

## Open Innovation: A High-growth technology business forum

**Monday 16 September 2024**  
**5.00-6.00 p.m. CET (main event)**  
**6.00-7.00 p.m. (optional meet-the-speakers session)**

**5.00 pm Introduction**

**Thomas Bereuter**, Innovation Networks Manager, European Patent Academy,  
European Patent Office

**Dana Colarulli**, Executive Director, Licensing Executives Society International  
(LESI)

**5.05 pm Open Innovation Forum**

Live case study presenter: **Anna Ajodan**,  
Legal Counsel, Volvo Autonomous Solutions (Sweden)

Expert panel chair: **Bowman Heiden**  
Executive Director, TSI, UC-Berkeley and CIP, UGOT (USA and Sweden)

Expert panel:

**Ola Tiverman**, Chief Product Officer, Embedl (Sweden)

**Jonas Fenn**, Co-founder, Aiden Automotive Technologies (Sweden)

**Snjezana Simic**, Senior Vice President, Sightic (Sweden)

**6.00 pm Meet the speakers (optional)**

**7.00 pm End of the event**



**Anna Ajodan – Live case study presenter**  
Legal Counsel, Volvo Autonomous Solutions  
Göteborg, Sweden

Coming from a background in intellectual capital management and tech law, Anna now supports Volvo Autonomous Solutions' development of cutting-edge innovation and autonomous transportation. This includes working closely with CampX, the startup innovation hub at Volvo Group.

### **Live case study description**

Our case study speaker, Anna Ajodan, will present CampX, the startup innovation hub at Volvo Group with locations in Europe, India, and the US. The initial presentation will describe the open innovation model at CampX, which is designed to be a catalyst for the development of a sustainable mobility innovation ecosystem in the areas of electromobility, automation, sustainability, connectivity, and fintech. Next, several startups from different CampX sites and different engagement programs (e.g. from the incubator, accelerator, and venture builder) will describe the experience of their firms within the CampX ecosystem in their country.



**Thomas Bereuter**  
Innovation Networks Manager, European Patent Academy, EPO  
Munich, Germany

Thomas Bereuter is a certified licensing professional (CLP) with over 25 years' experience in international commercialisation of early-stage technologies. He has founded and supported several high-tech start-ups and university spin-offs. Mr Bereuter was also a driving leader of the business incubation and technology transfer waves in Austria in the early 2000s.



**Dana Colarulli**

Executive Director, Licensing Executives Society International (LESI)  
USA

Dana Colarulli is an attorney and senior government affairs professional with more than two decades of experience working on legal-related technology policy and intellectual property issues in and with the private sector, the Executive Branch of the U.S. government and the U.S. Congress.



**Bowman Heiden – Expert panel chair**

Executive Director, TSI, UC-Berkeley and CIP, UGOT  
Berkeley (US), Gothenburg (SE)

Bowman Heiden has more than 25 years of academic and professional experience both teaching and working with technology innovation and entrepreneurship. Over this time, he has managed over 200 innovation projects with industry, university research institutes, healthcare providers, and start-up ventures in Europe, the Middle East, and the US. Before turning his focus to the field of innovation, Mr Heiden played professional basketball in several European countries.



**Ola Tiverman, Chief Product Officer, Embedl (Sweden)**

Ola Tiverman is a technology and product leader and businessman, having worked as CEO, CTO, CRO, COO, executive R&D manager and coach. His experience is in building and leading world class R&D teams in highly innovative and competitive companies.



**Snjezana Simic**, Senior Vice President, Sigtic (Sweden)

Snjezana Simic is a senior international business professional, leader, and change agent with 27 years of experience, including deep technical knowledge and experience from the automotive and telecom domain, including Smart Eye, Ericsson, and now, Sigtic.



**Jonas Fenn**, Co-founder, Aiden Automotive Technologies  
(USA/Sweden)

Jonas Fenn is the co-Founder of AiDEN Auto, a California Startup with a Swedish branch in Gothenburg. Jonas' previous experience is in business and partner development at automotive OEMs, where he mainly focused on startup scouting and university collaboration within connectivity and self-driving technologies.