

BERKELEY CHIEF TECHNOLOGY OFFICER (CTO) PROGRAM

STARTS JUNE 2024



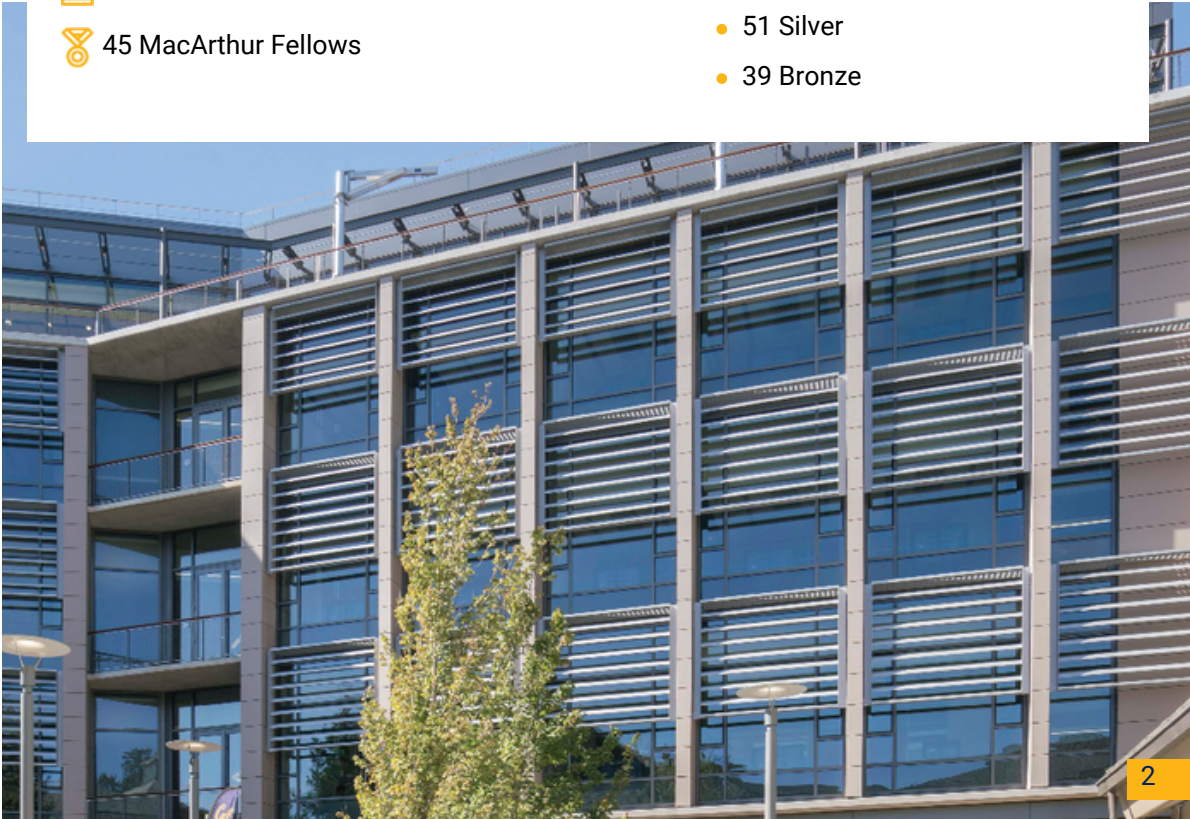
ABOUT THE UNIVERSITY OF CALIFORNIA, BERKELEY

The University of California is a public research university in Berkeley, California. It was founded in 1868 and serves as the flagship campus for the 10 campuses of the University of California. Berkeley has since grown to instruct over 40,000 students annually in approximately 350 undergraduate and graduate degree programs covering numerous disciplines.

UC Berkeley ranks among the top five in the U.S. News & World Report Best Global Universities Rankings.

