

THE CONFERENCE BOARD 

# FUTURE: INNOVATE & TRANSFORM

November 13, 2024



IN-PERSON



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# Conference agenda

Wednesday, November 13, 2024

**09:00 AM - 09:30 AM CET**

## Welcome and Introduction

Setting the scene. Why are we here? This will be followed by Speed Networking.

**09:30 AM - 09:50 AM CET**

## From Stuck to Scale – Learn to Get Unstuck at Any Point in Your Innovation Journey

In this session, Andrea Kates, Innovation Advisor and former tech CEO of Silicon Valley, tackles the critical challenges hindering innovation and explores strategies to build a thriving collaborative ecosystem:

- Identify Barriers
- Address Blind Spots
- Foster Collaboration

Speaker: Andrea Kates, Innovation Advisor and former tech CEO

**09:50 AM - 10:10 AM CET**

## Reinventing R&D for Better Innovation

In this session, Pascale Wautelet, VP of Global R&D and Sustainability at Avery Dennison, discusses how the company:

- Shifted their culture and innovation mindset
- Transformed the organization into a powerhouse innovation engine
- Turned global megatrends and challenges into opportunities for limitless innovation

Speaker: Pascale Wautelet, VP Global R&D and Sustainability at Avery Dennison

**10:10 AM - 10:30 AM CET**

## The Circular Economy Needs Ecosystems to Enable Action

This talk will explore three strategies for integrating industries, policies, and international partnerships for the creation of a circular economy:

1. Embracing a systemic approach
2. Network Governance
3. Circular Diplomacy

Speaker: Ladeja Godina Košir, Founder and Executive Director Circular Change, Co-Chair, European Circular Economy Stakeholder Platform (ECESP)

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**10:30 AM - 10:50 AM CET**

## Unlocking Breakthrough Digital Innovation

According to McKinsey, 96% of companies call-out innovation as a strategic priority, although only 6% of executives are satisfied with their innovation performance. The key to sustained growth relies on an ability to innovate reliably, swiftly, and sustainably. An ambition that most struggle to bring to reality.

This session dives into the essential strategies for cultivating organisations that excel in market disruption and harness the potential of the Digital revolution through a case study in the Beauty Tech sector.

Speakers: Gabin Vic, VP, Client Delivery, Skarbek, Tanguy Pellen, Senior Partner, Skarbek

**10:50 AM - 10:55 AM CET**

## Introduction to the Innovation Gym

A brief introduction to the Untapped Innovation.

Speakers: Sally Kemkers and Suzanne Allers, Untapped Innovation

**10:55 AM - 11:15 AM CET**

## Let's Talk

Bringing the session speakers together for a panel discussion with Q&A for the audience.

**11:15 AM - 11:40 AM CET**

## Networking Break

A chance to stretch, grab a drink and connect.

**11:40 AM - 12:15 PM CET**

## The AI Revolution: Beyond Automation, Touching (Our) Humanity

This inspirational talk explores how AI is not merely automating tasks but fundamentally transforming innovation, creativity, and human connection through:

- Transformative Innovation.
- Nature-Inspired Learning
- Ethical Considerations

Speaker: Christian Kromme, International Futurist and AI Visionary

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12:15 PM - 12:30 PM CET

## Generative AI: From Breakthroughs to Breakneck Transformation

Generative AI has transitioned from niche to mainstream in 2023, impacting industries like marketing, customer service, and healthcare through tools like Claude, Gemini, and ChatGPT. Early adopters have tackled limitations such as data quality and integration issues, achieving increased efficiency and innovation. This talk will discuss two key challenges:

- Hyper-Personalization for 2025
- AI-Enhanced Workforces & Multimodal AI by 2026

Speaker: Claudio Truzzi, Digital AI Expert, ULB

12:30 PM - 01:30 PM CET

## Networking Lunch

A chance to connect and refresh.

01:30 PM - 1:40 PM CET

## Hype Innovation ISO introduction and Webcast Announcement

An introduction to ISO Innovation.

Speaker: Ludwig Melik, President of Operations North America and Chief Revenue Officer, Hype Innovation

01:40 PM - 02:00 PM CET

## To Infinity and Beyond: Reimagining Oil Palm Plantations

SD Guthrie Bhd (formerly Sime Darby Plantation), was an industry that had remained unchanged for over 100 years. The labor-intensive nature of the oil palm plantations and the wide availability of workers at low cost made the business immune to change. And then along came the COVID-19 pandemic measures.

