

create.

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speakers.



Rick Eagar
Partner, Arthur D.
Little
(Chairperson)



Dennis Curry
Director Enterprise
Strategy & Innovation
HP



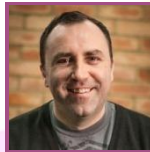
Stefan Lindegaard
Author, Speaker and
Strategic Advisor



Hans Widmer
Executive Director
Academic Liaison
Novartis



Katja Seidenschur
Business Operations
Manager Nescafe
Dolce Gusto, Nestle



Lee Schuneman
Studio Head
Lift London/Microsoft



Jaideep Raje
Senior Consultant
Lux Research



**Dr's. Kevin and Jackie
Freiberg**
Authors and
Speakers, Freibergs.com



Kathryn O'Brien
Head of Design
Direction
Adidas



Phil Golz
Commercial
Innovation Head
GSK



Monica Dalla Riva
European Design Lab
Manager
3M



Geoff Carss
VP Europe
Imaginatik



Simon Jones
Business & Inno Dev
Director, Dow Corning
Electronics



Carole Favart
Kansei Design General
Manager
Toyota Motor Europe



Dr. Alan Knight
Non-executive
Director
Virgin Earth Challenge



Cornelia Daheim
Managing Partner
Z_punkt



Odera Ume-Ezeoke
CEO & Founder
Viewsy



Mark van Iterson
Global Head of Design
Heineken



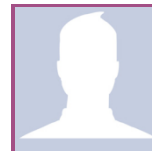
Marc Barlow
Head of Strategic
Disease Marketing
GE Healthcare



Oliver Snoddy
Head of Planning
Twitter UK



Peter Borchers
Head and Founder
hub:raum – Deutsche
Telekom Incubator



Nathalie Gaveau
Shopcade



Nicole Yershon
Director Innovative
Solutions
Ogilvy



Holger Spielberg
Director Mobile
Payments & Retail
Services, PayPal



Mike Schavemaker
Product Innovation
Consultant
Philips

speakers.



Kevin Farrar
Global Entrepreneur
& Academic Initiative
Lead, IBM



Emma Roubtsov
Practice Manager
Innography



Paul Quinlan
R&D Programme
Director
Unilever



Brian Taylor
CEO
PixelPin



Joe Little
Chief Technology
Office
BP



Helene Landre
Head of Innovation
Imperial Tobacco



Per Kristiansen
Chairman of Advisory
Board for LEGO
SERIOUS PLAY



David Hofmann
Managing Partner
mm1



Pilgrim Beart
Founder Director
AlertMe.com



Glenn Wintrich
Director of Services
Innovation
Dell



Herve Naudin
Orange Startup
Program
Orange



Martijn Riemeijer
Consultant Lean
Product Development
& Innovation, GSK

partners.



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mm1

mm1 is the consulting firm for Connected Business. mm1 facilitates the development, implementation, and marketing of new products and services that cater to an increasingly digital world. The company was founded in 1997 and is headquartered in Stuttgart. www.mm1-consulting.com

agenda.

day 1 / 19 nov.

