

**Strategy Research Initiative
Annual Meeting and Pin-factory Tour
May 10-11
Agenda**

Wednesday, May 10

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| 8:00-8:30 | Breakfast |
| 8:30-8:45 | Welcome and stage-setting |
| 8:45-10:15 | Panel: The case for relevance in strategy research (Barry Nalebuff and David Yoffie) |
| 10:15-11:00 | Transportation to downtown Boston |
| 11:00-12:00 | Visit with Corey Thomas, chief executive of Rapid7: The successful upstart's perspective on cybersecurity |
| 12:00-1:30 | Walk to lunch at Clover Food Labs' Financial District location, with a visit from Ayr Muir, CEO of Clover Food Labs |
| 1:30-2:00 | Transportation to the FBI's Boston field office in Chelsea |
| 2:00-3:00 | FBI personnel: The law enforcement perspective on cybersecurity |
| 3:00-3:45 | Transportation to HBS |
| 3:45-5:00 | Darrell Rigby: The tools that managers actually use |
| 5:00-8:30 | Cocktail hour, walk to restaurant, dinner |

Thursday, May 11

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| 8:00-8:30 | Breakfast |
| 8:30-9:30 | Ray Rothrock: The investor's perspective on cybersecurity |
| 9:30-10:00 | Transportation to IBM Security in Cambridge |
| 10:00-12:00 | Visit with Marc van Zadelhoff, general manager of IBM Security and tour of their cyber range: The established player's perspective on cybersecurity |
| 12:00-12:30 | Transportation to HBS |

- 12:30-1:30 Lunch with editors of HBR and SMR: Communicating to influence practice
- 1:30-2:30 Panel: Embedded academics (Ronnie Chatterji, Steve Tadelis)
- 2:30-4:00 Wrap-up of conference and SRI business meeting