By the numbers:

- | | |
|---|---|
|  107 Nobel laureates |  20 Academy Award winners |
|  25 Turing Award winners |  19 Pulitzer Prize winners |
|  14 Fields Medal winners |  207 Olympic medals |
|  19 Wolf Prize winners | <ul style="list-style-type: none">• 117 Gold |
|  45 MacArthur Fellows | <ul style="list-style-type: none">• 51 Silver• 39 Bronze |



ABOUT BERKELEY HAAS SCHOOL OF BUSINESS

As the second oldest business school in the United States, the Haas School of Business at the University of California, Berkeley, has been questioning the status quo since its founding in 1898.

Berkeley Haas is a leading producer of new ideas and knowledge in all areas of business, inspiring New Thinking for the New Economy. We invite you to learn more about Haas, our exceptional faculty members, and our community of dedicated students and alumni. Our mission is to help extraordinary people achieve great things. At Haas, we live our distinctive culture out loud by embracing our four defining leadership principles: Question the Status Quo, Confidence without Attitude, Students Always, and Beyond Yourself.

About 2,300 undergraduate and graduate students come from around the world each year to attend Berkeley Haas. They join a network of over 41,000 graduates eager to help each other grow and thrive in their professional lives.



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PROGRAM OVERVIEW

Technology is rapidly transforming business models across industries. Unlocking the power and potential of data science, artificial intelligence, and machine learning to drive growth requires a brand new way of thinking for technology leaders. The **Berkeley Chief Technology Officer (CTO) Program** is designed for professionals with experience in the technology function who want to step into senior management roles. It offers a unique blend of theory, practical applications, and interactions with industry experts to deliver the hands-on experience and skills necessary to make that transition.

The comprehensive curriculum will enable you to take on a more strategic view of your organization's technology architecture and business landscape and develop initiatives to lead technology transformation towards organizational success. The program's immersive, learning journey covers three core modules and two asynchronous online short courses. The core modules are delivered primarily through The Forum—Berkeley's state-of-the-art virtual platform that simulates an interactive classroom environment, allowing you to engage in real time with your faculty and classmates. This highly transformative learning journey concludes with an in-person networking and graduation event on the UC Berkeley campus when safety and travel guidelines allow.

Upon completing the program, you will receive a Certificate of Excellence in Technology Strategy and earn select Berkeley Haas alumni benefits



93%

of all CEOs assert that technology is key to driving product and service innovation.

84%

of all CEOs say the ideal technology leader must have experience in leading change and transformation.

Source: Deloitte and WSJ Intelligence Global Survey

PROGRAM HIGHLIGHTS

THE FORUM

Theater-style virtual classroom brings the world-class Berkeley experience to you, wherever you are.

ASYNCHRONOUS SHORT COURSES

Engage in ~16 weeks of asynchronous online learning, including faculty live sessions, over two practical topics

INTERACTIVE SESSIONS

Take advantage of over 150+ hours of live interactive learning with faculty, industry experts, and an accomplished peer group.

CAPSTONE STRATEGY PROJECT

Develop a technology and digital transformation road map guided by facilitator-led coaching sessions.

REAL-WORLD APPLICATION

Apply lessons learned to your job immediately.

CORE CURRICULUM

Kick-start your program journey with 21 weeks of in-depth core sessions in technology strategy and digital transformation.

WORLD-RENOWNED FACULTY

Learn from subject matter experts and technology leaders.

NETWORKING AND IDEA EXCHANGE

Learn from high-achieving peers from around the globe and build your network.

LEARN IMPLEMENTATION METHODOLOGIES

Reduce the complexity involved in large projects by restructuring development and management procedures.

