WHAT'S NOW: SAN FRANCISCO

Potential Speakers

**** appealing to Capgemini**

Steve Obana needing:

Unity Stoakes

Unity Stoakes is on a life-long mission to achieve the impossible: to improve the health and wellbeing of everyone in the world. By combining the power of moonshot thinking, a transformer mindset, and collaborative communities, he believes anything is possible.
In 2011, Unity co-founded StartUp Health to organize, support and invest in a global army of Health Transformers to embark on one extraordinary crusade -- to achieve 10 Health Moonshots, each of which can improve the lives of at least one billion people.

Today, StartUp Health has the world's largest portfolio of health innovation companies (more than 240 from 20 countries and 6 continents) and has assembled a worldwide network of 200,000 innovators, industry leaders, and investors committed to supporting the entrepreneurs reinventing the future of health. Over the coming years, StartUp Health will invest in thousands of Health Transformers committed to achieving Health Moonshots.
Unity has been a tech entrepreneur since the mid-nineties, previously co-founding OrganizedWisdom and helping build The Privacy Council, Middleberg Interactive, and Webstakes.com/Promotions.com, which he helped take public on NASDAQ with his business partner of 20 years, Steven Krein.

Unity has written for Forbes and TechCrunch, has appeared on Bloomberg TV, CNBC, CNN, NPR and USA Today, and speaks to entrepreneurs, world leaders and CEOs around the world about the future of health. He is the publisher of StartUp Health Magazine and co-host of StartUp Health NOW, a weekly web series about Health Transformers.

Unity grew up on a farm in Oxford, Iowa, went to Boston University, lived for 22 years in NYC and currently lives in Berkeley CA with his wife and two young kids. Learn more at www.startuphealth.com or connect @unitystoakes.

RETAIL
Could be interesting:
Chia-Lin Simmons
https://www.businessinsider.com/chia-lin-simmons-lookyloo-google-pawned-gold-2018-6
https://2018.sfdesignweek.org/events/the-future-of-apparel-and-cosmetics-retail-powered-by-ai/

LookyLoo plans to use artificial intelligence to help women identify the proper fit while shopping for clothing, which would let women consult other women on the platform throughout the shopping process. Think of it as having an unbiased opinion at your fingertips when trying something on in a dressing room.
LookyLoo's platform is in its infancy, with the app slated to go live across the US in September
(related but no speakers listed:
https://www.eventbrite.com/e/the-future-of-immersive-branding-and-retail-tickets-49235043340)

Future of Retail series about Silicon Valley
https://www.sfchronicle.com/future-retail/

McKinsey article: No, the brick and mortar store is not dead. Here's how to use physical stores to your advantage in the digital age.
https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/the-future-of-retail-how-to-make-your-bricks-click

5 ways the future of retail is already here
https://www.washingtonpost.com/news/business/wp/2018/01/16/5-ways-the-future-of-retail-is-already-here/?utm_term=.4e30b8bf1105
Mentions StichFix, http://memorymirror.com/ (in Palo Alto) https://www.fellowrobots.com/ (Mountain View)

Robots making burgers:
https://sf.eater.com/2018/6/21/17489084/creator-robot-burgers-san-francisco
Creator, both a restaurant and a culinary robotics company that will offer the world's first robot-made burgers when it opens in SoMa on June 27.
...It's also an incredibly advanced engineering achievement. The team behind it includes an impressive lineup of engineers and roboticists from the pantheons of technology and user interaction like Apple, NASA, and Tesla. But, despite the firepower behind the machine, its reason for being is entirely focused on improving food.

ZNET Future of Retail article/list
https://www.zdnet.com/article/the-future-of-retail-2018-and-beyond/

REPORT: How Technology is Expanding the Scope of Online Commerce Beyond Retail
https://www.walkersands.com/resources/the-future-of-retail-2018/

https://trendwatching.com/quarterly/2018-05/the-future-of-retail/

https://phys.org/news/2018-07-future-retail.html

Trends: https://www.vendhq.com/2018-retail-trends-predictions

THEMES
AUTO Ford Autonomous team, Bosch…
RETAIL SECTOR
Alliance Partners: Microsoft, SAP -- bring their partners into event

5 Attributes of Innovation:
Digital Native (Leadership)
Software excellence
Landscape Driven
Culturally Resilient (Jill Tracy book about Microsoft)
Customer Obsession

Clients in Bay Area: Airbus, Foracia, etc.

