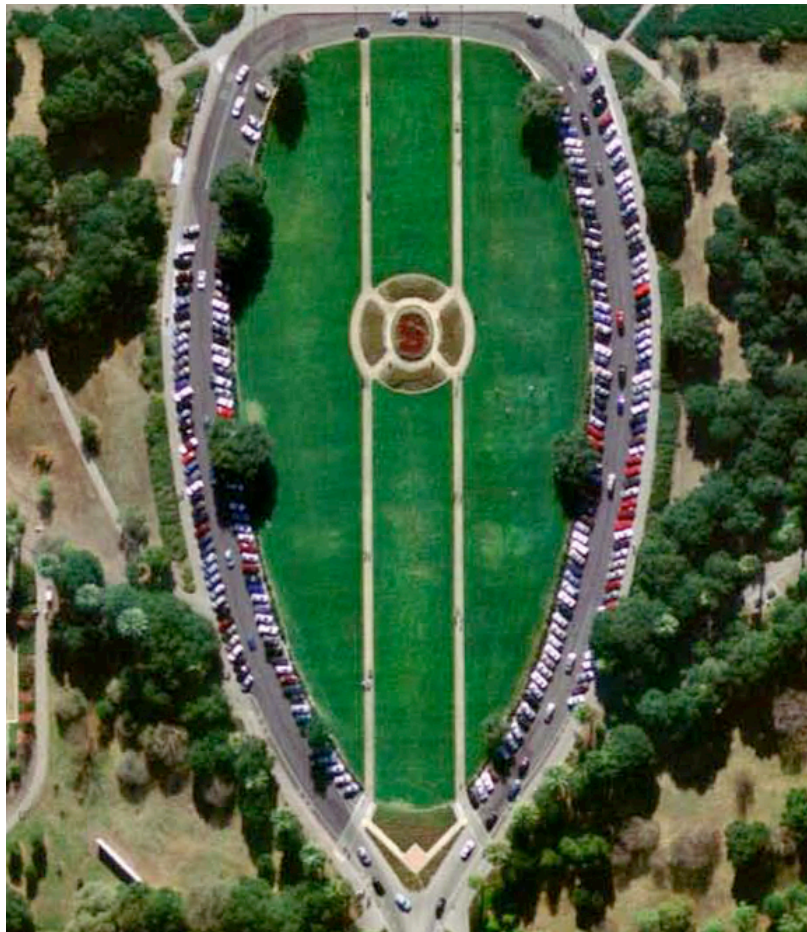


THE INNOVATION JOURNALISM FELLOWSHIP PROGRAM AT STANFORD 2007



Google Earth

KICK-OFF WORKSHOP PROGRAM

STANFORD UNIVERSITY
WALLENBERG HALL
FEB 26 – MAR 2 2007

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Participants

Workshop leader & coach

David Nordfors, Innovation Journalism Program Leader; Stanford University and VINNOVA.

1.1 Innovation Journalism Fellows

Name	Title Publication	Type of Publication Interval	Circulation Subscribers	Web	HOST
Marie Alpman (Swe)	Editor, Innovation Ny Teknik	Tech/Business Weekly	147 500 147 500	http://www.nyteknik.se	Red Herring Joel Dreyfuss
Tina Magnergård Bjers (Swe)	Reporter TT	News Agency 24/7	9 000 000 All Swedish media	http://www.tt.se	PodTech John Furrier
Ralph Hermansson (Swe)	Reporter Riksdag & Departement	Political Weekly	14 300 13 000	http://www.rodnu	San Francisco Chronicle Ken Howe
Saida Fazal (Pak)	Resident Editor Business Recorder	Business Daily		http://www.brecorder.com	Fortune Robert Friedman
Anders Frick (Swe)	Journalist Ny Teknik	Tech/Business Weekly	147 500 147 500	http://www.nyteknik.se	IEEE Spectrum Glenn Zorpette
Zamir Haider Khan (Pak)	Senior Reporter / Producer / Anchor AAJ Television	Satellite TV Channel 24/7		http://www.aaj.tv	CNET News.com Harry Fuller
Ilkka Luukkonen (Fin)	Journalist/Subeditor, Maaseudun Tulevaisuus	Trade News 3 issues/week	89.197 300 000	www.maaseuduntulevaisuus.fi	Red Herring Joel Dreyfuss
Miriam Olsson (Swe)	Reporter Göteborgs-Posten	Daily news	284 900	http://www.gp.se	CNET Harry Fuller