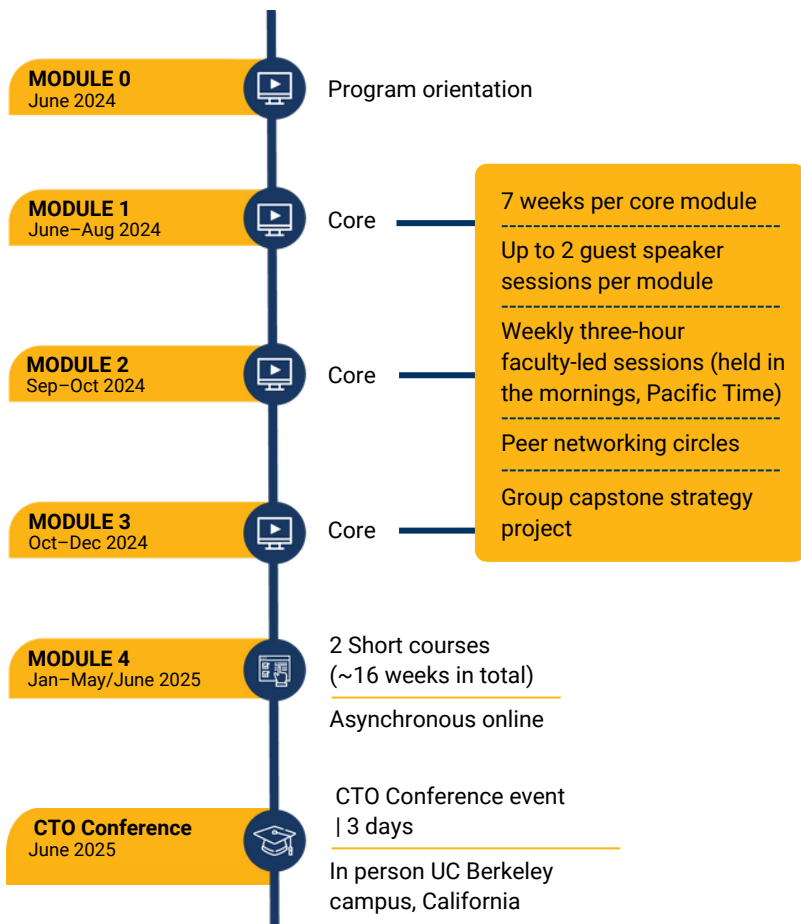
ALUMNI BENEFITS

Earn select Berkeley Haas alumni benefits upon completion of the program.



PROGRAM CALENDAR

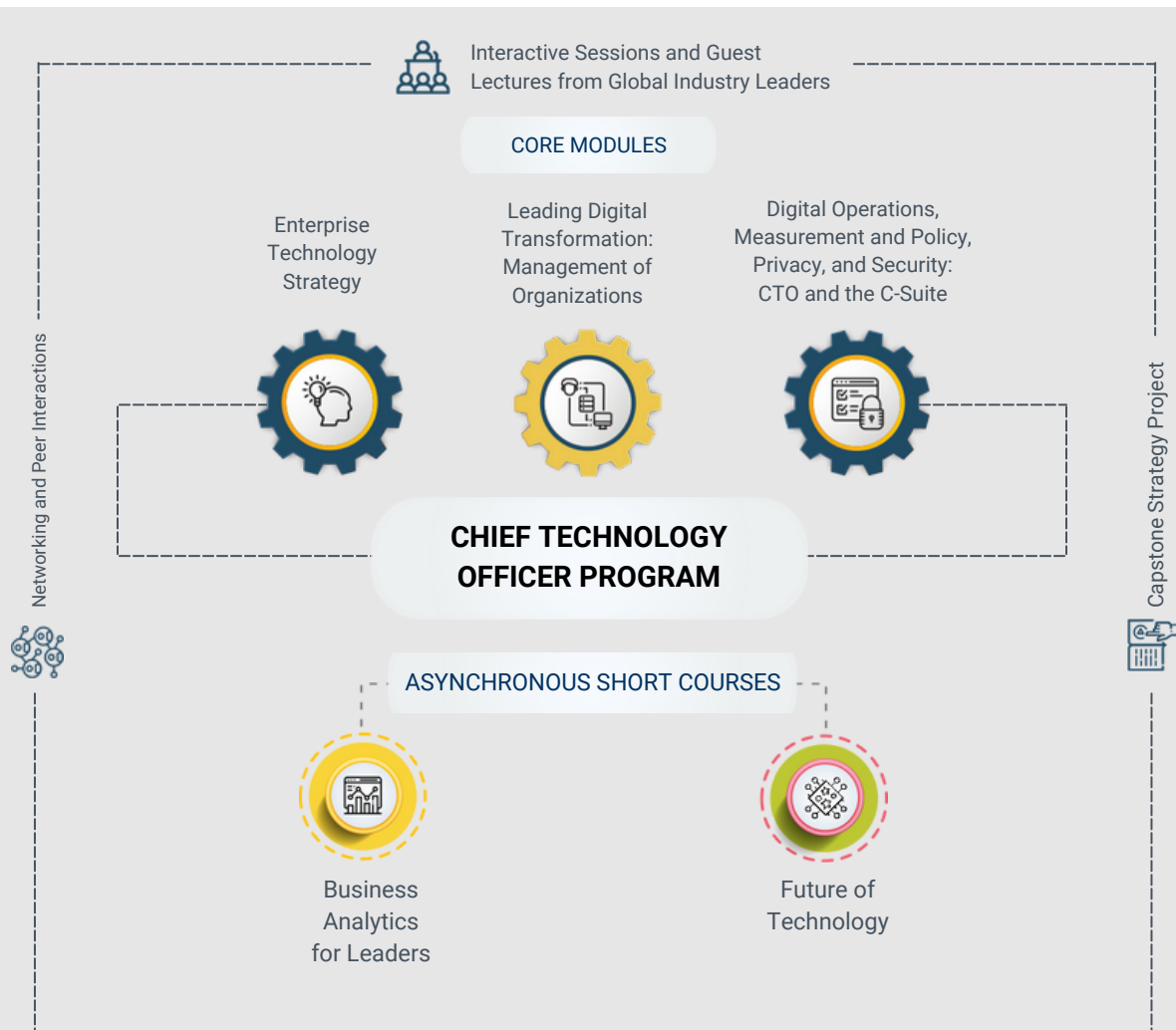
An immersive learning journey with interactive, online modules and in-person events



