

Developing and Managing a Successful Technology Strategy

Live Online Sample Schedule - All times noted are in Eastern U.S. (Boston, MA) time zone.

Day 1

8:00 AM - 9:30 AM EDT **Introduction/Overview**
Ezra W. Zuckerman Sivan

9:30 AM - 9:45 AM EDT **Break**

9:45 AM - 11:45 AM EDT **Value Creation in the Innovative Firm**
Ezra W. Zuckerman Sivan

Day 2

8:00 AM - 9:30 AM EDT **Capturing Value from Innovation**
Pierre Azoulay

9:30 AM - 9:45 AM EDT **Break**

9:45 AM - 12:15 PM EDT **Value Capture: Negotiation Exercise - The Flash of Genius**
Pierre Azoulay

Day 3

8:00 AM - 11:30 AM EDT **Creating and Capturing Value in a Technological Discontinuity**
Ezra W. Zuckerman Sivan

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There will be a flexible break within this session.

Day 4

8:00 AM - 9:15 AM EDT **Review of Sessions**
Pierre Azoulay

9:15 AM - 9:30 AM EDT

Break

9:30 AM - 12:00 PM EDT

Managing Innovation Project Portfolios

Pierre Azoulay

There will be a flexible break within this session.

12:00 PM - 12:15 PM EDT

Certificate Ceremony

Schedule subject to change