NOVEMBER:
RETAIL + Customer Obsession

Nov/Dec: Kai-Fu Lee

7.31.18
Hi Pete & Andrea –

In preparation for today's call, we wanted to bring a few more ideas for speakers for September to the table. We tried to explore the two areas we discussed last week – Retail/Consumer-facing and, if possible, a female leader. We came up with the following list:

*Leah Busque - Taskrabbit Founder turned Venture Capitalist (SF) ***
Cathy Polinsky - CTO, Stitch Fix (SF)
Gerri Martin-Flickinger - CTO, Starbucks (SEA)
Kimber Lockhart- CTO, One Medical (SF)
Rathi Murthy - CTO, Gap (SF)
Yoky Matsuoka - CTO, Nest (Cupertino)

& Utilities
Smart energy/manufacturing
Business-centric

Leah Busque
Founder, TaskRabbit

Leah is a General Partner at FUEL Capital, where she invests in early-stage startups across a variety of sectors including consumer technology, hardware, education, marketplaces, and retail. She's passionate about finding founders and teams who are taking on world-changing ideas, and providing the support they need to maximize their potential.

Leah relates so well to founders because she is one herself. She created one of the most widely recognized new consumer technology brands of the past decade with TaskRabbit, the pioneering on-demand marketplace company she founded in 2008. As TaskRabbit's CEO for eight years, Leah scaled the company into an international business with operations in 44 cities and more than $50 million in venture capital funding. In 2016, Leah transitioned into the role of executive chairwoman, and in 2017 oversaw TaskRabbit's successful sale to IKEA, the multinational home décor corporation.

Katrina Lake
CEO, Stitch Fix
Launched by Lake in 2011, Stitch Fix is an e-commerce platform that mixes algorithms, data and personal styling expertise to send customers boxes of handpicked items that cater to individual fit, style and price preferences. Her company — founded while she was at Harvard Business School — is revolutionising shopping for busy women, men, and families and generates over $1 billion in annual revenues.

***Kai-Fu Lee**
KAI-FU LEE is the founder of Sinovation Ventures, a venture capital firm geared to create the next wave of Chinese high-tech companies and to mentor the next generation of Chinese entrepreneurs. He is currently listed by Forbes as #1 in technology in China. Sinovation Ventures manages nearly $2 billion in capital, is regarded as the most technology-savvy investor in China, having invested ahead of the wave in areas of mobile Internet, Internet entertainment, artificial intelligence, and autonomous vehicles. The firm is often regarded as a catalyst to the new wave of entrepreneurism in China.

Prior to starting Sinovation Ventures, Lee was a Google Corporate President and the President of Google Greater China from 2005-2009. During Lee's tenure, Google's map, mobile map, mobile search, and translate have all become #1 in the market. At Google, he also managed Google's Asia R&D for most of Asia.

Lee spent seven years at Microsoft from 1998-2005. His last job was Corporate Vice President at Microsoft. He also founded Microsoft Research Asia in Beijing, one of the world's top research labs. MIT Technology Review calls this research lab "the hottest computer science laboratory."

From 1996-1998, he was Vice President and General Manager at Silicon Graphics (SGI), where his team developed a $200 million line of web servers.

From 1990-1996, Lee spent six years at Apple, where he became the Vice President of its Interactive Media Group, one of the pioneering groups in multimedia in the world.

His many awards include Time 100 (one of the 100 most influential people in the world) in 2013, the inaugural "High-Tech Innovative Leader" award by the Silicon Valley of China, the "Top 10 People in 2009" award by China Brands, the "Most Admired Person by University Students" award by People Network in 2005, and the Best Paper Award by IEEE Signal Processing Society in 1989. He has authored ten US patents, and over one hundred journal and conference papers.

In addition to his technology and investment roles, he is also an author of seven top-selling books in China (two of the books sold over one million copies): Be Your Personal Best, Making a World of Difference, Seeing Life Through Death, A Walk Into the Future - A Collection of Essays To Students With Love - Online Dialoge Between Kai-Fu Lee and Chinese Students, Weibo Changing Everything, and Artificial Intelligence. His first book in English, AI Superpowers: China, Silicon Valley, and the New World Order, will be published in September 2018.

****Eric Ries**
Founder and CEO of the Long-Term Stock Exchange
Eric Ries is the founder and CEO of the Long-Term Stock Exchange (LTSE). The LTSE is building a new national securities exchange designed to transform the public company experience for businesses that are built-to-last. He is an entrepreneur and the author of the New York Times bestseller The Lean Startup, and of The Startup Way. Eric is the creator of the Lean Startup methodology, a global movement in business, practiced by individuals and companies around the world, and the inspiration behind his founding of the LTSE.

