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# ELPP

# Engineering Leadership Professional Program

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Welcome to the

# Engineering Leadership Professional Program

Your leadership as engineering professionals is critical in a world with increased dependence on engineered devices, processes and systems. We welcome the opportunity to host you, participating in the long running UC Berkeley Engineering Leadership Professional Program (ELPP) offered in these formats:

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— ELPP Silicon Valley (SV) | In-person | January - June

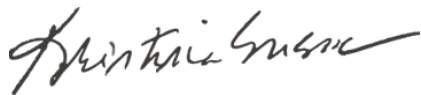
— ELPP Global (GL) | Online | August - December

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Designed by Ikhlaq Sidhu in 2011, the ELPP vision has been to inspire engineers and scientist to take on issues beyond their field and have a larger impact on their companies, themselves and the world. All three programs uphold this goal, as we continuously update curriculum to help you grow and develop toward your future career potential.

Our Berkeley Method of teaching, developed at the Sutardja Center, uniquely blends case study, interactive exercises and new perspectives enabling you to build your ecosystem, develop a growth mindset and utilize frameworks for decision making. Our faculty includes award winning professors from UC Berkeley and beyond as well as iconic industry professional sharing their real world experience and insights.

We look forward to working with you as we aspire to transform the role of engineers and scientist in business.



**Kristina Susac**

Head of Professional Education

Sutardja Center for Entrepreneurship & Technology (SCET)

# Unlock Your Leadership Potential

## Created for Engineers by an Engineer

ELPP readies technical professionals for the next step in their career by augmenting their analytical skills with proven business methodology and techniques. Created for engineers by an engineer, the program builds off the Innovation Engineering framework from Chief Scientist and UC Berkeley Sutardja Center founding director, Ikhlaj Sidhu. His proven platform for education utilizes theory, networking, and interactive practice to build a strong repertoire of skills in the technology leader.

## Outcomes

### Engineering Leadership Certificate From UC Berkeley



## Who Should Attend

Technology executives, managers and directors; senior engineers; technical professionals considering a leadership or management role.

### Management Function

40% Senior leadership  
30% Mid-level management  
25% IC Leaders  
5% C-Suite

### Functional Areas

45% Engineering  
Management  
30% Technical Leadership  
10% Product Management/  
Marketing  
8% Quality/Reliability  
Engineering  
7% Business/Strategic roles

Based on data from the Fall 2024 – Spring 2025 cohort.

### Industry Distribution

65% Semiconductor/  
Electronics  
20% Technology/Software  
5% Financial Services/  
Investment  
5% Healthcare/Biotech/  
Pharma  
3% Non-profit/Foundation  
2% Government/Public Sector

### Region

70% Silicon Valley  
15% Other US states  
5% Middle East  
5% Asia  
3% Europe  
2% Other international

**Toolkit** for tech strategy decisions

**Leading edge insights** into operational innovation

**Opportunity for experimentation** and collecting best practices in authentic leadership, negotiations and influence

Re-enforcement with **hands-on group or individual project**

**Online access** to synchronous and asynchronous videos and presentations

**Wide selection of informational and educational opportunities** through Sutardja Center Events and articles

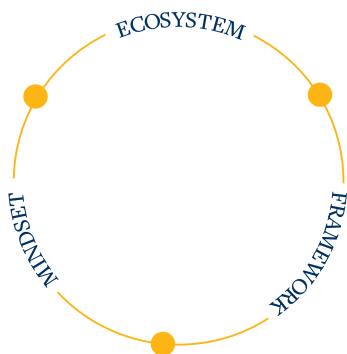
**Lifelong ecosystem** of instructors, industry mentors and peers from Silicon Valley's top tech companies

