



## STANFORD BIODESIGN EXECUTIVE EDUCATION

# MANAGING INNOVATION FROM THE INSIDE OUT

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

April 3-5, 2023 at Stanford University

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### REGISTRATION

\$14,750 per person - Pricing covers course programming, lodging (April 3 and 4), meals, and local transportation, as well as COVID safety precautions (as required). The program can accommodate up to 10 companies, and each company may send a group of 12-18 participants.

### 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

To express interest in having your company attend, please contact Gordon Saul ([gsaul@stanford.edu](mailto:gsaul@stanford.edu)).

### PAST PARTICIPANTS

Abbott • Baxter/Hillrom • BD • Boston Scientific • Edwards Lifesciences  
GE Healthcare • Johnson & Johnson • Medtronic • NEC Corporation • Stryker  
Teleflex • Terumo • Verily • W. L. Gore • Zimmer Biomet

*“Best training I’ve been to. Super engaging.”*

*“Completely changes your thinking about innovation.”*

*“My excitement level to start using these tools is off the charts! I wish I would have had this information years ago.”*

*“The faculty is incredibly passionate and knowledgeable.”*