He has founded a number of startups, including IMVU, where he served as CTO, and he has advised on business and product strategy for startups, venture capital firms, and large companies, including GE, with whom he partnered to create the FastWorks program. Eric has served as an entrepreneur-in-residence at Harvard Business School, IDEO, and Pivotal. In 2015, he ran a Kickstarter campaign to produce The Leader's Guide, which went on to become the one of the top Kickstarter book campaigns of all time.

We had an interview with him at the end of March where he mentioned (off camera) that he would be able to speak publicly about the LTSE around now...

***Chris Cox**
Chris Cox is chief product officer at Facebook, leading its family of apps: Facebook, Instagram, WhatsApp, and Messenger. He joined Facebook in 2005 after earning his bachelor's degree in symbolic systems from Stanford University in 2004. As a software engineer, Cox helped build the first versions of key Facebook features, including News Feed. He then became director of human resources, setting the tone for Facebook's culture. In 2008, Cox became Facebook's first vice president of product, where he built the initial

product management and design teams, before being promoted to chief product officer in 2014.

***Jill Tracie Nichols**
Jill Tracie Nichols is founder and chief executive officer of the Tracie Group - a boutique communications agency for visionary leaders. She is also a New York Times bestselling author. She partners with top CEOs and other leaders across industries to help them kick-start change during the moments that matter most.

Prior to founding the Tracie Group, Jill was chief of staff to Microsoft's new CEO, Satya Nadella. She spearheaded Nadella's transition and launch, led the Office of the CEO and was accountable for all of Nadella's global communications. Jill also partnered closely with Nadella and his leadership team to drive culture change. Before this, Jill directed Steve Ballmer's communications while leading the company's media influence and strategy efforts. Prior, Jill spent 10 years in Human Resources at Microsoft, Avaya and Lucent Technologies where she designed and implemented a variety of people programs and led broad scale global change initiatives.

Jill grew-up in Edison, NJ and holds a Bachelor of Arts from Houghton College where she studied Creative Writing and Communications. She is co-author of Hit Refresh: The Quest to Rediscover Microsoft's Soul and Imagine a Better Future for Everyone. Years ago, Jill adopted two teenage girls and developed a passion for helping young women reach their full potential. Jill and her husband Mike currently call Seattle home.

***Ilan Gur**
Cyclotron
Ilan Gur is founding director of Cyclotron Road, a fellowship program that supports hard science and technology innovators as they advance a project with the potential for global impact. While directing research and technology projects within academia, startups, and corporate labs for more than a decade, Gur found that entrepreneurial scientists and engineers often lacked access to the support and infrastructure needed to move their ideas from concept to product. He founded Cyclotron Road to bridge that gap. Previously, Gur served as program director at the Advanced Research Projects Agency-Energy (ARPA-E), where he managed a $50 million portfolio spanning energy storage, solar energy, and advanced materials. Prior to ARPA-E, he launched two venture-backed energy startups based on materials and manufacturing innovations, including Seeo, an advanced lithium battery company that was acquired by Bosch in 2015. Gur holds B.S., M.S., and Ph.D. degrees in materials science and engineering from the University of California, Berkeley.

Alex Steffen
http://www.alexsteffen.com/

Alex Steffen is an award-winning writer, speaker and foresight consultant, “One of the world’s leading voices on sustainability and the future of the planet” (Vancouver Sun).

Alex is a prolific writer and public thinker, having written thousands of pieces, been profiled in numerous media interviews and given hundreds of talks to audiences around the world. Over the last ten years he has also advised some of the world’s most forward-looking institutions, investors, philanthropists and NGOs.

In 2013-2014, he was Planetary Futurist in Residence at the design and innovation firm IDEO.

His 2012 book Carbon Zero: Imagining cities that can save the planet is an exploration of the kinds of design, technological and policy innovations that can transform our cities into low-carbon engines of prosperity.

From 2003 – 2010, he ran the pioneering sustainability and social innovation project Worldchanging.com, and edited two best-selling Worldchanging books.

Before that, he worked for almost a decade in newspapers and radio, covering planetary change on four continents.

Jaron Lanier
Industry: Tech
Title: VR pioneer and digital philosopher

Lanier's name is often associated with Virtual Reality research. He either coined or popularized the term 'Virtual Reality' and in the early 1980s founded VPL Research, the first company to sell VR products. In the late 1980s he led the team that developed the first implementations of multi-person virtual worlds using head mounted displays, as well as the first "avatars," or representations of users within such systems. While at VPL, he and his colleagues developed the first implementations of virtual reality applications in surgical simulation, vehicle interior prototyping, virtual sets for television production, and assorted other areas. He led the team that developed the first widely used software platform architecture for immersive virtual reality applications.

