



Berkeley IBI Leadership Master Classes

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

BerkeleyHaas

IBI INSTITUTE FOR
BUSINESS
INNOVATION



The Fisher Center
For Business Analytics
Berkeley Haas School of Business

Master Classes Program

Sessions are from 8am to 9am PT - 17h to 18h CET

Final workshop is from 8am to 10am PT - 17h to 19h CET

#1

January 24th - The New Contours of Globalization

with **Olaf Groth**, Professional Faculty & CEO, Berkeley Haas & Cambrian Futures

The nature of globalization has shifted. The old codes may not work any more. Time to reconsider the world we face, understand how it changed or disrupted over the past 3 years, and reassess how we should lead our organizations.

#2

January 26th - The Metaverse and its real business value

with **Vivek Nair**, NSF CyberCorps Scholar, NPSC Fellow & Ph.D. student - Berkeley

The Metaverse started with a big bang and a big buz. As it took the world by storm, leaders should catch up and understand its facets, applications, opportunities, and limits.

#3

January 31st - How Crypto Currencies and NFT are reshaping our transactions

with **Julien Piet**, Ph.D. student - EECS - UC Berkeley Blockchain and Crypto

The promised eldorados of blockchain, crypto currencies and NFT are still yet to be found. How can they be presented in a pragmatic way? What are the proven and tangible benefits organizations have delivered? What are the grey areas leaders should be aware of?

#4

February 2nd - Why Biometrics, Synthetic images, and voices must be tightly governed

with **Mark Miller**, Stanford University, PhD, Biometrics, AR/VR
and **Anna Bulakh**, Head of Ethics and Partnerships at Respeecher

As technology becomes more accessible and simple to run, are we unleashing powers that we may lose control of? How are our interactions on social media or in metaverses threatening our privacy. How Deep Learning synthetic creations can change our trust in what we see or hear? How can we all be responsible digital citizens.

#5

February 7th - What Augmented Reality can bring to your organization today

with **Sergiu Ardelean**, CEO and co-founder of ARTIVIVE
and **Juliana Plexxo**, AR artist and marketing campaign designer

AR is accessible to everyone with a phone. What are the capabilities and applications in the business world?

#6

February 9th - The impact of Digital and decentralized Finance

with **Don Hanna**, Managing Director, Center for Growth Markets at Berkeley Haas

The world of finance is changing: what should leaders need to know to protect their assets, sustainably secure funding and make the best of their finances?

#7

February 14th - Run Machine Learning and Deep Learning for your business without writing a single line of code

with **Gauthier Vasseur**, Executive Director at the Fisher Center for Business Analytics, UC Berkeley Haas School of Business

Learn how simple but yet powerful no-code solutions can bring great powers. Ponder about the opportunities and the risk they entail.

New Technologies, New Business Models: What are the new Bearings for Leaders?

Welcome to the 2023 Woman Initiative Foundation – Berkeley Fisher Center Master Class Series.



This year, we will look at how new models, technologies, and paradigms impact our organizations and businesses. Today, more than simply relying on our ever-growing experience, powered by curiosity, improved with trial and error, and enhanced by collaboration, we must act to comprehend the magnitude and impacts of recent innovations and disruptions.

We must take a hard look at these changes, what they entail, and how we can benefit from them. Is there a premium to go in first? Should we wait and observe? Can we start small and learn by doing? How do we dodge the tech sirens and focus on what really matters to us?

Martine Liautaud Founder Women Initiative Foundation

A Certificate of Completion will be delivered for attendance of the 7 master classes



Martine Liautaud

Founder - Women Initiative Foundation
Program Creator and Chair



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 (Pantheon-Sorbonne). She was a banker with Banque Indosuez and later established an investment bank, Liautaud & Cie, in 2000.

9 World-Class Speakers

Nolwenn Godard

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



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.

Gauthier Vasseur

Executive Director, Fisher Center for Business Analytics
Founder & Co-President - the Berkeley Alliance for Inclusive AI
Program Curator, Moderator and closing session Speaker



Gauthier Vasseur is a data analytics and digital transformation expert. At the Fisher Center for Business Analytics, Gauthier is spearheading efforts to connect Haas faculty with business leaders to collaborate on the application of data science and analytics to business strategy.

#7 Workshop: How to run Machine Learning and Deep Learning for your business without writing a single line of code

Olaf Groth

Professional Faculty & CEO, Berkeley Haas & Cambrian Futures (Cambrian.ai)



Olaf Groth is a global strategist with 25 years of experience as an executive and adviser building strategies, capabilities, programs and ventures across 35+ countries with multinationals consultancies, startups, VCs, foundations, governments and academia. Groth is founder and CEO of advisory thinktank Cambrian Futures and concept development studio Cambrian Designs. Groth serves as professional faculty for strategy, policy, technology and futures at UC Berkeley's Haas School of Business, and Professor of Practice for global strategy, innovation, economics & futures at Hult International Business School, teaching across the US, Europe, Middle East, Africa and China. Groth has authored two books – Solomon's Code: Humanity in a World of Thinking Machines (Pegasus, 2018) and The Great Remobilization: Strategies & Designs for a Smarter Global Future (MIT Press, 2023)