1.2 Other Participants

[Thomas Frostberg](#), Editor-in-Chief Rapidus, InJo Fellow 2006

[Stig Hagström](#), Co-Founder Wallenberg Hall, Stanford

[Erika Ingvald](#), Journalist, InJo Fellow 2006

Jens Erik Lund, BSR Innonet Coordinator

[Ulf Sandmark](#), Business Angel, Visiting Scholar, Stanford

[Jan Sandred](#), Program Manager, VINNOVA; InJo Fellow 2004

[Seppo Sisättö](#), Secretary, Finnish National Innovation Journalism Fellowships

[Turo Uskali](#), Visiting Scholar, Innovation Journalism, Stanford

Johanna Mansor, Injo conference planner, Stanford

Research workshop only

[Marc Ventresca](#)

Patrick Panitz

Stine Grodal

Planning committee members not present at workshop

[Alisa Weinstein](#), international coordinator, Innovation Journalism, Stanford

2 Workshop Program

2.1 Monday Feb 26

Venue: Wallenberg Hall, 4th Floor

<u>PART 1: WELCOME TO THE INNOVATION JOURNALISM PROGRAM</u>	
9.00 am	Who are we and why are we here? Innovation Journalism Fellows get to know each other. Presentation of backgrounds, interests, previous experience and vision of Innovation Journalism. (DN)
10.00 am	How can we help each other? Discussions about practical details, such as housing, transportations, settling in families, etc. (DN)
10.30 am	Setting up mailing lists, Skype accounts, The InJo Fellowship Group Blog
11.00 am	Welcome to Stanford <i>Prof. Stig Hagström, Co-founder of SCIL and Wallenberg Hall</i>
11.30 am	How to be an InJo Fellow in the US News Room Environment. <i>Jan Sandred, Erika Ingvald, Thomas Frostberg</i>
12.30 pm	Lunch on Stanford Campus. Stroll around Campus.
2.00 pm	The Innovation Journalism Fellowships & The Concept of Innovation Journalism. Introduction to the concept of the Innovation Communication System. Discussion: What are the main issues that we can address within our program? <i>David Nordfors, Program leader</i>
<u>PART 2: CONNECTING DOTS IN THE INNOVATION ECOSYSTEM</u>	
Different types of actors in the ecosystem present their views of innovation processes. InJo fellows will “connect the dots”. <i>Commentator: Ulf Sandmark, entrepreneur, Business Angel</i>	
3.00 pm	Startup Banking <i>Greg Becker, COO, Silicon Valley Bank</i>
4.00 pm	How Intellectual Property is Established and Protected <i>Richard Allan Horning, Principal, Fish & Richardson LLP</i>
5.00 pm	Travel to SRI International
5.30 pm	Research Institutes <i>Norman Winarsky, VP, Ventures & Strategic Programs, SRI International</i>

2.2 Tuesday Feb 27

Venue: Wallenberg Hall, 4th Floor

9.00 am	Entrepreneurship: How to build innovative companies. Dan Maydan , <i>fmr President, Applied Materials</i>
10.30 am	Public Innovation Policy: The Demand, The Game, The Players, Their Incentives and the Outcome Patrick Windham , <i>Lecturer in Technology Policy, Stanford, fmr technology expert at the US Senate</i>
12.00 pm	Lunch
1.00 pm	The innovation System of Stanford University (confirm title) Jon Sandelin , <i>Senior Associate Emeritus, Stanford Office of Technology</i>
2.00 pm	Venture Capital. Mamoon Hamid , <i>US Venture Partners</i>
3.00 pm	Cultural Innovation. (including new competition with main stream news media) Howard Rheingold , <i>Thinker/Writer, Stanford Lecturer in Digital Journalism</i>
5.30 pm	Mixer with guests from Stanford and elsewhere. (Wallenberg Hall Lobby)