Lanier has been a founder or principal of four startups that were either directly or indirectly acquired by Oracle, Adobe, Google, and Pfizer. From 1997 to 2001, Lanier was the Chief Scientist of Advanced Network and Services, which contained the Engineering Office of Internet2, and served as the Lead Scientist of the National Tele-immersion Initiative, a coalition of research universities studying advanced applications for Internet2. The Initiative demonstrated the first prototypes of tele-immersion in 2000. From 2001 to 2004 he was Visiting Scientist at Silicon Graphics Inc., where he developed solutions to core problems in

telepresence and tele-immersion. He was Scholar at Large for Microsoft from 2006 to 2009, and Interdisciplinary Scientist at Microsoft Research from 2009 forward.

Mike Kuniavsky
Mike Kuniavsky is the founder of ThingM, a ubiquitous computing design and development company. He also cofounded Adaptive Path, a leading internet consultancy, and cofounded Wired Digital UX for Wired Magazine's online division, where he served as the interaction designer of the award-winning search engine, HotBot. He is also the author of Observing the User Experience, and the new book Smart Things: Ubiquitous Computing UX Design.

Mariana Mazzucato
https://marianamazzucato.com/about/
Professor Mariana Mazzucato (PhD) holds the Chair in the Economics of Innovation and Public Value at University College London (UCL), and is Founder and Director of the UCL Institute for Innovation & Public Purpose (IIPP). IIPP is dedicated to rethinking the role of public policy in shaping both the rate of growth and its direction—and training the next generation of civil servants with a focus on the dynamic organisational capabilities required for mission oriented policies.

She is winner of the 2014 New Statesman SPERI Prize in Political Economy, the 2015 Hans-Matthöfer-Preis, and the 2018 Leontief Prize for Advancing the Frontiers of Economic Thought. She was named as one of the '3 most important thinkers about innovation' by the New Republic.

She advises policy makers around the world on innovation-led inclusive growth and is currently a member of the Scottish Government's Council of Economic Advisors; the UN Sustainable Development Solutions Network Leadership Council; and SITRA's Advisory Panel in Finland. She is currently a Special Advisor for the EC Commissioner for Research, Science and Innovation, Carlos Moedas, and has recently authored a high impact EC report Mission-Oriented Research & Innovation in the European Union. She is also a Special Advisor to the Secretary General of the OECD, Angel Gurría, for the OECD's New Growth Narrative.

Her research is funded by many international grants including from the European Commission, the Ford Foundation, the Rockefeller Foundation and the Open Society Institutes.

Her highly-acclaimed book *The Entrepreneurial State: debunking public vs. private sector myths* (Anthem 2013; Public Affairs, 2015) was on the 2013 Books of the Year list of the Financial Times. She is co-editor of *Rethinking Capitalism: Economics and Policy for Sustainable and Inclusive Growth* (Wiley Blackwell, July 2016). Her new book *The Value of Everything: making and taking in the global economy* is published by Penguin (Allen Lane, 2018).

Jonah Sachs
Jonah rose to prominence in the early 2000s by creating some of the world's first, and still most heralded, viral digital marketing videos. As founder and CEO of Free Range Studios, Jonah created watershed viral campaigns, like Amnesty International's awareness-raising video on blood diamonds which was seen by 20 million people and delivered by to every member of congress, helping drive the passage of the Clean Diamond Act.

Jonah later helped to create “The Story of Stuff,” which, viewed by over 60 million people, marked a turning point in the fight to educate people about the environmental and social impact of consumer goods. Jonah went onto to create groundbreaking campaigns for Greenpeace, Human Rights Campaigns and the ACLU, as well as consumer brands including Microsoft and Patagonia.
Books:
2012: *Winning the Story Wars*, a deep dive into the stories that have the power to break through the noise and to open minds, move hearts and change behaviors.
2018: *Unsafe Thinking: How to Be Nimble and Bold When You Need it Most*

Chris Anderson
He is the CEO of 3D Robotics, founder and Chairman of the Linux Foundation Dronecode Project and founder of the DIY Drones DIY Robocars communities. From 2001 through 2012 he was the Editor in Chief of *Wired* Magazine. Before *Wired* he was with *The Economist* for seven years in London, Hong Kong and New York in various positions, ranging from Technology Editor to US Business Editor.

He is the author of the *New York Times* bestselling books *The Long Tail* and *Free* as well as the new *Makers: The New Industrial Revolution*. In 2007 he was named to "Time 100," the newsmagazine's list of the 100 most influential men and women in the world.

Pat Brown
Industry: Food
CEO, Impossible Foods

Impossible Foods has raised more than $200 million to make a burger engineered from plants that tastes at least as good as ground beef. Patrick O. Brown, the CEO of the five-year-old food startup, is a famed Stanford geneticist who previously started the nonprofit Public Library of Science.