The graduation and networking event is held annually on the UC Berkeley campus in the spring/summer time frame (before the end of June) to bring participants from multiple cohorts of the CTO Program together. The purpose of the networking conference and graduation event is to give you the opportunity to interact with peers from your cohort, participants from other cohorts, faculty, and industry leaders. The three-day event will include an immersion into the Berkeley ecosystem, networking opportunities, guest speaker sessions, and other activities to make this a memorable, insightful, and meaningful program culmination experience.

CURRICULUM

The Berkeley CTO Program delivers learning that will take your technology career to the next level. You will learn through lectures by faculty experts and specialists, case studies, group and individual exercises, and discussions with global leaders. The curriculum includes three core modules. Each of the three core modules will also feature up to two guest speaker sessions from industry experts. Additionally, you will engage in two asynchronous online short courses, Future of Technology and Business Analytics for Leaders. The program's core modules culminate with a capstone strategy project in which you will develop a road map for your organization's technology strategy—either individually or as part of a team.



Note: Topics and sessions are subject to change.

CORE MODULES

Sample Session Topics

Enterprise Technology Strategy

- Digital Transformation: Data to Insights to Strategy
- Data Science Pipeline: Core Principles for Exploiting Data
- Agency: Innovating for Artificial Intelligence (AI)
- Enabling Technologies with Data
- Robotics
- Machine Learning, Neural Networks, and Applications
- Creating Value
- Jobs-To-Be-Done
- Business Model Canvas
- Innovation Portfolio Management
- Agile Mindset

Leading Digital Transformation: Management of Organizations

- Leading Enterprise-Wide Digital Change
- Leading Digital Strategy: Organizational Change (Simulation)
- Leading Digital Strategy: Social Networks
- Leaderless Group Exercise
- Influence and Conflict: Persuasion Principles
- Digital Strategy: Embedding Cultural Change
- Future of Work: People and Cultural Analytics
- Leading Digital Change: Decision Making in Teams
- Leading Digital Change: Negotiating in Teams

Digital Operations, Measurement and Policy, Privacy, and Security: CTO and the C-Suite

- Enterprise Agile: Product Architecture and Organizational Alignment
- Product Architecture—Startup Partners
- CTO/CFO
- CTO/CVC
- Go to Market
- Capturing Value
- Marketing Analytics
- Humans and AI
- Algorithmic Bias
- Privacy and Business Strategy
- Measurement Experimentation
- Cybersecurity

Note: Topics and sessions are subject to change.