2.3 Wednesday Feb 28

PART 3: Site Visits to Hosting News Rooms

7.45 am	Departure from Palo Alto
9.00-10.30 am	CNET News.com (235 2 nd Street, SF) Harry Fuller , Executive Editor
11.00-12.00 am	San Francisco Chronicle (901 Mission Street, SF) (check time) Ken Howe , Business Editor
1.00-3.00 pm	Red Herring (19 Davis Drive, Belmont) Joel Dreyfuss , Editor-in-Chief, RedHerring
4.00-5.00 pm	Podtech (Page Mill Road, Palo Alto) (check time) John Furrier , President
5.00 pm	Mixer at Podtech

2.4 Thursday Mar 1

Venue: Wallenberg Hall, 4th Floor, Stanford

<u>PART 4: INNOVATION IN JOURNALISM</u>	
10.00 am	Newsroom 2.0 <i>Eric Eldon, Phil Kast and Martin Goldman, Founders of Unimedia</i>
11.30 am	Lunch
<u>PART 5: IDENTIFYING THE ISSUES. SKETCHING THE TASKS.</u>	
12.30 pm	Discussion among Fellows: What are the main issues for Innovation Journalism to work on?: What is the role of journalism in innovation system? What is the business opportunity? What are the challenges? How can they be solved?
	TASK FOR FELLOWS: Formulate an idea for the session to be presented at the Fourth Conference on Innovation Journalism
	The virtual community for Innovation Journalism Fellows: How can we work together?
7.00 pm	Dinner

2.5 Friday Mar 2

Venue: Wallenberg Hall, 4th floor, Stanford

<u>ACADEMIC RESEARCH</u>	
9.00 am	Academic Research on Journalism Turo Uskali
10.00 am	Academic Research on Innovation Marc Ventresca
<u>THE EU MINISTER CONFERENCE PROJECT</u>	
11.00 am	Presentation of the planned EU Presidential Minister Conference, and its proposed focus on innovation journalism. <i>Jens Erik Lund, Coordinator BSR Innonet, Conference project leader.</i> <i>Jan Sandred, Program Manager VINNOVA</i> <i>David Nordfors, Program Leader Innovation Journalism</i>
12.00 pm	Lunch
<u>INTERACTION OF JOURNALISM IN INNOVATION ECOSYSTEMS</u>	
1.00 pm	Presentation of Literature Study <i>Marc Ventresca, Patrick Panitz</i>
2.00 pm	Discussion: Which may be the most important or rewarding research tasks? Which seem to be the best tasks to start with?

3 Biographies

Greg Becker

Greg Becker, COO at Silicon Valley Bank, has devoted his career to financial services for the technology industry, having spent the last eleven years at SVB Silicon Valley Bank in a variety of leadership roles. As of September 2003, Becker took on the role of chief operating officer to coordinate both sales and operational efforts for SVB Silicon Valley Bank. Previously, Becker served as chief banking officer, responsible for leading the Commercial Bank sales force in the company's five regions and 27 offices nationwide. Prior to his role as chief banking officer, Becker was the division manager of the company's Venture Capital Group, where he was responsible for building relationships with, and investing in, venture capital and private equity firms across the U.S. Becker was also a managing director of SVB Strategic Investors Fund, L.P., Silicon Valley Bancshares' first fund of funds; an investment manager and board member of Silicon Valley BancVentures, L.P, the company's first direct equity fund; and a member of SVB Silicon Valley Bank's Operating Committee. Becker currently serves as president of the Board of Trustee for the Silicon Valley and Monterey Bay Area Chapter of the Leukemia & Lymphoma Society. He earned a bachelor's degree in finance from Indiana University.

Joel Dreyfuss

Joel Dreyfuss, Editor-in-Chief of Red Herring Inc., is a journalist and editorial executive with more than 30 years experience in print, broadcasting, and Internet publications. He joined Red Herring in August 2004, where he oversees all editorial content. He is a former senior writer at Bloomberg Markets and was editor-in-chief of Urban Box Office, an Internet startup. Mr. Dreyfuss was editor-in-chief of Information Week, the editor of PC Magazine and served two stints at Fortune magazine, first as an associate editor and Tokyo bureau chief and then as a senior editor and personal technology columnist. Mr. Dreyfuss has been a reporter and culture critic for the Washington Post, New York bureau chief for USA Today and executive editor of Black Enterprise magazine. He is a founder of the National Association of Black Journalists, a former board member of the American Society of Magazine Editors and a member of the Council on Foreign Relations. He earned a bachelor of science degree at the City College of the City University of New York and is a former Urban Journalism Fellow at the University of Chicago. He has served as a Pulitzer Prize juror and as a judge at the National Magazine Awards.

