



John Metselaar

Economy, Strategy & Finance Center Leader, Europe
The Conference Board

John Metselaar is the Center Leader of the Economy Strategy & Finance Center, Europe. Previously, John co-led The Conference Board's Innovation & Digital Transformation Institute and leads its European, Asian, and Gulf Innovation Council, as well as the European Chief Technology & Innovation Officers Council. He additionally serves as Senior Fellow.

John is also Professor at the Solvay Brussels Business School for Economics and Management his course and modules of "Leading and Living Innovation".

Previously, Metselaar held a 30-year VP-level career leading Innovation at Procter & Gamble. He worked in Cincinnati, U.S.A. and Kobe, Japan, and served as the CTO of P&G's Brussels Innovation Center.

In general, John shares his extensive experience in Leadership, Innovation, Strategy, and Organizational Culture as he teaches, speaks, moderates, inspires, and advises broader audiences.

He lives and expresses his purpose of Passion for Innovation, Fascination with Leadership, and the Power of Connecting. John is fully Board-Certified and serves on a number of supervisory and advisory boards.