John Metselaar



Council Director
The Conference Board
Former CTO
P&G Brussels Innovation Center
Professor
Solvay Brussels School of Economics and Management
jmetselaar@tcb.org

John Metselaar leads The Conference Board's Global Innovate & Transform Institute. He also serves as Council Director for its Asia and Europe Innovation Leadership Councils as well as as a Senior Fellow in Leadership, Innovation, Strategy, Digital Transformation, and Organizational Culture.

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 & Living Innovation” course to EMBA students (Brussels, Nancy, Lyon, Helsinki, Hanoi, Saigon) as well as (elements of it) for the School’s company-specific program to companies as AB InBev, Pfizer, AGC, BESIX, Tessenderlo, The Heritage Group, Terumo, VOKA, and more.

Before joining The Conference Board and the Solvay Brussels School, 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, in his last four years at the company served as the CTO of P&G’s Brussels Innovation Center.

Further, he is an author, and editor of two books on Innovation Leadership, a member of the Global Minds Network community, and fully Board-Certified through Guberna, Belgium.

He lives and expresses his purpose of 1) Passion for Innovation, 2) Fascination with Leadership, and the 3) Power of Connecting through his teaching, speaking, moderating, inspiring, and advising broader audiences.

More on his LinkedIn profile here: https://www.linkedin.com/in/jmetconnect/

Signature Talks

"Generative Leadership for a New World: Delivering Tangible Results for Today and Tomorrow"

"Leading Innovation and Transformation: From Strategy to Engagement to Execution"

"Creating a "Love-of-Learning" Culture where Innovation Thrives grounded in Deep Curiosity"

"Innovation Signposts: Mastering the Fundamentals for Success"

"Designing Your Life: Applying Business Strategy Principles For Impact and Fulfillment for YOU"

"Innovation Signposts: Mastering the Fundamentals for Success"

Areas of Expertise

Innovation & Scaling

Strategy & Execution

Leadership & Change

Region

Asia

Europe

North America

Languages

English