Eric Eldon

Eric Eldon is co-founder of Unimedia. Eric was a reporter, an editor and the business manager at The Stanford Daily. After graduating from Stanford with a degree in International Relations ('05), he founded Unimedia based on his four years of experiences in college newsrooms.

Thomas Frostberg

Thomas Frostberg is the editor-in-chief and one of two founders of Rapidus, an electronic news service covering business, innovation and research in the Öresund Region (Sweden and Denmark). Thomas created Rapidus, together with the co-founder Jan Wifstrand, in 1999. Rapidus covers university research and in particular commercialization of this research, with focus on innovative start-up companies, but also the political agenda for innovation strategies. Rapidus' basic features are exclusive stories, short and fast articles, always with high quality in journalism and a subscription-only readership. Among the subscribers are executives in both listed corporations and non-listed smaller companies, financial institutions, venture capital funds, politicians, media, PR consultants and lawyers. Today Rapidus covers the southern part of Sweden and the eastern part of Denmark with the capital Copenhagen – together known as the Öresund Region. In this area Rapidus is well known among business executives, but also among politicians with interest in business, research and development. Rapidus focus on ICT- and life science-companies. Articles are often quoted in daily newspapers and the influence is rather strong, although Rapidus is still a small company owned by the two founders. As editor-in-chief Thomas Frostberg is often invited to panel discussions about research, innovation and entrepreneurship. Before Rapidus Thomas spent three years covering education and research at Lund University, both as a reporter at the daily Sydsvenska Dagbladet and as chief editor at Lundagård, the major magazine reporting from the university in Lund. He has also been an editorial writer for Expressen. As an Innovation journalist fellow 2006 Thomas was hosted by the San Francisco Chronicle.

Harry Fuller

Harry Fuller is Executive Editor at CNET News.com and an Innovation Journalism Fellowship Host. He was previously executive producer at CNBC Europe.

John Furrier

John Furrier is currently the executive producer of the PodTech.net InfoTalk podcast - Fresh Voices of Silicon Valley, Technology, and Media, and the Founder & CEO of PodTech.Network Inc, a Palo Alto based podcasting media company. Since 2001 John has been the CEO of BroadDev (Broadband Developments) a consulting and new ventures business. Before BroadDev, John was the Vice President of the Product Group and Vice President of Strategic Development for RealNames, an Internet search and naming company. From 1996-1999 John was the founder and CEO of Labrador Software paid keyword search and navigation company. John also has experience at large technology companies, having started his career and spent 9 years at Hewlett-Packard in various technical, marketing, and sales roles. John has a BS in Computer Science from Northeastern University and an MBA from Babson College F.W. Olin School of Business.

Martin Goldman

Martin Goldman is Co-Founder of Unimedia. Martin graduated with degrees in both Computer Science and Music from the State University of New York at Binghamton ('05). He brings both technical expertise and collegiate newsroom experience to Unimedia. While the associate editor of Binghamton's student newspaper, he developed the newspaper's internal software to improve communication and organization within the newsroom. Martin worked on the tech side of a major Wall Street firm before leaving to work at Unimedia full-time.

Stig Hagström

Stig B. Hagström is a professor at Stanford University in the Department of Materials Science and Engineering and a founder of the Stanford Center for Innovations in Learning (SCIL). From 1992 to 1998 he was the University Chancellor of the Swedish higher educational system, and from 1998 to 2000 he was an adjunct member of the Nobel Committee for physics. Before joining Stanford on a full-time basis he was Research Manager and Senior Research Fellow at the Xerox Palo Alto Research Center. Trained as a physicist at Uppsala University with Nobel Laureate Professor Kai Siegbahn as his thesis advisor, he held positions at universities in Sweden and the United States. He was one of the Founders of Linköping University. He has published over one hundred scientific papers in physics and numerous articles on educational issues in papers and magazines.