The company’s many backers (among them Bill Gates, Li Ka-Shing, UBS, Khosla Ventures and Viking Global) aren’t just betting on Brown — they are hoping to disrupt the massive “animal products” industry with food that is not only appealing and affordable, but produced in an environmentally sustainable way.
https://techcrunch.com/2017/05/22/impossible-foods-ceo-pat-brown-says-vcs-need-to-ask-harder-scientific-questions/
https://www.theguardian.com/sustainable-business/2017/jul/08/impossible-foods-ceo-eliminate-meat-human-diets-veggie-burger

Josh Tetrick
Industry: Food
Founder & CEO, Hampton Creek

Tetrick insists that Hampton Creek is not a vegan-food producer. He has called it a “tech

company that happens to be working with food" and has said, "The best analogue to what we're doing is Amazon." Using robotics, artificial intelligence, data science, and machine learning—the full monty of Silicon Valley's trendiest technologies—Hampton Creek is, according to Tetrick, attempting to analyze the world's 300,000-plus plant species to find sustainable, animal-free alternatives to ingredients in processed foods.
TEDX: https://www.youtube.com/watch?v=QVTkdpfeb8A
The Atlantic Article from last fall:
https://www.theatlantic.com/magazine/archive/2017/11/hampton-creek-josh-tetrick-mayo-mogul/540642/

Saul Perlmutter
Industry: Astrophysicist
Title: Physics professor at UC Berkeley

Saul Perlmutter is a 2011 Nobel Laureate, sharing the prize in Physics for the discovery of the accelerating expansion of the Universe. He is a professor of physics at the University of California, Berkeley, where he holds the Franklin W. and Karen Weber Dabby Chair, and a senior scientist at Lawrence Berkeley National Laboratory. He is the leader of the international Supernova Cosmology Project, and director of the Berkeley Institute for Data Science and executive director of the Berkeley Center for Cosmological Physics. His undergraduate degree was from Harvard and his PhD from UC Berkeley. In addition to other awards and honors, he is a member of the National Academy of Sciences and the American Academy of Arts and Sciences and a fellow of the American Physical Society and the American Association for the Advancement of Science. Perlmutter has also written popular articles, and has appeared in numerous PBS, Discovery Channel, and BBC documentaries. His interest in teaching scientific-style critical thinking for scientists and non-scientists alike led to Berkeley courses on Sense and Sensibility and Science and Physics & Music.

Megan Smith
Industry: tech
Title: formerly Chief CTO of the US, CEO of Shift7

Megan Smith is an award-winning tech entrepreneur, engineer, and evangelist. As the third U.S. chief technology officer, Smith helped the President harness the power of technology, data, and innovation to advance the future of our nation and the world. She recruited top tech talent to serve across government and to collaborate on the most pressing issues of the day, from data science and open source, to inclusive economic growth and criminal justice reform. She focused on broad capacity building by co-creating all-hands-on-deck initiatives, including the public-private program TechHire, the Computer Science for All initiative, and

the Image of STEM campaign

Prior to her role as U.S. CTO, Smith served as vice president of new business development at Google, managing early-stage partnerships across the company's global engineering and product teams. She led acquisitions of Google Earth, Maps, and Picasa, steered the shift of Google.org to include more direct engineering impact, such as Google Crisis Response, and later served on the leadership team of GoogleX , where she co-created SolveForX and Women Techmakers.

Today, Smith is CEO of shift7, which focuses ontech-forward networked innovation for impact and economic inclusion. She is also an advisor to the MIT Media Lab, Vital Voices, and the Malala Fund, which she co-founded. Over the years, she has contributed to a wide range of engineering projects, including an award-winning bicycle lock, space station construction program, and solar cook stoves. Smith holds bachelor's and master's degrees in mechanical engineering from MIT, where she now serves on the board. She was a member of the MIT student team that designed, built, and raced a solar car 2,000 miles across the Australian outback. She has recently been elected to membership in the National Academy of Engineering.

Julie Hanna **
Industry: Entrepreneur & Investor
Title: Advisor at Google[x]

Julie Hanna works at the intersection of technology and social innovation. An accomplished entrepreneur, CEO, board director, advisor and angel investor, she is passionate about using the democratizing force of technology to create a more just world.

She is Chair of the Board at Kiva, the world's largest crowdfunding platform for low-income entrepreneurs. Called "the hottest non-profit on the planet" by FORTUNE, a TIME Top 50 Website, and one of Oprah's Ultimate Favorite Things, Kiva has reached 1 million entrepreneurs and facilitated over $450M loans in 66 countries under her stewardship.