#1 The New Contours of Globalization

Vivek Nair

Ph.D. Student, UC Berkeley



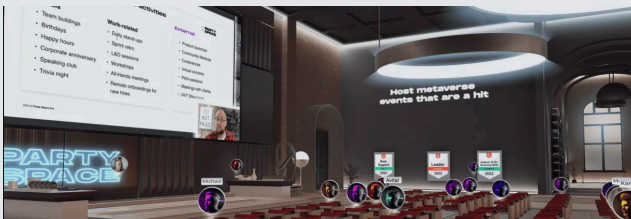
Vivek Nair develops cutting-edge cryptographic techniques to defend digital infrastructure against sophisticated cyber threats. Nair believes that for every problem that exists in cybersecurity, there is a cryptographic solution waiting to be found. He was the recipient of the 2022 Tong Leong Lim Pre-Doctoral Prize at UC Berkeley, which is presented annually to the electrical engineering and computer science student who achieves the highest distinction in the pre-doctoral examination.

#2 The Metaverse and its real business value

This session will be hosted in the Metaverse

Thanks to Party Space and its Founder & CEO Yurii Filipchuk

Party.Space allows companies to create and leverage a metaverse enterprise for different types of events. It creates Metaverse business opportunities that businesses can leverage today with solutions for Digital marketing, Event management, Gamification



Julien Piet

Ph.D. student in the EECS department
UC Berkeley Blockchain and Crypto

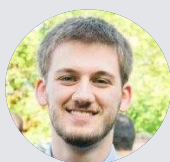


Julien Piet is a researcher in the field of computer security. After obtaining his Masters from Ecole polytechnique in France, he worked in various network security research positions, both in large companies and startups. He is currently getting his Ph.D. from UC Berkeley, and is specializing in the security and regulation of blockchains.

#3 How Crypto Currencies and NFT are reshaping our transactions

Mark Miller

Stanford University, PhD, Biometrics, AR/VR



Mark is a sixth-year Ph.D. student with the Department of Computer Science. His research interests include social interaction and interpersonal communication in augmented and virtual reality. His current work is using VR to computationally measure of synchrony, the natural time-dependence of human interaction. He received his B.S. in Computer Science from the University of Illinois at Urbana-Champaign.

#4 Why Biometrics, Synthetic images, and voices must be tightly governed

Anna Bulakh

Head of Ethics and Partnerships, Respeecher

Anna BULAKH, Head of Ethics and Partnerships at Respeecher, an Emmy-awarded voice cloning technology based in Ukraine. Anna is a former Policy Advisor at Reface, an AI powered synthetic media app and a tech co-founder of the counter disinformation tool Capture funded by the Startup Wise Guys accelerator program. Anna has 11 years of experience in security and defence policies, technologies and resilience building. She is a former Research Fellow at the International Centre for Defence and Security in Tallinn and Prague Security Studies Institute. She has been advising major Ukrainian companies on resilience building as part of the Hybrid warfare Task Force at Kyiv School of Economics.



Sergiu Ardelan

CEO and co-founder, ARTIVIVE



Sergiu Ardelan is CEO and co-founder of ARTIVIVE, a downloadable visualisation tool which will take your end canvas and allow viewers to unlock the augmented realities hidden within. His platform empowers artists to build the future of analog and digital art. His vision is to change how art is created and consumed by forming a global community of Augmented Reality artists that bring Art to life. He is on a mission to democratize augmented reality by simplifying the technical process so artists can do what they do best — create.

#5 What Augmented Reality can bring to your organization today

Juliana Plexxo

AR artist and marketing campaign designer



Enchanted by animals and rooted in her indigenous nature, Juliana builds her printmaking plates and murals by juxtaposing time, light and color. Juliana studied at the University of Navarra and later went on to have an artistic residency at the legendary Joan Barbara workshop, where Picasso, Miro, Dali and many others developed the technique of engraving in Barcelona. Juliana has three murals around the world in Miami, Ecuador and in El Barrio de las Letras in Madrid.

Don Hanna

Managing Director, Center for Growth Markets at Berkeley Haas



Dr. Donald Hanna is part of the professional faculty at UC Berkeley's Haas School of Business and managing director of its Center for Growth Markets. Don has an insightful blend of both global, emerging market and Asian experience analyzing macroeconomic, financial and development policies, having done his first work on emerging markets while still in graduate school. Dr. Hanna began his professional career with the World Bank working in Washington DC and Jakarta, Indonesia. He has managed macroeconomic teams for Goldman Sachs and Citigroup, ending his stint with Citi as their Deputy Chief Economist. In addition to sell-side experience, Dr. Hanna has worked on the buy-side providing macro and market views to risk takers at two hedge funds. He has also set up and managed an independent, Asian-focused macro research office.

#6 The impact of Digital Finance and decentralized finance

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.