Mamoon Hamid

Mamoon joined USVP as an Associate in July 2005 with over seven years of experience in marketing, sales and engineering in the semiconductor industry. At USVP, he focuses on information technology investments and is particularly interested in semiconductor, consumer Internet and mobile technology businesses. He is an active observer at Velogix, Zannel and Optichron. Mamoon joined USVP from Xilinx, where he was a Senior Manager in Worldwide Marketing, responsible for defining and implementing sales and marketing strategies that helped grow the company's consumer electronics and automotive market segment revenues five-fold to \$100 million in a span of three years. In his role as a System Architect at Xilinx, Mamoon was responsible for evangelizing the role of Xilinx technology in emerging vertical markets. Prior to that, as an applications engineer, Mamoon helped customers design performance and cost optimized FPGAs which led to key design wins at networking and telecommunications accounts. Mamoon has also worked for Voyager Capital, an early stage VC firm, where he helped the firm evaluate and manage investments in the digital media, semiconductor and security software space. While most of his career has been focused in technology, Mamoon has a startup venture to his credit that betrays eclectic tastes: In 2004, he co-founded Rotee, an edgy Pakistani-Indian restaurant in San Francisco. Rotee has received critical acclaim and has earned distinction as the city's "Best Indian Restaurant." Mamoon holds a BS in Electrical Engineering from Purdue University, an MS in Management Science & Engineering from Stanford University and an MBA from the Harvard Business School.

Richard Allan Horning

Richard Allan Horning is a Principal at Fish & Richardson P.C., in Redwood City, California. He has been representing technology companies in Silicon Valley, and globally, since 1970. Mr. Horning has worked with a wide spectrum of clients, from the classic "garage-based" start-up to Fortune 500 multi-nationals. He specializes in counseling high technology companies in all stages of development on domestic and international issues, including financing growth and development, securing, protecting and licensing intellectual property rights, supply and distribution relationships including antitrust and unfair competition considerations, and dispute resolution affecting technology driven industries. Mr. Horning has been a guest lecturer at Universities of Lausanne, Modena, UCLA, NYU, Columbia, Chalmers University Center for Intellectual Property (Goteborg), Webster University (Geneva), Swedish Institute of Management Executive Program (Stanford), Catholic University of Argentina (Buenos Aires), and the Center for International Legal Studies (Salzburg). He was honored by LMA San Francisco as the Rella Lossy Award Winner for Outstanding Law Firm Marketing Attorney in 2004. He was elected by his peers for inclusion in the Who's Who of Internet and E-Commerce Lawyers, and as a Northern California Intellectual Property Super Lawyer in 2004 and 2005. De Facto, a magazine covering the Nordic legal community, labeled him "Mr. Consigliere" in recognition of his work as a close adviser to venture backed start-ups. Mr. Horning is a member of the Board of Directors and President of the International Technology Law Association (f/k/a Computer Law Association), and serves on the Advisory Boards of BNA's Electronic Commerce & Law Report, E-Commerce Law Report, E-Commerce Law Journal, World E-Business Law Report, Innovation Journalism Program at Stanford and MentoNet.

Ken Howe

Ken Howe is the Business Editor of the San Francisco Chronicle. He has been an Innovation Journalism Fellowship Host since the program started in 2004.

Erika Ingvald

Erika Ingvald is a freelance innovation journalist. She has a background as a researcher in Geology. Erika was a Swedish Innovation Journalism Fellow in 2006, hosted by PC World.

Phil Kast

Phil Kast is Co-Founder of Unimedia. Phil graduated from Pomona College ('04). After earning a degree in Geology, he took a sharp turn and has since worked as a freelance web developer. Most recently, he has rebuilt and successfully launched a new web site for The Stanford Daily (daily.stanford.edu), then used the code that he'd written to power the web site of The Daily at the University of Washington (thedaily.washington.edu).

