FUTURE OF BUSINESS:
REVOLUTIONIZE THE WORKFORCE,
CUSTOMER ENGAGEMENT AND STRATEGIES

GROWTH, INNOVATION AND LEADERSHIP:
A FROST & SULLIVAN EXECUTIVE MINDXCHANGE
STRATEGIC IMPERATIVES AND ASPIRATIONAL IDEAS FOR GROWTH

SEPTEMBER 15 – 18, 2019
HYATT REGENCY LOST PINES RESORT AND SPA
AUSTIN, TX
5 REASONS WHY YOU MUST ATTEND

1. READY YOUR ORGANIZATION
   Persistent change is sweeping across industries and disrupting internal environments. Now is the time to embrace change in the organization and usher in a new future of adaptive structures, transformational workforces, and agile processes.

2. SPARK INNOVATION
   Make this event an essential element of your innovation ecosystem. It is THE place to be to get clarity on big picture issues to fuel sustainable top-line revenue growth, create customer value, and deliver a long-term competitive advantage.

3. BROADEN YOUR PERSPECTIVE
   Experience a jolt of inspiration by engaging in strategic conversations with trusted minds outside your immediate circle of contacts. Gain new insight through divergent and convergent thinking.

4. NAVIGATE THE COMPLEXITIES
   Be the force in upending “business as usual” and building new capabilities to make better business decisions. In short: Future proof your company and career.

5. INSPIRE YOUR PEERS, COLLEAGUES AND YOUR INTELLECTUAL CURIOSITY
   Our events are designed for you to open up your most formidable challenges and forge lasting connections with your industry peers. Ultimately, you will leave the event feeling invigorated, inspired and ready to enact purposeful change.

YOUR NEW FAVORITE EVENT

COLLABORATE, COLLABORATE, COLLABORATE
   Engage in a multitude of brainstorming sessions with other growth and innovation leaders, guaranteed to generate new growth ideas.

RELAX, HAVE FUN, AND MAKE NEW FRIENDS
   Keep your contact list building and your engines revving while enjoying many unique networking events.

GAIN INSIGHT THROUGH GROWTH STRATEGY DIALOGUES
   Book personal time with key Frost & Sullivan executives to explore your unique business challenges and benefit from their executive insights.

SEE INNOVATION IN ACTION FIRST HAND
   Join us for this year’s innovation center site tour of Dell EMC AI and HPC Lab, and get exposure to the innovative high performance computing and artificial intelligence technologies being developed there.

LOCATION, LOCATION, LOCATION

Located fewer than 30 miles from downtown Austin and its eclectic live-music scene centered on country, blues and rock, Hyatt Regency Lost Pines Resort and Spa is a luxury resort that feels like a wilderness retreat, with stunning natural scenery and a myriad of activities. Relax and rejuvenate in this rustic natural setting, along the banks of the lower Colorado River.

EXECUTIVE PROFILE / WHO WILL PARTICIPATE

Join us if you are a forward-thinking business leader who drives growth and innovation in your organization. The event draws from global high technology industries; and across business disciplines and cross-functional teams including:

• C-Suite
• Innovation
• Research & Development
• Strategic Planning
• Business Development

• Product Strategy & Development
• Digital Strategy
• Strategic Marketing
• Strategic & Competitive Intelligence

• Customer Experience
• Finance
• Information Technology
• Sales
• Technology

• Aerospace & Defense
• Automotive & Transportation
• Business & Financial Services
• Chemicals, Materials & Food

• Consumer Goods
• Energy
• Environmental & Building Technologies
• Government
• Healthcare & Life Sciences

• Information & Communication Technologies
• Measurement & Instrumentation/Industrial Process Control

97% of surveyed organizations would recommend this event to their colleagues and/or peers.

Source – TechValidate survey of 2018 Growth, Innovation and Leadership Executive MindXchange participants.

