

STANFORD EXECUTIVE INSTITUTE

Formerly the AeA/Stanford
Executive Institute

SUMMER 2011
July 31st — August 10th

Presented by TechAmerica and Stanford Center for Professional Development

Drawing Senior Leaders from Around the World

Technology companies today face a unique set of challenges. Continually driving innovation, managing offshore manufacturing, engaging with global competitors, adapting to new legislation, and revamping employee compensation structures are just a few of the hurdles this sector is tackling.

How does one go about training executives in this field for success? The Stanford Executive Institute has a proven track record of teaching tools and approaches to prepare the technology industry's senior leadership to overcome these hurdles. The program also provides executive development professionals with the support they need to design plans that enable their leaders to meet these challenges.

The experience at the Stanford Executive Institute has been likened to an MBA-style format directly targeted to the leading firms in the technology industry. The Institute's live-in atmosphere fosters accelerated learning, innovative thinking, and the sharing of varied perspectives. Participants from diverse technology backgrounds exchange viewpoints and ideas in lively discussions during class, study groups, New Venture Lab sessions and over meals. Participants gain rewarding and lasting professional relationships built with experienced executives from around the world.

One of the unique differentiators of this program is the New Venture Lab. Working in small teams, attendees will identify a realistic, technology-related business opportunity, conceptualize a new product, and present the resulting business plan to professional venture capitalists. This dynamic entrepreneurial challenge developed exclusively for the Institute instills winning practices for leading the innovation process.

Attendance is reserved for technology company executives who are engaged in general management decisions and have a minimum of ten years of business experience. In smaller to mid-size companies, participants are typically corporate executive officers. In larger firms, senior managers of divisions or major business units are also eligible to apply.

Here's what recent alumni had to say about their experience:

"A very condensed overview about critical topics in management. A must-have for high potentials in a management role in the technology sector."

Oliver Kunz, Senior Director Business Development, Dolby Laboratories, Inc.

"The TechAmerica/Stanford program broadened my knowledge base beyond my technical background, and loaded up my management "tool box". I will continue studying these valuable materials and sharpening my leadership skills to become "T-shaped" people."

Hong T. Sun, Vice President, Engineering & Business, RAE Systems, Inc.

"Outstanding overview of the key issues to lead world-class high performing technology companies."

Niall Wall, Vice President & General Manager Norton Cloud Data Services, Symantec Corporation

**For more information or to reserve your seat call 877-801-8466,
or email executivedevelopment@techamerica.org**

Pricing

Member pricing \$15,000

Non Member pricing \$18,500

EARLY BIRD PRICING

Register before April 1st and receive \$1,000 discount.

TYPICAL CLASS PROFILE

Geographic Origin

United States 83%
International 17%

Industries Represented

Aerospace/Defense 6%
Business Related Services 4%
Environment and Energy 3%
Computer/Business Equip. 7%
Consumer Electronics 8%
Manufacturing 4%
Medical Devices 10%
Other 6%
Semiconductor 20%
Software 17%
Telecommunications 10%
Test and Measurement 5%

Management Function

Business Development 15%
General Counsel 3%
Engineering 20%
General Management 18%
Finance 5%
Marketing 10%
Manufacturing/Operations 6%
Product Development 12%
Research & Development 11%

Title

President/CxO Level 7%
Director 56%
Manager 3%
Other 2%
Vice President & Sr. VP 32%

Number of Employees

501 - 1,000 6%
1,000 - 1,500 12%
1,501 - 3,000 0%
101 - 500 18%
3,001 - 5,000 9%
5,001 - 10,000 33%
Greater than 10,000 19%
Less than 100 3%



STANFORD UNIVERSITY

Stanford Center for Professional Development

TechAmerica
WHERE THE FUTURE BEGINS



“A great opportunity to learn from the best minds in the technology business.”

Anita Ganti, Business Unit Director, National Semiconductor

Institute Directors

Thomas H. Byers

Professor, Management Science and Engineering, Stanford University

Peter W. Glynn

Thomas W. Ford Professor of Engineering, Management Science and Engineering, Stanford University

Strategic Management

Robert A. Burgelman - Strategic Leadership

Edmund W. Littlefield Professor of Management, Graduate School of Business, Stanford University

Topics

- Chart the strategic direction of a company
- Integrate functional business elements

Finance and Accounting

Robert Higgins - Finance

Professor of Finance, Marguerite Reimers Endowed Faculty Fellow, Michael G. Foster School of Business, University of Washington

Henry E. Riggs - Accounting

President Emeritus, Keck Graduate Institute and Harvey Mudd College; Professor Emeritus, Stanford University

Topics

- Utilize accounting information in strategic planning
- Evaluate capital expenditures, mergers & acquisitions

Negotiation

Margaret A. Neale - Negotiation

John G. McCoy-Banc One Corporation Professor of Organizations and Dispute Resolution, Graduate School of Business, Stanford University

Topics

- Positioning the negotiation and managing the relationship
- Adapt to competitive and collaborative situations

**Call for discount on teams of 3 or more
877-801-8466, or email
executivedevelopment@techamerica.org**

Market Strategy

Adrian B. Ryans - Marketing

Professor of Marketing and Strategy, IMD, Lausanne, Switzerland

Topics

- Assess market opportunities in light of company objectives, capabilities, and industry position
- Secure market share and improve segmentation

Operations

Robert C. Carlson - Product Development

Professor, Management Science and Engineering, Stanford University

Warren H. Hausman - Supply Chain Management

Professor, Management Science and Engineering, Stanford University

Topics

- Examine decision processes applicable to supply chain management, production and vertical integration
- Optimize inventory control and plant location

Organizations

Pamela J. Hinds - Organizational Development & Culture

Associate Professor with the Center on Work, Technology, & Organization, Management Science and Engineering, Stanford University

Topics

- Master leadership, motivation and the creative process
- Develop a culture that fosters success

Innovation & Entrepreneurship

Robert I. Sutton - Innovation

Professor, Management Science and Engineering and by courtesy, Graduate School of Business, Stanford University

Thomas H. Byers - Entrepreneurship

Professor, Management Science and Engineering, Stanford University

Topics

- Managing R&D and leading customer focused innovation
- Capitalizing on ideas & building new venture business plans

Partial list of participating companies from recent years:

Adobe Systems ● Analog Devices ● Apple Computers ● Boeing Company ● Cadence Design Systems ● Dolby Laboratories ● Extreme Networks ● HP ● IBM ● National Semiconductor ● Nortel Networks ● Oracle ● Phillips ● Symantec ● Synopsys ● Varian Medical Systems ● Xerox ● Xilinx

