



WOMEN IN MANAGEMENT

UNIVERSITY OF SOUTHERN CALIFORNIA

Empowering USC Women Since 1979

Women in Management-Health Sciences Campus Guest Luncheon Speaker

Krisztina “Z” Holly

USC Vice Provost for Innovation
Executive Director, USC Stevens Institute for Innovation

“Maximizing your Impact with Innovation: A Contrarian’s Guide”

DATE: Tuesday, January 11, 2011

TIME : Noon-1:15 p.m.

PLACE: NRT (Harlyne J. Norris Research Tower) LG 503/504
1450 Biggy Street, Los Angeles, CA 90033

COST: \$15 members, \$18 non-members and guests

Reservations may be made at www.usc.edu/org/wim . Please note if a vegetarian lunch is preferred.

There are many misperceptions about innovation: it’s all about creativity. It’s all about technology. It’s all about making money. Sometimes these things are true, but most importantly, innovation is about turning ideas into impact. It’s a social act that involves more than a good idea. From the early stages of creativity to their ultimate adoption and scale, ideas need customers, colleagues and society as a whole to thrive. From products to policy, and business models to organizations, everything can benefit from some fresh thinking, but how to make it stick is a whole other matter.

Through some real world examples and a few hands-on games and exercises, Krisztina “Z” Holly – USC vice provost and former designer, engineer and entrepreneur – will help us think differently about how to approach our roles as leaders and learn the skills needed to truly innovate, inspire change and contribute to a better world. She will speak earlier that day at the invitation-only USC Executive Leadership Series.

Krisztina “Z” Holly is an innovation expert who lives, works and plays at the intersection of entrepreneurship, technology, design and academia. As vice provost for innovation at the University of Southern California and executive director for the USC Stevens Institute for Innovation, she leads a team of over 30 to translate USC’s most groundbreaking ideas to market and develop educational programs to help faculty and students make maximum impact with their ideas.

Reservations and Cancellation Deadline: Noon, Friday, Jan. 7, 2011. There are no refunds for cancellations after the deadline. No-shows will be billed for the meal. **SAVE TIME at Check-In!** Pay in advance with a credit card online. **For more information, contact: Laura Sturza sturza@usc.edu or 323.442.1865.**

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