LEARNING APPROACH: CORE MODULES

The **Berkeley CTO Program** is delivered primarily through The Forum, a revolutionary, virtual lecture theater that brings the complete in-class experience to you wherever you are. Take a seat at the front of the class where the faculty deliver from a digital learning space and your classmates are virtually seated around you.

The Forum brings the unmatched Berkeley experience to you, no matter where you are.

YOUR LEARNING JOURNEY

This program features the following curriculum components, designed to best support your learning journey.

Pre-session Work

Begin your learning journey with a series of activities specifically designed to connect you with the content and your classmates.

Classroom Community

The Forum replicates the physical classroom dynamic through a multi-camera interface that brings the classroom to you and allows you to participate in fast-paced discussions supported by polling and whiteboard tools.

Group Interactions

Connect and engage in breakout sessions with faculty and peers to discuss, brainstorm, plan, ideate, and complete group activity exercises.

Peer Circles

Engage in substantive discussions on important business, leadership, and career challenges. Learn tools and approaches to become a more self-aware and effective leader.

Graduation and Networking Event

The program culminates with sessions designed to reinforce what you have learned and prepares you to apply it to an organizational setting.

Participant Engagement

This program is designed to be highly engaging while fitting in with the busy lives of global senior executives. To ensure the most valuable learning experience, participants are expected to attend scheduled sessions and participate actively.

REQUIRED SHORT COURSE

1. Business Analytics for Leaders

The topic provides business professionals with a high-level understanding of the real-world applications of artificial intelligence (AI) and machine learning (ML), two of the primary engines that fuel business analytics. This program focuses on applying analytics techniques to drive business impact, resulting in more efficiency, better decision making, and strategic advantages for organizations. No coding or advanced analytics experience is required.

Using hands-on activities, live sessions, as well as real-world case studies of companies, you will explore the three pillars of business analytics: descriptive, predictive, and prescriptive analytics. Further, you will discover how data-driven decisions enable stronger business cases and greater agility.

Over eight weeks of asynchronous online sessions, and live sessions with faculty, you will:

- Gain competitive advantages by capturing data-enabled business opportunities
- Create data-based decision-making models across your organization
- Leverage data and experimentation to drive innovation
- Better evaluate business analytics approaches and strategies
- Develop a virtuous cycle built on user engagement, data collection, algorithm design, prediction, and improvement
- Drive business decisions through practical application of an AI-centric operating model

REQUIRED SHORT COURSE

2. Future of Technology

The eight-week Future of Technology short course provides a framework for assessing key disruptive technology trends and for creating a road map to implement innovation strategies. It has been designed to examine specific aspects of emerging tech, such as AI, internet of things, robotics, quantum computing, cybersecurity, and blockchain, while offering tools and frameworks for conceiving and assessing technology-driven futures.

This short course features weekly faculty videos, real-world case studies and assignments, a learning facilitator, and four live sessions with faculty. It will give you insights on how to leverage disruptive technology to drive innovation strategies and gain a competitive advantage.

Over eight weeks of asynchronous online sessions, and live sessions with faculty, you will:

- Explore trends, insights, and implications of key disruptive technologies
- Apply tools and frameworks to evaluate future opportunities in technology
- Build resilience in your organization amid technology disruption
- Drive innovation strategy using data-driven insights
- Create a technology portfolio that can help elevate your company's leadership position



INTERACTION WITH INDUSTRY EXPERTS

UC Berkeley's location takes full advantage of its proximity to Silicon Valley's cutting-edge innovators and industry disruptors. Through guest lectures and real-world examples, learn from leading experts who work at the intersection of technology, innovation, and business. Attend high-profile discussions with thought leaders and gain valuable insights on leading technology transformation at your organization.