ABOUT FROST & SULLIVAN

Frost & Sullivan, the Growth Partnership Company, enables clients to accelerate growth and achieve best-in-class positions in growth, innovation, and leadership. The company’s Growth Partnership Service provides the CEO and the CEO’s Growth Team with disciplined research and best-practice models across 10 industries, 35 sectors, and 300 markets to drive the generation, evaluation, and implementation of powerful growth strategies. Frost & Sullivan leverages over 50 years of experience in partnering with Global 1,000 companies, emerging businesses and the investment community from more than 40 offices on six continents.
Frost & Sullivan extends its appreciation to the following Growth Innovation Leadership Council members for their expertise and valuable support in ensuring the agenda delivers relevant and valuable content.

**Vicki A. Barbur, Ph.D.**
Senior Director, Partnerships and Technology Commercialization
Commercial Business
Battelle

**Ben Brenton**
Chief Innovation Officer
Snap-On

**Simon Chan**
Head of Corporate Innovation, Thought Leadership
Communitech

**John A. Cote**
Global Marketing Leader, Measurement & Controls
Baker Hughes, a GE Company

**Bob Daigle**
Senior Vice President & Chief Technology Officer
Rogers Corporation

**Rodney Davenport**
Vice President Corporate Affairs
Head of Strategic Insights Group
Alliance Data

**Svetlana Dimovski**
Vice President, Transformation Lab
Pact

**Angela Femmer**
Director, Competitive Positioning
Brewer Science

**Tom Fiske**
Principal Technology Strategist
Yokogawa

**Rasha Hasanean**
Vice President - Product Management Excellence & Innovation
Ingersoll Rand

**Tom Lantzer**
New Business Development & Partnership Manager
DuPont

**Su Le**
Managing Director, IoT Incubation Services
Cisco Systems

**Karen Leeker**
Director of Innovation Services
Wright Brothers Institute

**Karen Murphy**
Chief Innovation Officer
Geisinger

**Ali Raza**
Chief Digital Officer
Apergy

**Michael Wajsgras**
Director, Product Innovation & Channel Development
Constellation Energy

**Matthew Wolfe**
Director, Body & Exterior Systems
Honda

---

**SNAPSHOT OF COMPANIES WHO HAVE JOINED US AT PREVIOUS EXECUTIVE MINDXCHANGE EVENTS**

![List of companies]
# Schedule-at-a-Glance

**Sunday, September 15, 2019 | Growth Innovation Leadership Council Annual Meeting and Executive MindXchange Kickoff**

*Please note participation in the annual meeting is restricted to Council Members only. See page 25 for further information on the Council.*

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 AM</td>
<td>Growth Innovation Leadership Council Registration and Continental Breakfast</td>
</tr>
<tr>
<td>9:30 AM</td>
<td>Growth Innovation Leadership Council Mixer</td>
</tr>
<tr>
<td>10:00 AM</td>
<td>Annual Council Meeting Begins</td>
</tr>
<tr>
<td>10:00 AM</td>
<td>Council Meeting Concludes</td>
</tr>
</tbody>
</table>

**Growth, Innovation and Leadership Executive MindXchange Event Kickoff and Networking**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>4:30 PM</td>
<td>Speaker &amp; Thought Leader Orientation</td>
</tr>
<tr>
<td>5:15 PM</td>
<td>Participant Meet ‘n’ Greet</td>
</tr>
<tr>
<td>6:00 PM</td>
<td>Welcome Networking Reception and Event Kickoff</td>
</tr>
</tbody>
</table>

**Monday, September 16, 2019 | General Session, Collaboration Zones, and Exhibition**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 AM</td>
<td>Registration, Continental Breakfast, and Exhibition</td>
</tr>
<tr>
<td>8:30 AM</td>
<td>Welcome</td>
</tr>
<tr>
<td>8:45 AM</td>
<td>Keynote – Steering an Organizational Transformation of Significant Magnitude</td>
</tr>
<tr>
<td>9:25 AM</td>
<td>Navigating the 15th Anniversary Growth, Innovation and Leadership Executive MindXchange</td>
</tr>
<tr>
<td>9:45 AM</td>
<td>Mega Trend Compass: Top 12 Transformational Trends to Drive Decision-Making Through 2030</td>
</tr>
<tr>
<td>10:15 AM</td>
<td>Networking, Refreshment, and Exhibition Break</td>
</tr>
<tr>
<td>10:45 AM</td>
<td>Concurrent Collaboration Zones – Roundtables</td>
</tr>
</tbody>
</table>