# ELPP Program's Snapshot

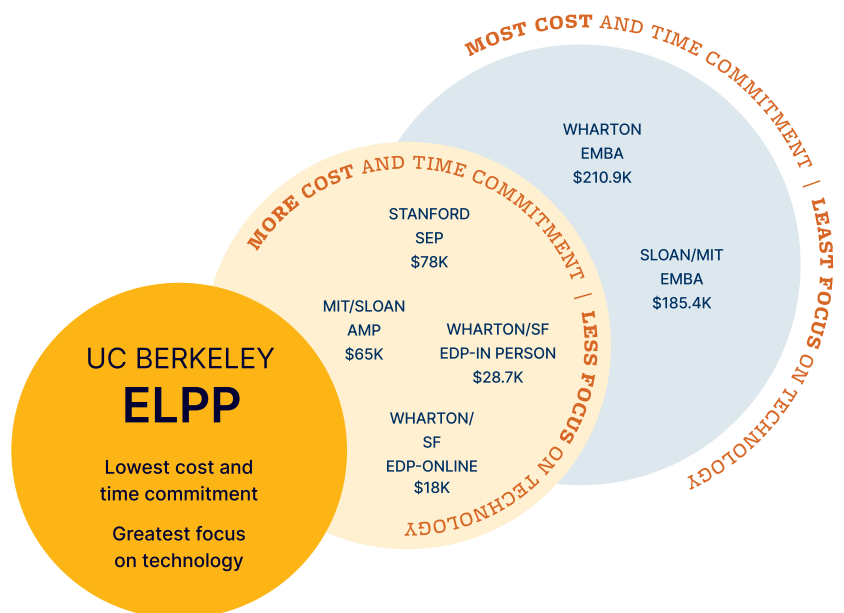
PROGRAM	COST	WHERE	WHEN	
ELPP GLOBAL	\$12,800	Virtual	1x per Week for 4+ months	<a href="#">APPLY TODAY</a>
ELPP SILICON VALLEY	\$15,800	Sunnyvale	1x per Week for 5+ months	<a href="#">APPLY TODAY</a>
ELPP CUSTOMIZED SOLUTIONS	Varies	Varies	Customizable	<a href="#">GET MORE INFO</a>

## The Berkeley Method

Developed at the UC Berkeley Sutardja Center, this method ensures all students are taught with a focus on framework, mindset and ecosystem.



## Executive Programs Comparison



## ELPP

# Curriculum

The ELPP curriculum is organized into key modules with ELPP SV & GL featuring at least one group capstone project. Whether for ELPP SV/GL or ELPP SPRINT, each module is critical to building the foundation necessary to take you to the next level of your professional life.

<b>ELPP SILICON VALLEY &amp; GLOBAL MODULES</b>	<b>Technical Strategy</b>	<b>Operational Innovation</b>	<b>Leadership &amp; Communications</b> (incl. Finance/Accounting)	<b>Group Project</b> Focused on Business Landscape/New Venture and Corporate Challenge
<b>ELPP SPRINT MANAGING TEAMS</b>	<b>Adaptive Leadership</b>	<b>Insights for Gen Z, Millennials and more</b>	<b>Leading through Uncertainty</b>	<b>Recruiting &amp; Retention</b>

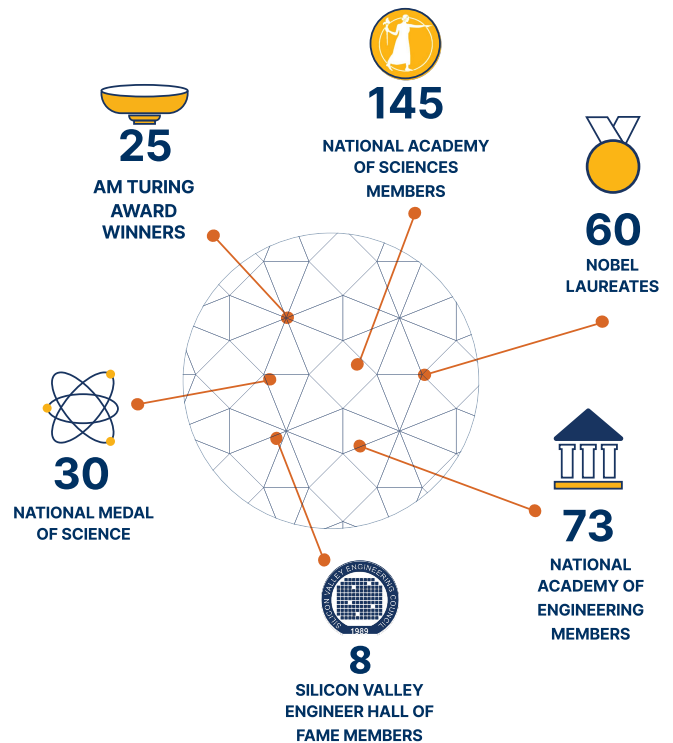
## The Berkeley Advantage

The University of California at Berkeley (est. 1868), the world's premier public university and a wellspring of innovation is located in the San Francisco Bay Area and neighbors the Silicon Valley epicenter. The university is home to over 35,000 students and is consistently ranked as one of the top universities worldwide. According to a National Research Council analysis, UC Berkeley has the largest number of highly ranked graduate programs in the country. Since 2000, the National Science Foundation has awarded more Graduate Research Fellowships to UC Berkeley students than to those of any other university (including MIT, Stanford and Harvard).