In 2015 she was appointed by President Obama as Presidential Ambassador for Global Entrepreneurship to help develop the next generation of entrepreneurs in the U.S. and abroad.

Julie is also an investor and advisor to numerous of technology companies in the US and Europe and serves as venture advisor to tech incubator, Idealab and Innovation Norway, the Norwegian Government's most important instrument for innovation.

She has been founder, CEO and executive of several successful consumer internet and business software companies, pioneering products used by millions globally. Among them, Healtheon, now WebMD (Nasdaq: WBMD), the leading source for trustworthy health and

medical news and information, Portola (acquired by Netscape (Nasdaq: NSCP), onebox.com, (acquired by OpenWave Nasdaq; OPNWV) where she and her team brought to market the fastest growing dot com era VoIP communications service, and Scalix (acquired by Sebring). https://www.forbes.com/sites/elizabethmacbride/2017/04/29/reclaiming-the-soul-of-silicon-valley-an-interview-with-julie-hanna/#515113694b77

Hans Peter Brøndmo (husband of Julie Hanna)
Industry: Robotics
Title: GM Robotics, Google[x]

Hans Peter Brondmo served as Senior Vice President of Strategy and Corporate Development at Acxiom Digital, Inc. Mr. Brondmo joined the Board of Advisors of Goodmail Systems Inc. in September 2004. He is also a current Director at TRUSTe. He is a renowned commentator and speaker on topics ranging from the future of electronic marketing to the impact of technology on how businesses engage with their customers. As former Chair of the Email Service Provider Coalition (ESPC) Anti-spam Technology Working Group, he co-authored the influential Project Lumos white paper to establish accountable email. He has testified at US Senate hearings on the Internet and privacy and on the Can-Spam Act, and writes the monthly Uncommon Sense column for ClickZ. His writings have been featured in WSJ.com, Business 2.0, and the San Francisco Chronicle, among others. In 1996 he founded Post Communications, an early pioneer in email relationship marketing, which was acquired in 2000. Prior to Post he co-founded DiVA Corporation, a developer of desktop video editing software acquired by Avid Technology in 1993. He has also held positions with McKinsey and Company, the Center for European Nuclear Research (CERN) in Geneva, and Apple Computer in Tokyo. He served as Director of Gydget, Inc. Mr. Brondmo conducted his undergraduate studies in Computer Science and graduate studies at the Media Laboratory and in the Technology and Policy Program, all at the Massachusetts Institute of Technology.

Tiffany Shlain
Industry: Innovative film and video
Title: Webby Awards founder, filmmaker

Tiffany Shlain is an Emmy-nominated filmmaker, founder of The Webby Awards and co-founder of 50/50 Day (The 2nd annual 50/50 Day is April 26, 2018). Her new film “50/50: Rethinking the Past, Present & Future of Women + Power” is the launching point for a 50/50 Day, global day of screenings and discussions on the importance of a more gender balanced world set for May 10th, 2017 that has over 10,000 screenings/discussions all unified by a global Q & A. This will be an annual event and is based on her film studio’s annual event Character Day, a global event for schools and organizations on the science of character and that has over 90,000 events in 125 countries. Tiffany’s films and work have received over 80 awards and distinctions including a Disruptive Innovation Award from Tribeca Film Festival and NPR’s list of best commencement speeches. Four of her films have premiered at

Sundance, including her feature documentary “Connected,” and The US State Department selected her films for the The American Film Showcase to represent America at embassies around the world. As a speaker, Tiffany has presented at Harvard, NASA, and was the closing speaker for both TEDWomen and TEDMED. Her original series “The Future Starts Here” has received over 40 million views. While Tiffany loves technology, for the last 7 years, she turns off all screens with her family for what they call their technology shabbat.

Michael Pollan
Industry: Food Revolution Guru coming out with a book on Psychedelics
Title: Author
May 15, 2018 publication date: *How to Change Your Mind: What the New Science of Psychedelics Teaches Us About Consciousness, Dying, Addiction, Depression, and Transcendence*

For the past twenty-five years, Michael Pollan has been writing books and articles about the places where nature and culture intersect: on our plates, in our farms and gardens, and in the built environment. He is the author of *Cooked: A Natural History of Transformation* (2013) and of four New York Times bestsellers: *Food Rules: An Eater’s Manual* (2010); *In Defense of Food: An Eater’s Manifesto* (2008); *The Omnivore’s Dilemma: A Natural History of Four Meals* (2006) and *The Botany of Desire: A Plant’s-Eye View of the World* (2001). The Omnivore’s Dilemma was named one of the ten best books of 2006 by both the New York Times and the Washington Post. It also won the California Book Award, the Northern California Book Award, the James Beard Award, and was a finalist for the National Book Critics Circle Award. A young readers edition called The Omnivore’s Dilemma: the Secrets Behind What You Eat was published in 2009. In 2011, Pollan published a illustrated version of *Food Rules* with beautiful new paintings by Maira Kalman. *The Botany of Desire* received the Borders Original Voices Award for the best non-fiction work of 2001, and was recognized as a best book of the year by the American Booksellers Association and Amazon.com. PBS premiered a two-hour special documentary based on *The Botany of Desire* in fall 2009. Pollan is also the author of *A Place of My Own* (1997) and *Second Nature* (1991).