Roundtable sessions capture the power of all participants’ voices, insights and experiences via group discussion and exploration of the issue at hand. Choose one of the following sessions:

- **Zone 1.** Driving Transformational Business Model Innovation at Scale
- **Zone 2.** Predictive, Profitable and Accelerated Product Innovation
- **Zone 3.** Mapping the Customer Journey and Experience
- **Zone 4.** Factoring in Disruption in Your Growth Pipeline

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:15 PM</td>
<td>Food For Thought Luncheon – Networking Roundtables Hosted by Industry Leaders</td>
</tr>
</tbody>
</table>

Participants and Frost & Sullivan thought leaders host a menu of luncheon discussions on pertinent industry issues. Dine and dish with industry experts. The list of discussion topics will be available on-site

1:25 PM | Session-to-Session Travel Time
1:30 PM | Concurrent Sessions – Executive Insights

Executive Insight sessions present current thinking on the topic at hand and explore parallels that apply to your own industry and company. Choose one of the following sessions:

- **Zone 1.** AI Enabled Product Discovery and Innovation
- **Zone 2.** Augmented Reality, in the Real World
- **Zone 3.** Smart Cities: Value Creation in the Transition to Urbanization
- **Zone 4.** Intelligent Cities: Value Creation in the Transition to Urbanization

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>2:00 PM</td>
<td>Session-to-Session Travel Time</td>
</tr>
<tr>
<td>2:05 PM</td>
<td>Concurrent Sessions – Fireside Chats</td>
</tr>
</tbody>
</table>

Fireside Chats are moderated informal conversations that draw upon the experience and expertise of the featured executive. Choose one of the following sessions:

- **Zone 1.** Integrating AI into Your Growth Plan
- **Zone 2.** Disrupting In/Out and Disrupting Outsider: How the Global 1000 Will Grow over the Next Decade and Beyond
- **Zone 3.** Creating a Continuous Learning Culture: Skilling, Re-Skilling and Beyond
- **Zone 4.** Spotting Your Disruptive Competitors

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>2:35 PM</td>
<td>Session-to-Session Travel Time</td>
</tr>
<tr>
<td>2:40 PM</td>
<td>Ask the Experts! Panel Discussion – Preparing for the Workforce of the Future</td>
</tr>
<tr>
<td>3:30 PM</td>
<td>Networking, Refreshment, and Exhibition Break</td>
</tr>
<tr>
<td>4:00 PM</td>
<td>Executive Insight – The Art of Making Impossible, Possible</td>
</tr>
<tr>
<td>4:30 PM</td>
<td>Closing Address – How to Think Creative to be Creative: Building Critical Capabilities Across Your Organization</td>
</tr>
<tr>
<td>5:30 PM</td>
<td>Casino Night Networking Reception</td>
</tr>
</tbody>
</table>

You don’t have to travel to Vegas to test your luck. Bring your poker face as we enjoy a night of networking, cocktails & gambling. Get ready to party and don’t forget to bring your good luck charm!
## Schedule-at-a-Glance