This session will explore how SD Guthrie Bhd developed and leveraged significant operational advantage from unexpected adversity. Recognizing the need for a long-term solution the organisation entered into uncharted territory of reinvention with a two-pronged Strategy: ACCELERATE and LEAP, transforming the Future of Work and Workforce, through Local Ecosystems.

Speaker: Anusha Nair, VP, Value Management, SD Guthrie Research



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02:00 PM - 02:20 PM CET

## What Happens When Humans Collaborate with AI?

Drawing from real experiences of professionals adapting to AI tools like ChatGPT and Microsoft Copilot, this talk explores how AI challenges our intuitions and long-held assumptions about work. We'll discuss why traditional "gut feelings" about productivity, creativity, and problem-solving are being upended, and share practical insights from people navigating this shift. Join us to learn how others are adapting to this new reality while maintaining their human edge in an AI-enhanced workplace.

Speaker: Daniel Kaesmayr, Principal Scientist, BASF

02:20 PM - 02:45 PM CET

## Let's Talk

Bringing the speakers up for a panel discussion and a Q&A

02:45 PM - 03:05 PM CET

## The Superpower of the Net Curiosity Score

In a rapidly changing world, curiosity drives exploration, challenges outdated ideas, and reveals insights.

How to measure curiosity? Use the Net Curiosity Score (NCS) to track how often individuals and teams seek new knowledge, question the status quo, and engage in creative problem-solving—turning curiosity into a measurable KPI.

Speaker: Rik Vera, Author, Futurologist, Business Philosopher, Coach

03:05 PM - 03:30 PM CET

## How can we Create a Culture of Innovation to Support a Circular Economy?

This session highlights three steps:

1. Establish the fundamentals for innovating in the circular economy to drive economic growth AND preserve resources
2. Highlight the five driving forces and their interactions with circular innovation principles across the value chain
3. Rethinking the culture with an ambidextrous mindset to deliver on the "AND"

Speaker: Maria Velissariou, Former Chief Science Officer Mars

03:30 PM - 04:00 PM CET

## Networking Break

The chance to stretch, grab a coffee and chat with a peer.

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04:00 PM - 04:20 PM CET

## Freedom to Think, Try, Fail & Learn: Is This Virtuous Cycle Too Difficult?

This session by Ravi Arora, SVP of Group Innovation, at Tata Sons, will provide insights on how a large conglomerate is instilling antigravity for employees to get rid of:

- Their Fear of Sharing Out-of-box Ideas
- Their Fear of Failing for Trying New Ideas

Speaker: Ravi Arora, Senior VP, Group Innovation Tata Sons

04:20 PM - 04:40 PM CET

## Why Smart People do Stupid Things That Lead to Bad Business

In this session, Paul Rulkens, Business Designer, Change Maverick, and Innovator explores how leaders can: - Help their teams radically change their thinking and step away from the herd. - How to apply the strange secret of strategic quitting to become an innovation powerhouse.

Speaker: Paul Rulkens, Business Designer, Change Maverick, Innovator

04:40 PM - 04:50 PM CET

## Introducing Korn Ferry – TCB "Innovate & Transform Academy"

This session will briefly introduce the TCB Innovate & Transform Academy.

Speaker: Tarek Sherazee, Senior Client Partner Korn Ferry

04:50 PM - 5:10 PM CET

## Let's Talk

Bringing the speakers up for a panel discussion and a Q&A

05:10 PM - 05:30 PM CET

## Creating Value through Consumer Insights and Strategic Leadership

This talk will highlight:

1. How to generate new value by creating a culture obsessed with consumer insights – grounded in the "knowledge circuit" - a validated theory brought to life by real-world case examples.
2. When the 5 factors of irresistible superiority are needed to deliver the consumer proposition – and when not.
3. The strategic initiatives leaders should implement

Speaker: Peter Corijn, CEO VUCASTAR Consulting

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**05:30 PM - 05:45 PM CET**

## **Walk the Wall**

The chance to stretch, grab a coffee and chat with a peer.

**06:00 PM - 07:30 PM CET**

## **Networking Cocktail**

Connect with peers over drinks & nibbles.