



## CEO Challenge Business Perspectives Briefings Insights for You and Your Organization

### *The Conference Board CEO Challenge*<sup>®</sup> 2013: The Economic and Business Context

May 1 | Atlanta, Georgia

May 7 | St. Paul, Minnesota

June 20 | Dallas, Texas

Come join this interactive discussion about the most pressing challenges on the minds of CEOs as reflected in ***The Conference Board CEO Challenge***<sup>®</sup> 2013. CEOs around the world rank **Human Capital**—how best to develop, engage, manage, and retain talent—as their most critical challenge in the 2013 CEO Challenge survey. **Operational Excellence**—the measure of organizational effectiveness, efficiency, and alignment—is the second biggest challenge organizations face. **Innovation**, the top challenge in last year's results, comes in at number three globally in 2013.

Bart van Ark, Executive Vice President and Chief Economist at The Conference Board, will share the findings from the study followed by a roundtable discussion about what is happening in the global economic and business environment, how it affects business leaders, and what strategies they engage in order to meet their business challenges.

#### SPEAKER



**Bart van Ark**  
Executive Vice President  
Chief Economist  
The Conference Board

#### TO REGISTER

Please contact customer service:  
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Click [here](#) to register online

#### WHO SHOULD ATTEND

Strategy, Planning, Finance, Economics, Risk, Operations, International, and Human Resources Executives – those responsible for implementing strategies to address the CEO's challenges.

#### FORMAT

Presentation by Bart van Ark followed by a roundtable discussion



## ABOUT THE CONFERENCE BOARD CEO CHALLENGE

Since 1999, *The Conference Board CEO Challenge*<sup>®</sup> has asked CEOs, presidents, and chairmen across the globe to identify their most critical challenges. This year's survey features a revised set of 10 overall challenges, including the addition of Operational Excellence and Trust in Business. In addition to ranking Human Capital and Operational Excellence as the top challenges globally, CEOs show considerable regional convergence on top ranked challenges, while industry views differ.

The key strategies that CEOs picked to deal with their top challenges show a focus on current employees and resources, and on improving processes and existing customer relationships in order to build internal strength and create value.

Managing in a slow growth environment presents a unique set of challenges for business leaders across the globe as they seek to leverage human capital, innovation, and operational excellence. In many ways, meeting these challenges is about engaging and retaining talent and improving processes and existing customer relationships to compete in a global business environment.

For more information about the report, please visit <http://ceochallenge.org>

## BIOGRAPHIES

### **Bart van Ark, Ph.D.**

Executive Vice President, Chief Economist  
The Conference Board

Bart van Ark is executive vice president and chief economist of The Conference Board. He leads a team of almost two dozen economists who produce a range of widely watched economic indicators and growth forecasts, as well as in-depth global economic research. A Dutch national, he is the first non-U.S. chief economist in the 95-year history of The Conference Board.

Van Ark is an expert in international comparative studies of economic performance, productivity, and innovation. As a consulting director of international economic research for The Conference Board for 10 years he was responsible for its annual flagship publication on productivity and instrumental in helping to expand its comparative analytical capabilities to include productivity and labor- and consumer-market research across countries and regions. Van Ark continues to steward the longstanding research collaboration of The Conference Board with the University of Groningen in the Netherlands; a professor there since 2000, he holds the university's chair in Economic Development, Technological Change and Growth.

Van Ark obtained his Master's and Ph.D. degrees in economics from the University of Groningen. From 1988 to 1990 he worked as a research associate with the National Institute of Economic and Social Research (UK) on international comparisons of economic performance in Europe. He has participated in international research projects such as the Productivity Research Program of the McKinsey Global Institute. Van Ark has been extensively published in national and international journals, including the *Journal of Economic Perspectives*, *Economic Policy*, the *Review of Income and Wealth*, and *The Brookings Papers on Economic Activity*. He is a member of the editorial boards of several academic journals and serves on various advisory committees in the areas of productivity and national accounts.