Dan Maydan

Dan Maydan served as president of Applied Materials, building it into the world's leading semiconductor equipment manufacturer. Prior to Applied Materials, Dr. Maydan spent 13 years managing new technology development at Bell Laboratories where he pioneered laser recording of data on thin-metal films and made significant advances in photolithography and vapor deposition technology for semiconductor manufacturing. Dr. Maydan holds a BS and MS in Electrical Engineering from the Technion, Israel Institute of Technology and a PhD in Physics from Edinburgh University. He has also been awarded honorary Doctorates from Technion and National Chiao Tung University and awarded Doctor of Honoris Causa from Edinburgh University. Over the years, he has received numerous awards and honors for his contributions to technology and engineering. Dr. Maydan was the recipient of the first ever "Lifetime Achievement Award" from the Semiconductor Equipment and Materials International (SEMI) organization. Recognized as a leading scientist, engineer and industry pioneer during the 50th anniversary celebration of the semiconductor chip, his work is included in the Smithsonian Institution as part of its collection of breakthrough technologies, which have helped shape the modern world. He has been awarded 188 patents. In 1998, he was elected to the National Academy of Engineering. In 2003, Dr. Maydan received the prestigious Torch of Liberty Award from the Anti-Defamation League. In 2005, he was elected to the Silicon Valley Engineering Hall of Fame for his outstanding professional achievements in engineering and technology and significant contributions to the community.

David Nordfors

David Nordfors is Senior Research Scholar at Stanford Center for Innovations in Learning (SCIL), and Special Advisor to the Director General of VINNOVA (Swedish Governmental Agency for Innovation Systems). He founded and leads the Innovation Journalism Fellowship Program at Stanford, run by SCIL and VINNOVA. He was Science Editor of *Datateknik*, the largest Swedish magazine for IT professionals and founded "IT och Lärande" (IT & Learning), the largest Swedish newsletter for educators, which he headed as publisher and editor. He was Editor for the Internet Societal Task Force, affiliated with the Internet Society. He was the director of research funding of the Knowledge Foundation, KKstiftelsen, one of the largest Swedish research foundations, where he also designed programs for information dissemination and public understanding of science, as well as supported the Swedish federation for investigative journalism (Föreningen Grävande Journalister) development and spreading of internet supported journalistic research tools. He initiated and headed the first symposium about the Internet to be held by the Swedish Parliament. David Nordfors has a Ph.D. in molecular quantum physics from the Uppsala University, where he was recruited as a Ph.D. student by Prof. Kai Siegbahn (Nobel Laureate in Physics 1982).

Howard Rheingold

Howard Rheingold is a critic and writer; his specialties are on the cultural, social and political implications of modern communication media such as the Internet, mobile telephony and virtual communities (a term he is credited with inventing). A lifelong fascination with mind altering and its methods led Rheingold to the Institute of Noetic Sciences and Xerox PARC. There he worked on and wrote about the earliest personal computers. This led to his writing *Tools for Thought* in 1985, a history of the people behind the personal computer. Around that time he first logged on to *The WELL* - an influential early online community. He explored the experience in his seminal book, *The Virtual Community*. In 1991, Rheingold wrote *Virtual Reality: Exploring the Brave New Technologies of Artificial Experience and Interactive Worlds from Cyberspace to Teledildonics*. After a stint editing the *Whole Earth Review*, Rheingold served as editor in chief of the *Millennium Whole Earth Catalog*. Shortly thereafter, he was hired on as founding executive editor of *HotWired*, one of the first commercial content web sites published in 1994 by *Wired* magazine. Rheingold left *HotWired* and soon founded *Electric Minds* in 1996 to chronicle and promote the growth of community online. *Electric Minds*, like so many other San Francisco-based Internet startups, quickly depleted its venture-capital funds and stands as one of the most spectacular Internet flame-outs of its era. Despite accolades, the site was sold and scaled back in 1997. In 2002, Rheingold published *Smart Mobs*, exploring the potential for technology to augment collective intelligence. Shortly thereafter, in conjunction with the Institute for the Future, Rheingold launched an effort to develop a broad-based literacy of cooperation.