Ramez Naan **
Industry: nanotech
Title: Speaker and author

Ramez Naam was born in Cairo, Egypt, and came to the US at the age of 3. He’s a computer scientist, futurist, angel investor, and award-winning author.

Ramez spent 13 years at Microsoft, where he led teams developing early versions of Microsoft Outlook, Internet Explorer, and the Bing search engine. His career has focused on

bringing advanced collaboration, communication, and information retrieval capabilities to roughly one billion people around the world, and took him to the role of Partner and Director of Program Management within Microsoft, with deep experience leading teams working on cutting edge technologies such as machine learning, search, massive scale services, and artificial intelligence.

Between stints at Microsoft, Ramez founded and ran Apex NanoTechnologies, the world's first company devoted entirely to software tools to accelerate molecular design. He holds 19 patents related to search engines, information retrieval, web browsing, artificial intelligence, and machine learning.

Christine Peterson **
Industry: nanotech
Title: Co-Founder and Past President, Foresight Institute

Christine Peterson writes, lectures, and briefs the media on coming powerful technologies, especially nanotechnology and life extension. She is Co-Founder and Past President of Foresight Institute, the leading nanotech public interest group. Foresight educates the public, technical community, and policymakers on nanotechnology and its long-term effects.

She serves on the Advisory Board of the Machine Intelligence Research Institute, and has served on California's Blue Ribbon Task Force on Nanotechnology and the Editorial Advisory Board of NASA's Nanotech Briefs. She has often directed Foresight Conferences on Molecular Nanotechnology, organized Foresight Institute Feynman Prizes, and chaired Foresight Vision Weekends.

She lectures on nanotechnology to a wide variety of audiences, focusing on making this complex field understandable, and on clarifying the difference between near-term commercial advances and the "Next Industrial Revolution" arriving in the next few decades.

Kim Stanley Robinson
Industry: science fiction author on the overall Future of California & climate
Title: author

Kim Stanley Robinson is a winner of the Hugo, Nebula, and Locus awards. He is the author of more than twenty books, including the bestselling Mars trilogy and the critically acclaimed Forty Signs of Rain, Fifty Degrees Below, Sixty Days and Counting, The Years of Rice and Salt, and Galileo's Dream. In 2008 he was named one of Time magazine's "Heroes of the Environment." He serves on the board of the Sierra Nevada Research Institute.

Kara Swisher

Industry: tech journalism
Title: Co-Founder and Executive Editor, Recode

Kara Swisher is the executive editor of Recode, host of the Recode Decode podcast and co-executive producer of the Code Conference.

Swisher co-founded former Recode and Code owner Revere Digital and, before that, co-produced and co-hosted The Wall Street Journal's "D: All Things Digital," with Mossberg. It was the major high-tech conference with interviewees such as Bill Gates, Steve Jobs and many other leading players in the tech and media industries. The gathering was considered one of the leading conferences focused on the convergence of tech and media industries. She and Mossberg were also the co-executive editors of a tech and media website, AllThingsD.com.

Swisher worked in The Wall Street Journal's San Francisco bureau. For many years, she wrote the column, "BoomTown," which appeared on the front page of the Marketplace section and also on The Wall Street Journal Online at WSJ.com. Previously, Swisher covered breaking news about the Web's major players and Internet policy issues and also wrote feature articles on technology for the paper. She has also written a weekly column for the Personal Journal on home issues called "Home Economics."

Robert Hohman
Industry: tech
Title: Co-Founder, CEO, Glassdoor

Robert Hohman is co-founder and chief executive officer of Glassdoor, the jobs and recruiting marketplace helping people find a job and company they love. Before creating Glassdoor, Robert was most recently president of Hotwire, a leading discount travel site and division of Expedia, Inc. He was also one of the original team members of Expedia, a company designed to bring greater transparency to the travel industry, and was part of the executive team that took it public in 1999. Robert started his career at Microsoft and worked as a software developer in a range of areas from Windows 95 to interactive television to online games. Robert is also a Glassdoor Director and previously served on the board of OpenTable, prior to its acquisition by Priceline, Inc. He serves on the U.S. Economic Development Administration's National Advisory Council on Innovation and Entrepreneurship (NACIE). He holds bachelor's and master's degrees in computer science from Stanford University.