Past speakers include:

Pato Prini

Digital Transformation Leader

ABInBev

Paul Cobban

Chief Transformation Officer

 **DBS**

Paul Holland

General Partner

 **foundation
capital**

B:OMARIN

DocuSign

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CAPSTONE STRATEGY PROJECT

Across the **CTO Program** experience, participants will complete a capstone strategy project. The project asks participants to take the next steps in their organization's technology strategy. Group coaching sessions will be led by an industry expert serving in a learning facilitator role and include high-touch discussions. Participants submit a presentation that covers the following:

1. Summarize the opportunity
2. List prioritization criteria for the opportunity. Include data alignment, cultural alignment, and success metrics
3. Submit data inventory
4. Use experimental techniques to test your analytics strategy
5. Assess the strategy implementation and propose next steps
6. Present your project outcomes

At the end of the core modules, select projects will be highlighted during a showcase with faculty.



PEER CIRCLES

In the **Berkeley CTO Program**, you will engage with cutting-edge frameworks and cases and apply these ideas to your teams and organization. Over the duration of the program, you will join a close-knit learning community and be part of a powerful global network of peers. The peer circle component of the program facilitates this by connecting you to a small group of your classmates for confidential, substantive discussions. These include, but are not limited to, important business, leadership, and career challenges and opportunities you face.

In your peer circle you will:

- Meet every one to two months following structured agendas that foster powerful discussions on important challenges, opportunities, and choices that may be hard to raise in a larger classroom
- Conduct one-on-one meetings between the peer circle meetings to deepen connections, learning, and take-home value
- Follow principles and best practices modeled on decades of experience leading renowned executive forums
- Learn tools and approaches to become a more self-aware and effective leader
- Build a community of care and support that can live on long after the end of the program

Alumni speak

“ I love these sessions and the opportunity to mutually reflect and share. They have been wonderful in bringing out the aspects of life that we often overlook.



FACULTY

Learn from the best minds in the business.

At Berkeley, you will learn from the best and the brightest in the industry. The faculty consists of renowned experts and leaders who have led the development of groundbreaking technology strategies at some of the world's most prominent institutions. Additionally, you will be able to hear influential guest speakers from the Silicon Valley innovation ecosystem—including startups, labs, enterprise firms, and companies that are changing the way the business world makes use of technology.



Zsolt Katona

Cheryl and Christian
Valentine Professor, Marketing



Thomas Lee

Research Scientist and
Associate Adjunct Professor,
Operations and IT Management



Sameer Srivastava

Ewald T. Grether Professor of
Business Administration and
Public Policy



ALUMNI BENEFITS



Networking and Events

- Ability to join local alumni chapters or clubs in your region
- Access to a private network of distinguished Berkeley Haas alumni
- Invitation to the annual Berkeley Haas Alumni Conference
- Opportunity to attend select Berkeley Haas and Berkeley Executive Education networking events



Berkeley Resources

- Access to Haas Amplified—Latest research and thought leadership from industry speakers and faculty
- 30% discount on the list price of eligible future programs after completion of the Chief Technology Officer Program and earning your Certificate of Excellence in Technology Strategy
- An @haas.executivealumni.berkeley.edu email forwarding address
- Public visitor access to select campus libraries and university database services. (Remote and onsite access available for select services)



News and Communication

- One-year complimentary digital subscription to the *California Management Review*
- Berkeley Haas alumni newsletter
- Subscription to the Berkeley Haas alumni jobs e-newsletter with latest job postings from distinguished employers

PAST PARTICIPANTS

Diversity in multiple aspects is an important part of the learning experience. The participant mix reflects diversity across functions, industries, backgrounds, organizations, and life experiences.

