



Network: ACI-NA
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Innovation Starts with a “Why?” and leads to “How?”

Examining the various ways airports across North America address innovation program challenges from facilitating a culture of innovation to growing pains as programs mature.

Tuesday, January 28, 2020

GENERAL SESSIONS IN THE GARDEN LEVEL, IMPERIAL BALLROOM

- 8:00am **Registration (Foyer)**
- 8:00am – 9:00am **Networking Breakfast (Spring Room)**
- 9:00am – 9:15am **Welcome and Opening Remarks (Imperial Room)**
 Jeff Littlefield, Chief Operating Officer, San Francisco International Airport
 Ian Law, Chief Information Officer, San Francisco International Airport
- 9:15am – 10:00am **Session 1: The VC view of Airport Potential**
 Angel Investors and Venture Capitalists are adept at assessing emerging markets. What is their view of the airport environment? What opportunities do they see for partnerships between solution providers and airports? How do they view the viability of internal airport incubators?
 Moderator: Naashom Marx, Senior Manager, Strategic Innovation, Cincinnati/Northern Kentucky International Airport
 Speakers: Stonly Baptiste, Founder, Urban Us
 Dr. Clyde Hutchinson, Partner, Journey Partners

10:00am – 10:45am **Session 2: Why are airports developing innovation programs?**

The culture of innovation begins with an organization asking “Why?” Why do we do it that way? Why can’t we try it this way? Why is San Diego investing in an Innovation Lab? This session will explore common areas of consideration for developing innovation programs: What does a Director of Innovation do? How do airports differentiate between business development and innovation? What are the key areas to focus on first? What does a “mature” airport innovation program look like? How do airports measure innovation success?

Moderator: Alexis Higgins, Chief Executive Officer, Tulsa Airport Authority

Speakers: Paul Puopolo, Executive Vice President of Innovation, Dallas Fort Worth International Airport
Elizabeth Dwernychuk, Director Digital Program, Edmonton International Airport

10:45am – 11:15am **Networking Break (Foyer)**

11:15am – 12:00pm **Session 3: Why is it so hard to do business with an airport?**

Airports provide a great market for the private sector. Yet, there are barriers to entry that are unique to airport. Even when an airport director actively seeks innovation it can be hard for solution providers to work within constraints imposed by local and state governments, and in some cases federal regulations.

This session will explore best practices to face these challenges such as: How can procurement processes adapt to the innovation marketplace? Should airports do more outreach to private industry to explain how navigate airport procurement? How can airports be more proactive in reaching out to the community for solution ideas? Do “reverse pitches” work?

Moderator: Jack Appelbaum, Deloitte Consulting

Speakers: Peter Gargiulo, 4QD Strategy Consulting
Philipp Schett, Detecon Inc.
Montee Fiely, Arora Technology Group

12:00pm – 12:30pm **Session 4: Case Study: Alaska Air at SFO Hackathon**

As Hackathons proliferate across the globe, they are evolving from coding events for a specific product (program, mobile app) towards focusing on business processes. Alaska Air participated in the recent hackathon at SFO (the largest hackathon to date) and will share its experience as well as its view of the opportunities such events provide the aviation community.

Moderator: Humphrey Loe, Solutions Architect, San Francisco International Airport

Speakers: Mike Lorengo, Information Technology Architecture and Infrastructure, Alaska Air Group

12:30pm – 1:45pm **Networking Lunch (Sakura A)**

1:45pm – 2:30pm **Session 5: State of Innovation**

The culture of personalized experiences, from health care to communication to entertainment has accelerated the adoption of innovative technologies and processes – especially in the transportation sector. This session will explore the technology trends having the greatest impact on the commercial sector, as well as the state of transportation and aviation innovation worldwide. How well positioned are North American airports to take advantage of evolving technology?

Moderator: Rick Belliotti, Director Innovation and CX Design, San Diego County Regional Airport Authority

Speaker: James Killick, Global Partnerships, Apple Inc.
Rob Mitchell, Business Development Lead, Uber Airport Partnerships
Heidi Halsey, H. Halsey Consulting

2:30pm – 3:15pm **Session 6: How do airports choose an innovation model?**

We all know that if “you’ve seen one airport, you’ve seen one airport.” The same is true for airport innovation programs. Some airports work with commercial incubators to develop ideas, some airports create their own incubator, some airports take a hybrid approach, and many airports are still figuring out which model is right for them. Even when airports begin in one direction, they may change models. This session will focus on different models airports have tried and what has worked.

