



John Metselaar

Council Director, Asia and Europe Innovation Leadership Councils
The Conference Board
Former CTO
P&G Brussels Innovation Center

John Metselaar leads The Conference Board global Innovate & Transform Institute and serves as Council Director for its Asia and Europe Innovation Leadership Councils. He additionally serves as a Senior Fellow.

John is also Professor of Management Practice at the Solvay Brussels Business School for Economics and Management, teaching the full 24-hours and its modules of his “Leading and Living Innovation” course in the student as well as the School’s company-specific program.

Before joining The Conference Board, John held a 30-year VP-level career leading Innovation at Procter & Gamble. He worked in Brussels, Belgium, 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 is a member of the Global Minds Network community. John is fully Board-Certified through Guberna, Belgium.

He lives and expresses his purpose of Passion for Innovation, Fascination with Leadership, and the Power of Connecting.