9:00	opening bychairperson. Rick Eagar, Partner, Arthur D. Little	
09:20	keynote. Innovation within HP Dennis Curry, Director Enterprise Strategy & Innovation, HP	
10:00	Innovation within Microsoft Studios Lee Schuneman, Studio Head, Lift London/Microsoft Studios	
10:30	Partnering for Growth that Endures in a Convergent Innovation World Jaideep Raje, Senior Consultant, Lux Research	
11:15	coffeebreak.	
11:40	Drug Discovery: Innovation Inside and Out Hans Widmer, Executive Director, Academic Liaison and Knowledge Management, Novartis	11:40 workshop. (syndicate room)
12:20	paneldebate. Design Thinking and Innovation David Hofmann, Partner, mm1 (facilitator) Kathryn O'Brien, Head of Design Direction, Adidas Monica Dalla Riva, European Design Lab Manager, 3M Mark van Iterson, Global Head of Design, Heineken Glenn Wintrich, Director of Services Innovation, Dell	From the Future to New Products – Experience a Foresight Innovation Approach Cornelia Daheim, Managing Partner Z_punkt The Foresight Company
13:15	lunch.	
14:10	keynote. Innovation is Messy! Keys to Accelerating Innovation Dr's. Kevin and Jackie Freiberg, Authors and Professional Speakers, Freibergs.com	14:10 workshop. (syndicate room)
14:50	paneldebate. Helping Start-ups to Boost Innovation Jon Bradford, Managing Director, Techstars (facilitator) Peter Borchers, Head and Founder, hub:raum Nicole Yershon, Director Innovative Solutions, Ogilvy Kevin Farrar, Global Entrepreneur Lead, IBM Herve Naudin, Orange Startup Program, Orange	Exploring New Solutions with the LEGO SERIOUS PLAY method Per Kristiansen, Chairman of Advisory Board for LEGO SERIOUS PLAY
15:50	coffeebreak.	
16:20	Plan for the Moment – Real-Time Planning Oliver Snoddy, Head of Planning, Twitter UK	
16:50	Finding our Moon Boots – the Ultimate Innovation Challenge is Supply 9 Billion with Great Lives Dr. Alan Knight, Non-executive Director, Virgin Earth Challenge	
17:30	closing bychairperson. Rick Eagar, Partner, Arthur D. Little	
17:45	drinksreception. & speednetworking.	

agenda.

day 2 / 20 nov.

9:00	opening bychairperson. Rick Eagar, Partner, Arthur D. Little	
09:10	keynote. Innovation Culture – The Big Elephant in the Room Stefan Lindegaard, Author, Speaker and Strategic Advisor	
09:40	Commercial Innovation @ GSK – Maximising the Value of Our Medicine Portfolio Phil Golz, Commercial Innovation Head, GSK	
10:20	Integrating KANSEI methodologies & classical design-thinking for emotional user experience? Carole Favart, Kansei Design General Manager, Toyota Motor Europe	
10:50	coffeebreak.	
11:20	To be Announced Shortly Geoff Carss, VP Europe, Imaginatik	11:20 workshop. (syndicate room)
12:00	Fresh iDeas Hub Pilgrim Beart, Founder Director, AlertMe.com (facilitator) Odera Ume-Ezeoke, CEO & Founder, Viewsy Nathalie Gaveau, Shopcade Brian Taylor, CEO, PixelPin	Tear down the wall(et) – How to fully replace today's cash transaction David Hofmann, Partner, mm1 Holger Spielberg, Director, PayPal
13:00	lunch.	
14:00	paneldebate. Idea Generation and Attitude to Failure Emma Roubtsov, Practice Manager, Innography (facilitator) Marc Barlow, Head of Strategic Disease Marketing, GE Joe Little, Chief Technology Office, BP Helene Landre, Head of Innovation, Imperial Tobacco Paul Quinlan, Unilever	14:00 workshop. (syndicate room) Crowdsourcing Innovation in Action Mike Schavemaker, Product Innovation Consultant, Philips Martijn Riemeijer, Consultant Lean Product Development & Innovation, Philips
15:00	How to Continue Driving Nestlé's Growth Engine in a Dynamic and Changing Market? Katja Seidenschnur, Business Operations Manager Nescafe Dolce Gusto, Nestle	
15:40	coffeebreak.	
16:00	Mobile Payments – Catalyst for Innovation and Changing User Behavior Holger Spielberg, Director Mobile Payments & Retail Services, PayPal	
16:30	Innovation Past, Present and Future: The Evolution of Strategic Innovation at Dow Corning Simon Jones, Business & Innovation Development Director, Dow Corning Electronics	
17:00	closing bychairperson. Rick Eagar, Partner, Arthur D. Little	

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