

**Monday, Sep 23, 2019**

16:00	<b>Check-In</b>
16:30	<b>WHU   ipXcellence: Interactive Workshops and Knowledge Sharing</b> - by invitation only   reserved for participants of the WHU   ipXcellence study only -  Prof. Dr. Holger Ernst, Chairholder Technology and Innovation Management, WHU - Otto Beisheim School of Management Kolin Schunck, Research Assistant, WHU - Otto Beisheim School of Management
19:00	<b>Pre-Conference Networking Dinner</b>

**Conference Program**

**Tuesday, Sep 24, 2019**

07:30	<b>Check-In &amp; Early Bird Breakfast</b>		
09:00	<b>Welcome Note</b>  Prof. Dr. Holger Ernst, Chairholder Technology and Innovation Management, WHU - Otto Beisheim School of Management		
09:15	<b>Keynote Speech:</b> <b>"Intellectual Property in the (or for the) C-Suite"</b>  Beat Weibel, Chief IP Counsel, Siemens AG		
10:00	<b>WHU   ipXcellence - IP Management Benchmarking Study</b> <b>Presentation of Results and Discussion</b>  Kolin Schunck, Research Assistant, WHU - Otto Beisheim School of Management		
10:45	<b>Coffee Break</b>		
11:15	<b>WHU   ipXcellence - IP Management Benchmarking Study</b> <b>Interactive Breakout Workshops</b>		
	<b>Track 1:</b> Integration of IP in the Organization led by <b>THYSSENKRUPP</b>  Dr. Stephan Wolke CEO ThyssenKrupp IP & Services	<b>Track 2:</b> Licensing: Best Practices led by <b>NXP AMERICAS</b>  Changhae Park Senior Vice President and Chief IP Officer	<b>Track 3:</b> IP Management along the Product Life Cycle led by <b>PHILIPS</b>  Ingrid Baele Head of IP Offices & Excellence Operations
12:45	<b>Networking Lunch</b>		
14:15	<b>WHU   ipXcellence - IP Management Research Lab</b>		
14:30	<b>Digitizing the IP Department &amp; Intersection of IP and AI</b> <b>Short Presentations &amp; Panel Discussion</b>  <b>Special Session Keynote I: Intersection of IP and AI - Insights from IBM</b> Belinda Gascoyne, Senior Director IP EMEA, Middle East & Africa, IBM Inc.  <b>Special Session Keynote II: Digitalization of Processes in IP Management</b> Alissa Zeller, Senior Vice President Global Intellectual Property, BASF SE  <b>Panel Discussion</b> Alissa Zeller, BASF; Ina Kock, SAP; Kolin Schunck, WHU; Belinda Gascoyne, IBM		
16:00	<b>Coffee Break</b>		

16:30

**IP Monetization & Corporate Venturing  
Short Presentations & Panel Discussion**

**Special Session Keynote I: IP Monetization Best Practices - An Asian Perspective**

Jason Hall, Chief IP Counsel, [RENESAS ELECTRONICS CORP.](#)

**Special Session Keynote II: IP Privateering & Opportunities through Corporate Venturing**

Ari Manoach, ex Head of Global IP, [STRATASYS](#)

**Panel Discussion**

Beat Weibel, [Siemens](#); Changhae Park, [NXP Americas](#); Jason Hall, [Renesas](#); Ari Manoach, [Stratasys](#), Matthias Ulrich, ex [Dolby](#)

18:00

**Closing Remarks**

18:15

**End of the 2019 WHU | ipXcellence - Campus for IP Management**

18:30

**"Reflect & Connect"  
Flying Dinner & Networking Lounge**