



RED LATINOAMERICANA
DE INNOVACIÓN FRUGAL

Frugal Innovation Talks

1. Planting a Seed in Latin America

October 9, 2020

Schedule*

9:30 - 9:40 **Welcome**

9:40 - 10:40 **Panel 1**



Allan Baez MS. - Moderator
Director of Programs and Partnerships,
Frugal Innovation Hub, Santa Clara
University



Dr. Cornelious Hestatt
Professor at Hamburg University of
Technology (TUHH) and Director of the
Institute for Technology & Innovation
Management



Elizabeth Sweeny MS
Product Manager at Google, Co-
founder of the Frugal Innovation
Hub, and Professor at Santa Clara
University

12:30 - 13:30 **Panel 2**



Dr. Maria Guadalupe Lopez - Moderator
Professor at Department of Sciences and Engineering,
Universidad Iberoamericana de Puebla



Dra. Georgina Gomez
Professor at Erasmus Graduate
School of Social Sciences and the
Humanities, and researcher at the
Centre for Frugal Innovation in Africa



Dr. Jaideep Prabhu
Professor at Cambridge Judge
Business School de University of
Cambridge

Registration

*GTM-5: Colombia, Ecuador, Panamá, Perú; México

** These talks are going to be in English