



Durham
University

Prof Joanna Berry

DEC Presentation
10 June 2025



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University

Prof Joanna Berry

Associate Dean, Engagement

Director, Durham Energy Institute

Professor, Entrepreneurship

Introductions

Engagement – my role

- Bridge between academia and industry
- Enable impactful partnerships and collaborations
- Support knowledge exchange and innovation
- Drive real-world impact through engagement
- Increasing employability
- Enhancing student experience
- Ensuring impactful research



Durham University Business School – Partnering for Impact

- World-class academic expertise meets real-world business insight
- Triple Accredited (AACSB, AMBA, EQUIS) – top 1% globally
- Ranked Top 10 UK Business School (FT 2024)
- Delivering measurable value for business and society



Programme outline

Operations and Technology

Leading and Managing People

Strategic Management

Accounting, Finance and Economics

Marketing Sustainability and Ethics



Programme outline – online options

Management Consultancy

New Venture Creation

Project Management

Technology forecasting and Innovation

Analytics



Programme outline

FT MBA modules

Entrepreneurial Management

Entrepreneurial Practice

International options

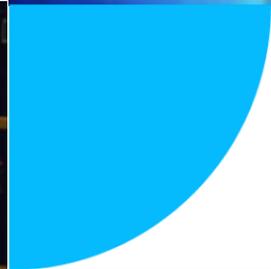
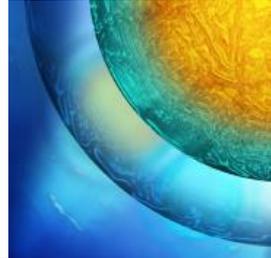
International Business in Context

New Venture Creation



Research informed teaching

- Entrepreneurship taught by entrepreneurs
- Consultancy taught by consultants
- Technology taught by technology and data experts



San Francisco Immersion New Venture Creation

Rm No.	Monday	Tuesday	Wednesday	Thursday	Friday
8:00	452	451	Travel on Shuttle 7:30-9:00am	451	452
9:00	Program Introduction & Welcome to USF 8:30-9:15am		Company Visit Incubator/Accelerator - Plug and Play 440 N Wolfe Rd, Sunnyvale, CA 94085	Everything, Everywhere, All at Once: How AI is Reshaping Companies -Shomik Ghose - General Partner, Clearvision Ventures; Lecturer, Industry Advisory Board Member at UC Berkeley Center for Entrepreneurship and Technology 8:30-10:30am	Product Development in Silicon Valley: Turning Ideas into Reality -Gery Gutrik, Senior Director of Product Management, Salesforce. Former Product Lead, Facebook 8:30-10:30am
10:00	Top Technology Trends - Joashnan Reichental, Founder and CEO, Human Future; Best-selling Author; Former Chief Information Officer, City of Palo Alto 9:15-11:15am	ExperiencePoint Design Thinker Simulation - Rebecca Tower 8:00am-12:30pm	9:00-9:45am- Tour of Plug and Play 9:45am-10:30am - PNP Presentation + Q&A 10:30-11:00am- Attend Live Virtual Pitch Session - Harvard University Startups 11:00am-11:30am Meet One Startup in Person	Break (15mins)	Break (15mins)
11:00	Lunch 11:15-12:15pm		Lunch 11:30am-12:20pm	"The 10 Faces of Innovation" Product Immersion Lab - Part I - Jon Littman, Co-Author, The Ten Faces of Innovation with IDEO Founder; Founder, Snowball Narrative; Founder, RedBridge Lab; International Innovation Speaker - Susanna Camp, Instructional Designer at Allassian, Content Strategist at Science News 10:45-11:45am 11:45-12:45 Ferry Building Visit	Durham Discussion Session / Team Business Plan Presentation Preparation 10:45am-12:30pm
12:00	Workshop: Elevator Pitch and Business Plan Concept and Development Rebecca Tower, Adjunct Faculty, USF School of Management, Entrepreneur, Consultant, Coach, Founder of Thoughtpartner 12:15-2:15pm	Lunch 12:30-1:30pm	Travel 12:20-1:00pm	Lunch 12:45-1:45pm	Lunch 12:30-1:30pm
13:00		An Introduction to Silicon Valley Entrepreneurship, Innovation, and Venture Capital, and a Guide to Developing New Capabilities - Mark Cannice, Professor of Entrepreneurship and Innovation; Venture Capitalist and Startup Advisor 1:30-3:30pm	Visit: Meta Store Tour and Product Demos: Interact with cutting-edge devices, including AI glasses, Virtual Reality (VR) headsets and Augmented Reality (AR) tools. 1:00-2:00pm		Feedback and Evaluations: Final Business Plan Pitch Presentations - Rebecca Tower & Howard Lee, Venture Partner at Structural Capital and Ponte Partners 1:30-3:30pm
14:00	Travel / Walk		Travel to USF Campus 2:00-3:00pm	"The 10 Faces of Innovation" Product Immersion Lab - Part II 1:45-3:15pm	
15:00	Company Visit: Verizon Innovation Lab 360 Spear Street, San Francisco 2:45-4:15pm		Coaching: Business Plan Pitches - Rebecca Tower, Alexander Fries, General Partner at Ecosystem Ventures; David Epstein, Executive Director, Susilo Institute for Ethics in the Global Economy, Boston University; Principal, Epstein Advisors. 3:00 - 5:00 pm		Silicon Valley Immersion Program Closing & Certificate Ceremony 3:30-4:30pm
16:00					
17:00		Durham Discussion Session / Team Business Plan Presentation Preparation		Durham Discussion Session / Team Business Plan Presentation Preparation	
18:00			Optional Event: SF Demo Night In this event, 8 startups would present their business ideas and give a product demo. Participants can join the conversation by asking questions, sharing valuable feedback, joining early-access lists, and more! 6:00 PM - 9:00 PM AWS GenAI Loft, AWS GenAI Loft, 525 Market St, San Francisco, CA 94105 Link to register: https://lu.ma/sf-demo-night		











verizon



Tech₁ + Tech_n + Industry + Problem = Innovation









EVERYTHING

STARTS WITH

A GOOD STORY!

