



STANFORD BIODESIGN EXECUTIVE EDUCATION IS BACK!

# 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 leaders, you will learn a proven process for assessing new opportunities and achieving results in the demanding health technology sector.

April 20-22, 2022 at Stanford University (in-person program)

## REGISTRATION

\$14,250 per person - Pricing covers course programming, lodging (April 20 and 21), meals, and local transportation, as well as special COVID safety precautions. The program can accommodate up to 8 companies, and each company may send a group of 12-18 participants. All participants must be fully vaccinated.

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

*“Valuable sessions  
and content.”*

*“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.”*