Jon Sandelin

Jon graduated from the University of Washington with a degree in Chemistry in 1962, served four years as a Navel Officer on the U.S. Submarine *Ronquil*, and then obtained an MBA degree from Stanford University, graduating in 1968. He returned to Stanford University in 1970 as the Financial Officer and then Associate Director of the Stanford Computer Center. He was recruited to join Stanford's Office of Technology Licensing (OTL) in 1984, where he has been responsible for licensing all forms of intellectual property, including inventions, computer software, and university trademarks. Jon has served as a consultant on the licensing of research-related inventions to other universities, non-profit research organizations, and governments. He is the author of many articles on technology transfer through licensing and has given numerous workshops and presentations on this topic both in the United States and overseas. Jon served two terms as a Vice President of the Association of University Technology Managers (AUTM), where he was responsible for developing AUTM's overseas relationships, and is Past President of the Association of Collegiate Licensing Administrators (ACLA). On July 1, 2002, Jon was selected to serve a three-year term on the Public Advisory Committee for the U.S. Patent and Trademark Office (USPTO). This Committee prepares an annual report for the U.S. President and the Congress on the operations of the USPTO. Jon was granted emeritus status in March 2003, and now devotes most of his time to consulting projects, primary for overseas clients.

Ulf Sandmark

Ulf Sandmark is a visiting scholar at SCIL. He is advising VINNOVA and KTH on innovation issues. Ulf is a co-founder and partner of the Swedish VC company *Springboard Capital*. He was managing director for *Dell Computer Nordic* between 1993 and 1998 and saw sales grow from 160 MSEK to 5 billion SEK in five years.

He served for many years as an officer of Esselte and of Scribona, a leading Swedish information services company listed on the Stockholm Stock Exchange. At Esselte Ulf was responsible i.a. for the successful start-ups of Esselte Datasoft and Esselte Data Products.

Jan Sandred

Jan Sandred is program manager for the VINNOVA Bay Area Activities. He was an Innovation Journalism Fellow in 2004, hosted by San Francisco Chronicle. He was founding editor of Biotech Sweden, Sweden's largest magazine for the biotech industry. From 1984 to 1999 he was Senior Editor at Datateknik, the major Swedish IT-magazine for professionals. He was also the founder, and between 1993 and 1997 Editor-in-Chief, of Cad Guiden, the largest Swedish magazine on computer aided design, and 1995 to 1998 Editor-in-Chief at Nya Data Marketing, the major Swedish magazine for the IT retail industry. He has done reference documentation for World Wide Web Consortium. Jan Sandred has written several books on IT, the latest being "Managing Open Source Projects" published at John Wiley & Sons, Inc, also published in Japanese at Ohmsha, Ltd. Jan Sandred has a B.Sc. in Chemistry and a M.Sc. in Mathematics and IT from the University of Uppsala. He also is educated in journalism at the Poppius School of Journalism in Stockholm. Between 1994 and 1999 he was member of the Board of Directors, E+T Förlag AB. He is a frequent speaker and chair at seminars and conferences and has appeared as a guest commentator on Swedish TV2 news program Rapport, and News TV4.

Seppo Sisättö

Seppo Sisättö has spearheaded the introduction of Innovation Journalism in Finland and is the secretary of the Finnish National Innovation Journalism Fellowship Program. He is Docent, Dept. of Communications, Helsinki University, Former President/Owner Skycom Ltd (TV-Tampere) and Radio Three Ltd., Former Director of Administration and Director of Communications MTV Oy and Aamulehti Group Ltd (today Alma Media Ltd). Dr Sisättö has spearheaded the creation of the Finnish Innovation Journalism initiative.

Turo Uskali

Turo Uskali is a visiting scholar at the Innovation Journalism Program at Stanford and a senior research scholar at the department of communication at the university of Jyväskylä in Finland, working with the first Finnish innovation journalism education and research programme. He is specialized on foreign news and financial news practices and wrote his doctoral dissertation in 2003 about the work of Finnish correspondents in Moscow 1957-75. He has worked for ten years as a national, foreign, business and law reporter for various leading Finnish media outlets such as Yleisradios Tv-news (Finnish Broadcasting company), Taloussanomat (the second largest daily business newspaper) and Helsingin Sanomat (the leading Finnish daily newspaper).

