MIT PLATFORM STRATEGY SUMMIT

July 25, 2014
8:00 AM to 6:30 PM
MIT Media Lab - 6th Floor

STRATEGIC FOCUS
Platform business models are rapidly reshaping the structures and conditions of industries such as media, energy, telecommunications, social networking, publishing, academia, gaming, and retail. Organizations are finding their current business models to be insufficient or ineffective for addressing the challenges and behavior of platform-based markets.

GLOBAL BUSINESS LEADERS
This full-day workshop will give executives the opportunity to interact with other executives who are facing the same strategic challenges of launching, growing, and defending businesses in a network world.

TOPICS
- Platform Business Models
- Startup & Platform Launch
- Transitioning Products & Services to Platforms
- Two Sided Networks & Multisided Platforms
- Managing Internal Conflict
- Pricing Strategy
- Open Innovation

- Failed Platforms
- Business Cannibalization
- Migrating/Leveraging the Installed Base
- Regulation
- User Engagement
- Keeping the Platform Fresh
- Assessing Platform Opportunities

ORGANIZERS
- Geoffrey Parker
  Tulane University/MIT
- Marshall Van Alstyne
  Boston University/MIT
- Sangeet Choudary
  Platform Thinking Labs

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Sangeet Choudary
Founder/Director, Platform Thinking Labs
Sangeet Paul Choudary is the founder and director of Platform Thinking Labs, an advisory and executive education firm focused on applying platform economics across industries. His work on platform business models has been featured in the Harvard Business Review, WIRED, Fast Company, TechCrunch and Forbes.

Peter Evans
Vice President, Center for Global Enterprise
Peter C. Evans is the Vice President at the Center for Global Enterprise where he is responsible for the Center’s research agenda and global partnerships. Previously, Dr. Evans held key strategy and market intelligence roles at General Electric. He was Director of GE Corporate’s Global Strategy and Analytics team.

Jose Fuentes
Co-founder, Duolingo
Jose Fuentes is the head of product and technology at Duolingo, a New York-based venture redefining the language learning platform in the world.

Eileen Gittins
Founder, President and CEO, Blurb
Eileen Gittins is the founder and CEO of Blurb, the creative publishing and marketing platform that enables anyone to design, publish, market and sell professional-quality books. She has been at the intersection of the Internet, consumer and enterprise software, imaging systems, search, and digital photography throughout her career.

John Hagel III
Co-chairman, Deloitte LLP Center for the Edge
John Hagel III has nearly 30 years experience as a management consultant, author, speaker and entrepreneur, and has helped companies improve their performance by effectively applying information technology to reshape business strategies.

Jeff Jarvis
Journalist & Media Expert
Jeff Jarvis directs the Tow-Knight Center for Entrepreneurial Journalism at the City University of New York Graduate School of Journalism. He is cohost of the podcast This Week In Google and blogs at Buzzmachine.com.

Mike Kaplan
Vice President of Marketing, Retrofiendcy
Mike drives marketing efforts, including go-to-market strategy, product marketing, and lead generation at Retrofitfiendcy, a building efficiency intelligence company for utilities and energy service providers.

Stephane Kasriel
Senior Vice President, Product and Engineering at Elance-oDesk
Stephane has more than 15 years of high-tech engineering, product and general management experience, including leadership roles at pioneering companies such as Firetext, Zong, Work4, and PayPal.

Eric Graham
Co-Founder/CEO, CrowdComfort
Eric is a clean energy entrepreneur who is committed to spreading energy efficiency and renewable energy systems. Eric has helped many leading clean energy tech companies bring their technologies to market including EnEnX, Fraunhofer CSE, Next Step Living.

Rich Miner
Co-founder, Google Android
General Partner, Google Ventures
Rich co-founded Android and is a pioneer in the mobile space. He leads Google Ventures’ East Coast investment team. Rich is based in Cambridge, Mass. He has over 20 years of experience growing businesses with innovative communications and interface-intensive applications.

Geoff Parker
Professor, Tulane University
Visiting Professor, MIT
Dr. Parker is Professor of management science at Tulane University and is a Faculty Fellow at the MIT Sloan School’s Center for Digital Business. He also serves as Director of the Tulane Energy Institute.

JP Rangaswami
Chief Scientist, Salesforce
JP Rangaswami is Chief Scientist at salesforce.com, having joined them in October 2016. As Chief Scientist at salesforce.com, Rangaswami focuses on helping salesforce.com’s European customers think about innovative ways to use the real-time, mobile and social capabilities provided by Salesforce apps and the Force.com platform.

Andrew Rosenthal
Group Manager: Wellness + Platform at Jawbone
Andrew joined Jawbone in 2013 through the acquisition of Massive Health, where he served as Chief Strategy Officer. His focus is business development around the company’s health products: a combination of highly-designed hardware, consumer software, and big data.

Brian Solis
Principal Analyst, Altimeter Group
Brian Solis is a digital analyst, anthropologist, and also a futurist. In his work at Altimeter, Solis studies the effects of disruptive technology on business and society. He is an avid keynote speaker and award-winning author who is globally recognized as one of the most prominent thought leaders in digital transformation.

Marshall Van Alstyne
Professor, Boston University
Visiting Professor, MIT
Marshall Van Alstyne is one of the world’s foremost scholars of information business models. He is a tenured professor at Boston University and visiting scientist at MIT. He received a BA in computer science from Yale, and MS & PhD degrees in management of IT from MIT.

Song-Yee Yoon
CEO, NCSoft West
Song-Yee Yoon is Chief Executive Officer of NCSoft West. NCSoft is the largest online game development and publishing company in Korea. Prior to joining NCSoft, she served as Vice President of Communication Intelligence at SK Telecom where she led mobile data service platform strategy, mobile data user interface strategy and designs.

Ming Zeng
CSO, Alibaba
Zeng Ming has been chief strategy officer of Alibaba Group since January 2008. He joined the company in August 2006 as executive vice president of strategy, and served as vice president of China Yahoo! from November 2006 to December 2007. Zeng Ming brings a broad range of academic and practical business experience to Alibaba Group.