Moderator: Lorena de Rodriguez, President, Safety and Security Instruction (SSI)

Speakers: Andrew Khouw, Airport Innovation, Seattle-Tacoma International Airport
Christian Kessler, Operations, Process and Policy Department Manager, Metropolitan Washington Airports Authority
Linda Schucroft, Director, Innovative Travel Solutions, Vancouver Airport Authority

3:15pm – 3:45pm **Networking Break (Foyer)**

3:45pm – 4:30pm **Session 7: Do Airports-University Partnerships Lead to Startup Companies?**

Last year we explored how airports seek out and set up partnerships with local universities. Questions remain as to the tangible outcomes of such partnerships, and whether it is possible to move from research and testing to development of successful commercial startups.

This session will focus on one company’s successful transition from university research to commercial application.

Moderator: Martha Edge, Innovation and Experience Director, Charlotte Douglas International Airport

Speakers: Samantha Stedford, Director of Customer Experience, Pittsburgh International Airport
Anuraag Jain, founder, Zensors

4:30pm – 5:30pm

Session 8: How do Airports Promote & Support a Culture of Innovation?

Without the support of the executive team, airport innovation programs cannot survive. By providing resources, encouraging diversity of thought and requesting problem/opportunity statements from each department, executives set the framework for an innovation culture. With executive leadership, the organization as a whole participates in innovation: from the operations team that identifies needs and solutions, to the communications team that builds effective internal innovation messaging. Human resources departments also play a part in fostering a culture of innovation from hiring the right team to identifying ways to ensure that employees feel empowered to suggest new ideas. This session will focus gaining executive level support, as well as examine successful employee engagement programs.

Moderator: Samuel Ingalls, Aviation Professional

Speakers: Melissa Solberg, Sustainability and Wellness Manager, Tampa International Airport
Aaron Zhou, Associate Director, Long Range Planning, Greater Toronto Airports Authority

5:30pm – 6:45pm

Networking Reception (Library – the Lobby Bar)

SESSIONS IN THE GARDEN LEVEL, IMPERIAL BALLROOM

8:00am – 8:30am **Networking Breakfast (Spring Room)**

8:30am – 10:30am **Strategy Innovation Workshop** (*Open to all registered attendees*)

This two-hour workshop utilizing the SMALLIFY method will allow attendees to build on the topics and best practices shared on Day 1 to develop strategies for addressing specific innovation challenges, as well as enable this growing network of airport innovators to collaborate with each other.

SMALLIFY is a method and set of tools to achieve results quickly on any personal or organizational goal that matters. The SMALLIFY Lab is a fast-paced, fun, and engaging experience where participants take on common challenges and develop actionable solutions in two hours. The Lab also focuses on deepening relationships and alignment among participants and building the skills, tools and mindsets to accomplish quick results that meet client (or customer) needs. The skills developed range from how to run an effective meeting to how to use small bets and small wins to build alignment and drive systemic changes across organizations.

Facilitator: Dave Viotti, Founder and CEO of SMALLIFY (www.smallify.it)

10:30am – 11:00am **Networking Break (Foyer)**

11:00am – 1:00pm **The Future of Airport Innovation Collaboration** (*Boxed lunches provided at 12pm*)

This meeting is intended for airports to have an open discussion regarding innovation at airports. There is collective value if there is an opportunity for airports to collaborate, otherwise the airport industry may experience a fragmented approach with airports trying to solve the same problem and start innovating in the same areas. Is there a platform and structured approach within the airport industry of sharing the burden? Ultimately, the goal is to benefit the airport industry as a whole.

This meeting will also discuss the ongoing efforts and strategy to establish a worldwide airport API ecosystem that would be a platform aggregator and catalyst for facilitating the exchange of data and information to third parties.

Facilitator: Marcus Session, Vice President Information Technology, Tampa International Airport

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