Leah Busque
Industry: Tech Startups
Title: Co-Founder and Former CEO, TaskRabbit

For nearly 20 years, Leah Busque has devoted her career to building and scaling technology products that have improved the lives of millions of people around the globe.

Leah is a General Partner at FUEL Capital, where she invests in early-stage startups across a variety of sectors including consumer technology, hardware, education, marketplaces, and retail. She's passionate about finding founders and teams who are taking on world-changing ideas, and providing the support they need to maximize their potential.

Leah relates so well to founders because she is one herself. She created one of the most widely recognized new consumer technology brands of the past decade with TaskRabbit, the pioneering on-demand marketplace company she founded in 2008. As TaskRabbit's CEO for eight years, Leah scaled the company into an international business with operations in 44 cities and more than $50 million in venture capital funding. In 2016, Leah transitioned into the role of executive chairwoman, and in 2017 oversaw TaskRabbit's successful sale to IKEA, the multinational home décor corporation.

Prior to founding TaskRabbit, Leah began her career as a software engineer at IBM, where she worked for seven years on products including Lotus Notes and Domino. She earned a B.S. in Mathematics and Computer Science from Sweet Briar College, where she currently serves on the Board of Directors.

Jordan Kurland
Industry Music

Jordan is the founder of Zeitgeist Artist Management, ho produces the Noise Pop festival and guides the careers of Death Cab for Cutie, the Postal Service, Rogue Wave, Bob Mould, She & Him and the New Pornographers among others. He has numerous connections and could introduce Reinvent to someone in the Bay Area in the music industry.

Josiah Cain
Industry: Water

Josiah Cain serves as Sherwood Design Engineers' Director of Innovation. A student of design, ecology, and technology, his sustainable design experience and multi-disciplinary approach provide insight and opportunities for optimization of site and structure. Josiah's inherent drive for enhanced systems performance and integration has led to first of a kind permits in over a dozen jurisdictions. His work has provided advancement in the areas of rain harvesting, graywater, blackwater reuse, living roofs and walls, native plants, sustainable stormwater management, food systems, and sustainable materials.

In addition to his efforts managing Sherwood's Innovation Program, he provides strategic design on a variety of significant projects, with a focus on campus and large-scale urban projects. His project credits include the design of on-site wastewater treatment wetlands and water reuse systems for a high-density corporate campus as well as living architecture applications at the California Academy of Sciences, University of California, and Duke University.

Josiah is a licensed landscape architect with over 20 years of direct experience in the sustainable design industry. Known as a visionary ecological integration strategist, he regularly presents at universities and conferences addressing building ecology, green infrastructure, and sustainable site development. He is sought after for sustainable design innovation, integrated water management, and high-performance building ecology.

Walter Jehne
Healthy Soils Australia
Industry: Water/Soil

Walter's research demonstrates the concept that plants grow soil. He has extensive field and research experience at a national (CSIRO) and international (UN) level in the management of soil biology for regenerating soil health to improve productivity and resilience in agricultural systems.

NGOs and national governments are realising that soil offers solutions to the significant global problems that we face: climate change, water scarcity and food insecurity. Healthy Soils Australia is at the forefront of innovative thinking about how to apply our understanding of how soil works to: promote hydrological cooling, draw down atmospheric CO2, and enhance agricultural productivity. The esteemed Soil Microbiologist, Walter Jehne, has written extensively on these topics.

Other Topics:

Consumer engagement/Retail

Anything related to the Auto/Movement industry
Ford X:
https://mashable.com/2018/01/25/ford-x-transportation-startups-incubator/#2q4httwURsqD "Autonomic CEO Sunny Madra will head the Ford X team, which is part of Ford's smart mobility program. Beyond investing in transportation startups, the team wants to be on the forefront of early mobility ideas."

Unilever & P&G looking for new supply chain solutions

Chris Anderson/Drones?

Smart Cities
(Joe's contact Mike Steep)
https://gpc.stanford.edu/mike-steep
Michael Steep is Adjunct Professor and Executive Director of the Stanford Global Projects Center's Digital Cities Program. Michael is also former Senior Vice President of Global Business Operations for the PARC innovation center in Palo Alto, California.

Music:
Napster - Sean Parker (investor in Spotify; co-founder Brigade)
Spotify

Utilities/Water/Power/Gas and sustainability

Nanotech
Eric Drexler

Michael Lewis -- Moneyball

AC add: Anne Wojcicki , 23andMe