



## Global Technology Leaders

This program educates emerging technology leaders on the challenges technology companies face in engaging and competing with global competitors in foreign markets.

### DATE

October 25, 2017  
8 weekly  
2hr evening sessions

### LOCATION

UC Berkeley Campus

### PROFILE

Global Executives and Engineering Leaders  
Country and Regional Managers  
Global Business Development and Strategy Officers.

### LECTURERS

Anthony St. George, Ph.D  
Lee Fleming, Ph.D

### FEES

\$8,500

### REGISTER

[exec-ed.berkeley.edu](http://exec-ed.berkeley.edu)

### WHAT IS GLOBAL TECHNOLOGY LEADERSHIP?

The fast moving competition in technology-based businesses requires knowledge of markets and optimization of resources across the globe. Enterprises need to understand the latest in technology trends and keep abreast of how the newest technologies such as artificial intelligence (AI), augmented and virtual reality (AR/VR), and robotics are entering markets across the globe. They also need to know that they are maximizing value to the shareholder as efficiently as possible, whether it is through expanding into new markets, partnering with international competitors, or obtaining better resources to fit their product and service needs.

### WHO SHOULD ATTEND

This program is valuable for executives and engineering leaders needing to understand the factors involved with engaging and expanding to international markets. Participants include leaders of matrixed international departments and product management, regional and country general managers, as well as business development and strategy officers responsible for exploring global engagement.

### PROGRAM TOPICS

- Evaluate global market opportunities
- Enhance business models with global operations
- Negotiate profitable, sustainable partnerships

- Develop best practices in operating across time zones and cultures
- Leverage global partnerships for increased innovation
- Optimize financial strategies for global enterprises
- Technology trends and recent examples such as:
  - US robotics ventures in China
  - International competition in the drone market
  - Introduction of biomedical devices in Indonesia
  - Establishing low-cost communications networks in India and Africa
  - Challenges of outsourcing software development and managing global customer service operations
  - Product portfolio decisions in India
  - Managing large-scale infrastructure projects in Brazil
  - Partnering with foreign entities entering the US market

### LEAD FACULTY

#### Anthony St. George, Ph.D



Anthony is Assistant Dean for International and Corporate Partnerships at the College of Engineering. He has expanded the College's global footprint through business development, research and educational programs. He teaches global expansion and marketing strategies for technology ventures.

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## ADDITIONAL FACULTY

### Lee Fleming, Ph.D.



Professor and Faculty Director of the Coleman Fung Institute of Engineering Leadership, UC Berkeley College of Engineering; engineering leadership & capstones.



“This is an extraordinary time to be an engineer. Technology is evolving rapidly and has enormous power to shape how we live. But in order to realize the best economic and societal possibilities of technology, it is critical that engineering professionals have the knowledge and tools to lead the way.”

Shankar Sastry  
Dean, College of Engineering



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## OVERVIEW AND BENEFITS

The Global Technology Leaders program builds on the UC Berkeley College of Engineering’s world-renowned faculty’s global experience and expertise to educate emerging leaders in technology firms on the opportunities and challenges of global engagement and expansion.

The program takes its executive students through the early stages of opportunity recognition in the exploration of new markets and potential partners to the challenges of operations and sustainable success. Content includes new technology trends and insights from recent global ventures in Robotics and AI, AR/VR, Internet of Things (IoT) and biotechnology.

Additionally, sessions will include industry practitioners who share their experiences and tools on addressing some of the most frequently occurring challenges in everyday

## OTHER PROGRAMS OFFERED

### Disruptive Technologies

- Design Innovation for the Internet of Things
- Augmented and Virtual Reality
- Industry Applications for the Internet of Things

### Technology Leadership

- Engineering Leadership Professional Program
- Positive Leadership and Innovation
- Silicon Valley Innovation Leadership Week
- Lean Construction Principles

### Joint Certificate Program with the UC Berkeley Executive Education at the Haas School of Business

- Disruptive Technology and Commercialization



## TAKING LEADERS TO THE NEXT LEVEL

UC Berkeley Engineering Executive & Professional Education prepares engineering and technical professionals for leadership roles by cultivating expertise and skills in technology and leadership.

## THE UC BERKELEY ENGINEERING DISTINCTION

Recognized as one of the world’s top three engineering schools, we understand engineers and what they face as they move into leadership roles in global environments. We bring the perspective of a faculty of thought leaders - engineers who are creating tomorrow’s knowledge today - who have real-world industrial experience as entrepreneurs, heads of Research and Development, and consultants to industry.

All of our programs incorporate these strengths as the basis of design and delivery so that our program graduates are well-versed in how to fill global engineering roles. We recognize the tremendous strengths and skills that engineers and scientists have developed through their education and experience. Engineers are adept at mastering complex systems and making decisions in the most challenging technological situations. We teach them how to apply these skills to global business and organizational situations and challenges.

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EXECUTIVE & PROFESSIONAL EDUCATION