the business with design thinking and creativity**

Creativity will always add flair. But in business, leaders must rely on a more operational model to discover the next big things.

**#6**

### **How to fit AI and ML in a business environment**

Despite its sometimes magical feel, AI can have very concrete applications in business, without going beyond reasonable means and complexity.

**#7**

### **Hands-on analytics : seize the power of data**

To conclude this Master Class series, the Fisher Center will offer an exclusive 2-hour workshop on its private analytics cloud. Participants will be equipped with their own account and will perform guided analytics, advanced visualizations and AI/Machine on real business data sets.

The Digital revolution and the COVID-19 health crisis have forever disrupted our operating methods and tools in every area. To adapt and succeed in this new world, companies and leaders must rethink their businesses and imagine new, sustainable approaches that take into account all the environmental parameters of their environment.

Take the lead and prepare yourself by attending this seven-session program developed by the UC Berkeley Institute for Business Innovation. Through interactive sessions, you will discover concrete solutions for harnessing the new levers of competitiveness that will drive sustainable and humane growth.

Presented by world-renowned thought leaders, each online master session will provide concrete answers to your business challenges by leveraging the latest research.

Upon participation and passed quiz, the participants will receive a certificate of participation from the UC Berkeley Fisher Center For Business Analytics.



## Martine Liautaud

Founder - Women Initiative Foundation  
Program Creator and Chair

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Martine Liautaud is an international financial executive and entrepreneur. She was appointed a Chevalier de la Legion d'Honneur in 2011. Liautaud graduated from the Stanford Executive Program in 1989 and is also a graduate of law from the University of Paris (Panthéon-Sorbonne). She was a banker with Banque Indosuez and later established an investment bank, Liautaud & Cie, in 2000.

## Nolwenn Godard

Co-President - the Berkeley Alliance for Inclusive AI  
Director West Coast Operations - WIF

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Nolwenn Godard is a FinTech executive with extensive experience in building products and platforms in global, fast-paced, collaborative environments. She is passionate about harnessing data and technology for value creation and social impact. Nolwenn earned her MBA from ESSEC business School in France. She was named one of Silicon Valley's Top 100 Women of Influence in 2018.

*Master of ceremony with Gauthier Vasseur for this exclusive program*

# 6 World-Class Speakers

## Gauthier Vasseur

Executive Director, Fisher Center for Business Analytics

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After two decades in operations, finance, and high tech, he studies how companies can better take advantage of new digital technologies and integrate them into their tactics and strategies.

*#1 The real Digital Challenges and Opportunities for Development*

## Jennifer Chatman

Professor of Management and Co-Director of the Berkeley Culture Initiative

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In her research, teaching, and consulting work, she focuses on how organizations can leverage culture for strategic success and how diverse teams can optimize performance.

*#2 Take Control of your Corporate Culture and Strategy*

## Solomon Darwin

Executive Director, Center for Growth Markets  
Garwood Center for Corporate Innovation



Solomon Darwin is the executive director of both the UC Berkeley Center for Growth Markets and the Garwood Center for Corporate Innovation. Before joining UC Berkeley, he was an associate professor at the University of Southern California for nine years. He has more than 13 years of industry experience at Bank of America and Motorola. He is the founder of the Smart Village Movement. He's also the author of two books and has done extensive research on innovation to drive growth in developing economies.

*#3 Innovate faster and more sustainably with Open Innovation*

## Anca Dragan

Assistant Professor in the EECS Department at UC Berkeley & InterACT Lab Director



Her research at the InterACT Lab focuses on human-robot interaction algorithms and their applications: manufacturing assistance, autonomous cars, and more. Her goal is to enable robots to work with, around, and in support of people.

*#4 Data Science and Machine Learning Demystified*

## Dave Rochlin

Professional faculty member at UC Berkeley Haas  
Executive director of the Innovation Creativity & Design Practice Program



He leads the overall practice, programs, and courses, and relationships with external practice partners. As a lecturer, he co-developed and teaches the Applied Innovation Project Course.

*#5 Serve the business with Design Thinking and Creativity*

## Thomas Lee

Associate Adjunct Professor, Research Scientist,  
Operations and IT Management, Berkeley Haas



Thomas Lee teaches and conducts research on information and communication technologies to support innovation and new product development. Specifically, he develops and applies text and data mining methods for processing user-generated content. His goal is to discover and select opportunities for product and service innovation. Recent research has mined the text of online customer reviews to induce market structure and mined electronic medical records to redesign emergency department healthcare service processes.

*#6 How to fit AI and ML in a business environment*

## **This program of seven master classes puts Berkeley's academic excellence at the service of executives so that they can face the new world's challenges with confidence.**



The Women Initiative Foundation was created in 2009 by Martine Liautaud with the aim of improving the place of women in business.

From early mentoring programs to online cross-company and cross-continental programs to ongoing and upcoming development programs, WIF continues its mission to promote the advancement of women in business and in the broader economy in France, in Europe, in the US, in Canada and in Singapore.



As a cross-disciplinary research institute, the IBI draws on innovation expertise across the Haas School of Business and the UC Berkeley campus. It focuses on translational business innovation research.



The Center advances the creation of business value from data science. It pursues its vision through research, education, and accelerating the diffusion and adoption of analytics throughout all aspects of business and management.



The program promotes the inclusion of women and underrepresented minorities in analytics and AI by developing ecosystems and communities that drive awareness, deliver education, and foster professional development in business analytics.