Marc Ventresca

Marc Ventresca is a University Lecturer at Said Business School, a fellow of Wolfson College, and a University Fellow at the James Martin Institute for Science and Civilization, all at the University of Oxford. He is also a visiting associate professor of organization & strategy at the University of California, Irvine. His research and teaching interests focus on institutions, organizations and industry entrepreneurship, technology/innovation strategy, implementation of governance reforms, and economic sociology of strategy. In current projects, he examines institutional politics of strategy and governance innovation in global financial markets and the interface of states and entrepreneurial markets in the evolution of US and UK information services industries. He earned his Ph.D. in sociology at Stanford University, after master's degrees in policy analysis and education and in sociology. Prior to his faculty career, Ventresca worked as a policy analyst at the Congressional Budget Office in Washington, D.C., studied language and politics in Florence, Italy, and worked as a technical writer for hopeful start-ups in Silicon Valley.

Alisa Weinstein

Alisa Weinstein is an international relations coordinator and associate editor for the Innovation Journalism Program. She earned a master's in Journalism from the UC Berkeley Graduate School of Journalism in 2003. She is presently working as an innovation communication consultant. Until recently she worked as an innovation reporter at Red Herring. Her past experience includes reporting on news and culture for major metropolitan daily newspapers and national magazines, producing and publishing a popular culture web site

for an online women's network and conceptualizing and writing companion web sites for PBS documentary series, Independent Lens.

Norman Winarsky

Dr. Norman Winarsky is Vice President for Ventures and Strategic Programs at SRI International. These programs include venture development, SRI's internal Commercialization Board, and nVenture, a partnership with the venture capital community that develops early-stage investment opportunities. Winarsky also works with SRI's business units to identify and develop market opportunities and value propositions for clients, and he leads the development of high-leverage strategic programs to realize those opportunities. Winarsky has helped found more than ten ventures, has published more than 50 papers, holds three patents, and has given hundreds of invited talks, lectures and presentations worldwide. He is a cofounder of the National Information Display Laboratory (NIDL), a center of excellence for the government in information processing and display technologies. The NIDL grew to become the National Technology Alliance, which is run by the National Geospatial-Intelligence Agency in partnership with Rosettex, a joint venture of Sarnoff and SRI International. Winarsky is on the board of directors of PacketHop (an SRI spin-off company) and is Chairman of the University of Chicago Visiting Committee for the Physical Sciences Division. Winarsky received his B.S., M.S. and Ph.D. degrees in mathematics from the University of Chicago. He graduated Summa Cum Laude and was awarded the Paul R. Cohen Award for the highest achieving student in the mathematics department. He was a National Science Foundation Fellow and an invited member of the mathematics department of the Institute for Advanced Study in Princeton, New Jersey, and was an Assistant Professor at SUNY at Albany. Dr. Norman D. Winarsky joined SRI in 2001 after more than 20 years with Sarnoff Corporation, formerly RCA Laboratories and now an SRI subsidiary. At Sarnoff, Winarsky served as Vice President of the Information Technology Division and later as Senior Vice President of Information Technology Ventures and Licenses. Winarsky has received more than ten RCA awards, including RCA's highest honor, the Sarnoff Award. Winarsky and his team received an Emmy Award in 2000 for outstanding achievement in technological advancement. He is a member of the Association for Computing Machinery, the Institute of Electrical and Electronics Engineers, Phi Beta Kappa and Sigma Xi.

Patrick Windham

Pat Windham is Lecturer in Technology Policy, Stanford University. Until April 1997, he served as Senior Professional Staff Member for the Subcommittee on Science, Technology, and Space of the U.S. Senate's Committee on Commerce, Science, and Transportation. He helped the Senators oversee and draft legislation for several major civilian R&D agencies with responsibility for science, technology, and U.S. competitiveness; industry-government-university R&D partnerships; state economic development; federal laboratory technology transfer; high-performance computing; and computer encryption. From 1982 to 1984, he served as a legislative aide in the personal office of Senator Ernest Hollings. From 1976 to 1978, he worked as a Congressional fellow with the Senate Commerce Committee and then returned to California from 1978 to 1982 to pursue graduate studies in political science at the University of California at Berkeley. Mr. Windham holds a Masters of Public Policy from the University of California at Berkeley and a B.A. from Stanford University. He is currently an independent, California-based consultant on science and technology policy issues.