**#1 PUBLIC UNIVERSITY**

**#2 UNIVERSITY IN THE WORLD FOR ENTREPRENEURSHIP (PITCHBOOK RANKINGS)**

**#3 ENGINEERING SCHOOL (US NEWS AND WORLD REPORT)**



# The SCET Difference

## Leading Edge Methodology

The Sutardja Center is also known for developing the Berkeley Method of Entrepreneurship (BMoE) & Berkeley Method of Innovation Leadership (BMIL) and the highly acclaimed Engineering Leadership professional program. Our founding director, Ikhlaq Sidhu has written extensively on Engineering Innovation. We are internationally recognized for our approach.

## Reputation

The University of California at Berkeley (est. 1868), the world's premier public university and a wellspring of innovation, is located in the San Francisco Bay Area and neighbors the Silicon Valley epicenter.

## Award Winning Faculty And Industry Experts

Instructors are not only experts in their fields but industry icons with practical advice. We access speakers from a wide ecosystem, inside and outside the University, to ensure your experience blends the best of thought leadership and implementation.

## Engagement & Networking

Program structure around limited size-group learning that allows for direct interaction with both instructors and peers. The Center offers a variety of opportunities to engage based on alumni events, industry roundtables and university/industry collaborations.

## Join a Strong and Growing Silicon Valley Cohort



SAMSUNG

QUALCOMM®



ERICSSON

yahoo!



vmware®



Google

JUNIPER  
NETWORKS

### Company Sponsorship

Companies may provide sponsorship for employees or employees may apply directly and request reimbursement from their firm.

**Contact Kristina Susac at [susac@berkeley.edu](mailto:susac@berkeley.edu) for more information.**

ELPP

## Award Winning Faculty & Industry Experts



**Gigi Wang**  
UC Berkeley CoE  
instructor and  
Industry Fellow,  
Entrepreneurship



**Homa Bahrami**  
UC Berkeley  
Haas instructor,  
Leadership



**Ikhlaz Sidhu**  
**Founding Director and Chief  
Scientist, UC Berkeley Sutardja  
Center for Entrepreneurship &  
Technology**

Sidhu is the recipient of the 2021 Extraordinary Teaching in Extraordinary Times Award; 2018 IEEE Major Innovation Award, 2009 IndEng Emerging Area Professor Recognition; 1999 3Com Inventor of the Year. He is the author of Innovation Engineering: A Practical Guide to Creating Anything New and holds over 61 US Patents.



**Cort  
Worthington**  
UC Berkeley Haas  
instructor,  
Leadership



**Holly Schroth**  
UC Berkeley  
Haas instructor,  
Negotiations &  
Influence



**Marc Tarpenning**  
Co-Founder,  
Tesla, Inc. &  
Venture Partner at  
Spero Ventures



**Yaniv Konchitchki**  
Tenured Associate  
Professor &  
Distinguished  
Teaching Fellow,  
Berkeley Haas

## Silicon Valley Icons

**Charlie Giancarlo**

Former Cisco executive and  
CEO, Pure Storage

**Shomit Ghose**

General partner, ONSET Ventures  
& faculty, UC Berkeley

**Mark Rittenberg**

Distinguished Teaching Fellow,  
Berkeley Haas

**In Sik Rhee**

General Partner at VVUS and a  
former serial entrepreneur

**Kenneth Sandy**

Product management leader &  
faculty, UC Berkeley

**Adam Cheyer**

Cofounder Siri, VivLabs,  
Change.org

**Inder Sidhu**

Former Cisco executive and  
EVP, Nutanix

**Michael Marks**

Former CEO, Flextronics and  
cofounder/CEO, Katerra

**Cos Nicolaou**

Distinguished engineer, Grail and  
former engineering VP, Google

**Patty McCord**

Former Chief Talent Officer,  
Netflix

*\*Instructors are experts in their fields and industry icons with practical advice.*

What

## Rising Leaders Say About ELPP

"The ELPP program was taught by some of the best leaders/experts in the field and gave me opportunity to learn by teaming-up with my fellow cohorts to solve real life challenges through case studies and group discussions."

"ELPP is a great way to gain multiple different perspectives outside of our core engineering worlds. It broadens ones horizons in a fun, fast paced program..."

"The program allowed me to take a pause and focus on advancing my knowledge, innovative and leadership skillsets."

"It was amazing. My career took off and I've been afforded several great opportunities since."

### Customized Program

Merging the best of academic instruction, interactive exchange and practical application to impact leadership and innovation, UC Berkeley's Sutardja Center is the ideal partner to take your technical professionals to the next level and deliver tangible results. Partner with us to customize material to your unique needs around engineering leadership and innovation.

Contact us at [susac@berkeley.edu](mailto:susac@berkeley.edu) to get started.

#### **Kristina Susac**

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Sutardja Center for Entrepreneurship &  
Technology (SCET)  
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