I no longer lead with fear—I lead with action, insight, and intention. I've started analysing the data, just as we learned in our sessions with Alex Fries. I now understand that failure isn't the opposite of progress; it's part of it. Uncertainty must be navigated, and action is what dissolves fear.

I realised I wasn't leaving a better version of myself behind in San Francisco—it's already part of me. That week didn't end at the departure gate—it redirected me. It's not a dead-end, it's a signpost.

Participating in the Silicon Valley immersion program has been a transformative experience that has profoundly impacted my perspective on entrepreneurship and innovation. The insights gained from interacting with founders, investors, and industry leaders have provided me with a deeper understanding of the unique mindset and strategies that drive success in Silicon Valley.

Ultimately, this journey has taught me that true leadership today is about adaptability, trust, and collaboration.

If I can hold onto these lessons, and keep pushing myself out of old patterns, I know they will shape not just the success of my organisation, but the kind of leader, colleague, and entrepreneur I want to become.

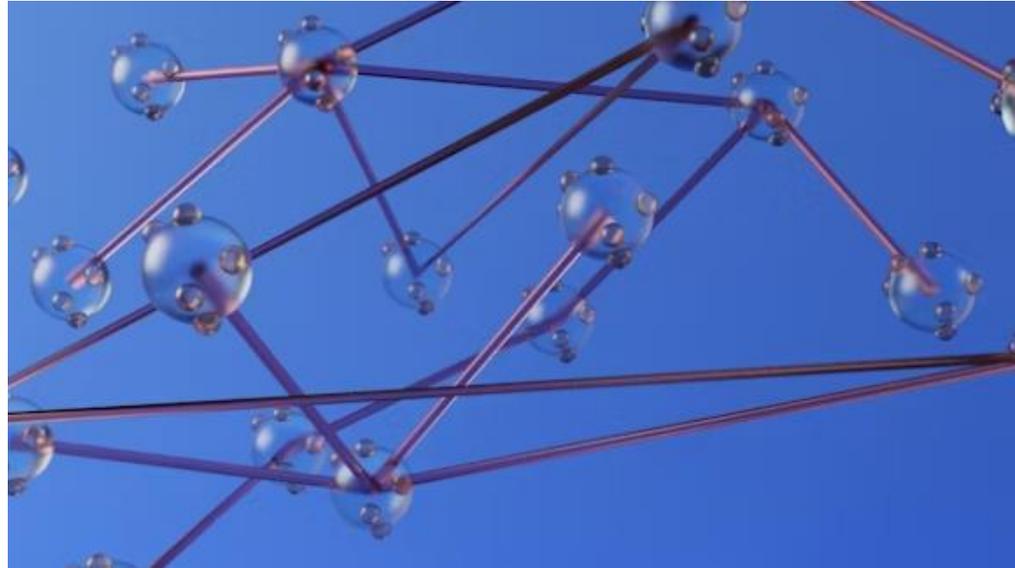
The San Francisco Immersion Program has had a profound impact on how I see myself as a leader and innovator. I entered the week with a strong work ethic and technical skillset but left with an entirely new set of tools: entrepreneurial confidence, a framework for communicating value, and a deeply human approach to problem solving through design thinking. These three themes are now shaping how I approach everything from client relationships to internal team leadership to potential startup ideas.

One of the most transformative lessons of the week came through the Workshop on Elevator Pitch and Business Plan Development facilitated by Rebecca Tower. Her insights into how to communicate value effectively shifted the way I think about professional conversations. She emphasised that the goal of a pitch isn't to secure an investment immediately, but to get the conversation started, to spark interest and invite further discussion. This mindset helped me reframe how I approach conversations about the value I bring to an organisation and projects.

Participating in the New Venture Creation (NVC) Silicon Valley Immersion Program was a transformative experience, both professionally and personally. Immersed in the heart of global innovation, I engaged with thought leaders, cutting-edge technologies, and peers from around the world. This reflective journal explores three key themes that resonated with me during the programme: Artificial Intelligence and the 4th Industrial Revolution, Communicating Value, and Design Thinking, and how these insights are actively shaping my approach to consultancy, leadership, and potential entrepreneurial ventures.

Access to Diverse Industry Networks

Your OMBA connects you to a broad network of forward-thinking organisations, fostering opportunities for entrepreneurial learning, collaborative research, meaningful consultancy, and knowledge exchange



Further sessions and information

- You can register via our [website](#)
 - MBA drop in Q&A with Business School students and alumni – Thursday 12 June 2pm -3pm BST
 - The Durham Online MBA: Introduction to Careers Support Webinar - Wednesday 2nd July 2025, 1pm - 2pm BST
 - Scholarships - business.scholarships@durham.ac.uk
 - Colleges colleges.postgrad@durham.ac.uk
 - Programme team (relating changing module etc) - business.omba@durham.ac.uk
 - General admissions, enquires - <https://www.durham.ac.uk/study/ask-us/> FAQ, form and telephone number



"Coming together is a beginning; keeping together is progress; working together is success." – Henry Ford

"Great things in business are never done by one person; they're done by a team of people." – Steve Jobs

