



MANAGING INNOVATION FROM THE INSIDE OUT

Managing Innovation provides executives and senior managers with a fresh perspective on how to drive innovation within their organizations. Through hands-on experiences and personalized interactions with industry leaders, you will learn a proven process for assessing new opportunities and achieving results in the demanding health technology sector.

February 28–March 2, 2018 at Stanford University

REGISTRATION

\$10,750 per person for Biodesign partners starting September 1

\$14,000 per person for all other companies starting October 1

Pricing includes all course programming, lodging, meals, and local transportation
Companies must register a group of ~8 participants for this team-based program

WHO SHOULD ATTEND

Executives with 10+ years of management experience (strategic planning, R&D, product development, marketing, business development) who are responsible for leading innovation efforts within their organization

CONTACT

For questions about registration and corporate sponsorship, please contact Gordon Saul (gsaul@stanford.edu)

PAST PARTICIPANTS

Abbott • BD Medical • Boston Scientific • CR Bard • Edwards Lifesciences • GE Healthcare
Johnson & Johnson • NEC Corporation • Stryker Neurovascular • Terumo • Verily • Zimmer

“Completely changes your thinking about innovation.”

“A powerful message that everyone in my company should hear.”

“One of the most beneficial training courses I’ve ever taken.”

“Relevant content we could put to use on Monday.”