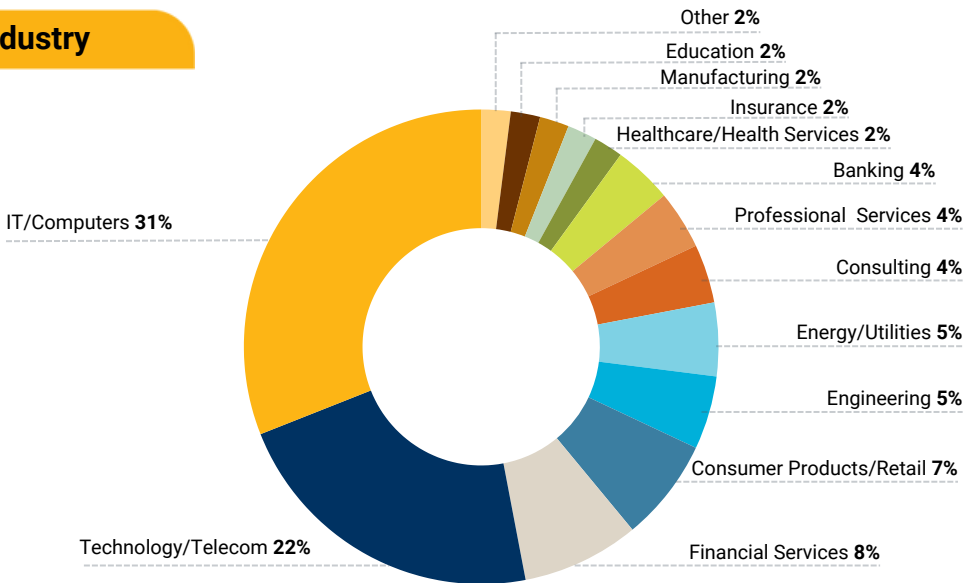
23

Average years
of work experience

250+

Companies represented

Industry



Countries



PARTICIPANT PROFILE

The **Berkeley CTO Program** is ideal for professionals in functional, technology solution-focused IT roles who are looking to advance their career—with the goal of moving on and up into a company-wide leadership role.

If you are seeking a program that grows your career, builds future technical skills, sharpens your transformation skills, and allows you to engage with a diverse group of global peers, this is the program for you.

The program provides experienced participants who are already in established decision-making IT roles with the hands-on knowledge and experience necessary to step up in their careers. The program delivers business strategy, cutting-edge technology knowledge, leadership skills, and enterprise architecture acumen necessary for professionals to move into a senior management role.

Requirements



Serve or have served in a senior-level technology executive role



Have 10+ years of experience



Have the responsibility of building and deploying technology to serve their enterprises



APPLICATION PROCESS

PROGRAM FEE

US\$29,000

Inclusions: Program materials (for all modules) and coffee breaks, lunches, graduation ceremony, dinner, and reception (for module 5)
Exclusions: Travel costs, accommodations, and visa fees

APPLICATION DEADLINES AND FEES

Round 1

February 14, 2024
US\$200

Round 2

March 14, 2024
US\$250

Round 3

April 09, 2024
US\$250

Round 4

May 08, 2024
US\$300

Admitted participants will be required to pay 20 percent of the fee within 10 days of admission to confirm their seat.

Please note: Admissions to the program are evaluated on a rolling basis. We strongly recommend interested participants apply early.

ABOUT BERKELEY EXECUTIVE EDUCATION



Boldly challenging convention and traditional approaches to business, UC Berkeley Executive Education fosters the development of executives who seize opportunities and are driven to maximize the potential of their organizations and employees. Berkeley Executive Education embraces the Haas School's mission to "develop leaders who redefine how we do business." The iconic UC Berkeley campus is located in the heart of the San Francisco Bay Area, the epicenter of one of the most economically and culturally thriving places in the world.

Our location within this business ecosystem provides direct access to the most exciting, cutting-edge ideas in business, implemented by the most dynamic and forward-thinking business leaders in the world. The Berkeley Haas faculty regularly partners with experts from all industries, creating a rich curriculum that blends academic insights with practical implementation road maps. This gives participants firsthand exposure to some of the most innovative thinking and practical applications happening in business today.



ABOUT EMERITUS

UC Berkeley Executive Education is collaborating with online education provider Emeritus to offer a portfolio of high-impact programs. These programs leverage UC Berkeley Executive Education's thought leadership in management practice developed over years of research, teaching, and application.

CONTACT US



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