### Tuesday, September 17, 2019 | General Session, Collaboration Zones, and Exhibition

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:45AM</td>
<td>Early Risers Run/Walk</td>
</tr>
<tr>
<td>8:00AM</td>
<td>Continental Breakfast and Exhibition</td>
</tr>
<tr>
<td>8:30AM</td>
<td>Kickoff and Keynote – A Leadership Roadmap for Enterprise-Wide Digital Transformation</td>
</tr>
<tr>
<td>9:15AM</td>
<td>Technology Radar –</td>
</tr>
<tr>
<td></td>
<td>Join us for a burst of insight into technologies with game changing potential.</td>
</tr>
<tr>
<td></td>
<td>- Trust Technologies</td>
</tr>
<tr>
<td></td>
<td>- Robotic Exoskeletons</td>
</tr>
<tr>
<td></td>
<td>- Brain Machine Interfaces and Interactions</td>
</tr>
<tr>
<td></td>
<td>- Quantum Computing</td>
</tr>
<tr>
<td>10:30AM</td>
<td>Networking, Refreshment, and Exhibition Break</td>
</tr>
<tr>
<td>11:00AM</td>
<td>Concurrent Sessions – Ask Me About...</td>
</tr>
<tr>
<td></td>
<td>Ask Me About sessions are immersive experiences devoted to addressing questions driven entirely by participants.</td>
</tr>
<tr>
<td></td>
<td>Choose one of the following sessions:</td>
</tr>
<tr>
<td>Zone 1</td>
<td>Intel’s Take on Primary Forces in a Digital World</td>
</tr>
<tr>
<td>Zone 2</td>
<td>Recruiting, Engaging, and Retaining a Workforce for the Future</td>
</tr>
<tr>
<td>Zone 3</td>
<td>Increasing Operational Efficiency and Excellence in Innovation</td>
</tr>
<tr>
<td>Zone 4</td>
<td>Cross Enterprise Collaboration to Capitalize on Connectivity and Confluence</td>
</tr>
<tr>
<td>11:20AM</td>
<td>Session-to-Session Travel Time</td>
</tr>
<tr>
<td>11:25AM</td>
<td>Concurrent Collaboration Zones – Roundtables</td>
</tr>
<tr>
<td></td>
<td>Roundtable sessions capture the power of all participants’ voices, insights and experiences via group discussion and exploration of the issue at hand.</td>
</tr>
<tr>
<td></td>
<td>Choose one of the following sessions:</td>
</tr>
<tr>
<td>Zone 1</td>
<td>Design and Strategy: Driving Growth through Customer Focus</td>
</tr>
<tr>
<td>Zone 2</td>
<td>Creating and Monetizing Next Gen Business Models Around Data</td>
</tr>
<tr>
<td>Zone 3</td>
<td>How to Engage External Ecosystems to Drive Next Gen Transformation</td>
</tr>
<tr>
<td>Zone 4</td>
<td>Executive Coaching Clinic</td>
</tr>
<tr>
<td>12:45PM</td>
<td>Networking Luncheon</td>
</tr>
<tr>
<td>1:30PM</td>
<td>Mover &amp; Shaker Interviews – Where the Ventures are Venturing</td>
</tr>
<tr>
<td>2:30PM</td>
<td>Capstone Address – Disrupting Leadership Beliefs and Behaviors</td>
</tr>
<tr>
<td>3:05PM</td>
<td>Insights and Ideas Roundup – Implementing the Best, Brightest and Boldest Ideas from the Program</td>
</tr>
<tr>
<td>3:45PM</td>
<td>15th Anniversary Growth, Innovation and Leadership Executive MindXchange Concludes</td>
</tr>
</tbody>
</table>

### Wednesday, September 18, 2019 | Innovation Center Tour – Dell EMC

The Dell EMC HPC and AI Innovation Lab encompasses a 13,000 square foot data center that is developing innovative high performance computing and artificial intelligence technologies through community collaboration.

*Please note participation incurs an additional fee for those other than Growth Innovation Leadership Council members. See registration page for details.*

This is a walking tour – comfortable shoes are highly recommended.

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00AM</td>
<td>Registration and Networking Breakfast</td>
</tr>
<tr>
<td>8:45AM</td>
<td>Shuttle to Site</td>
</tr>
<tr>
<td>9:45AM</td>
<td>Innovation Center Immersion: AI/HPC Lab</td>
</tr>
<tr>
<td>11:30AM</td>
<td>Executive Briefing Center: Dell Technologies Advantage</td>
</tr>
<tr>
<td>12:30PM</td>
<td>Networking Luncheon</td>
</tr>
<tr>
<td>1:00PM</td>
<td>Growth Innovation Leadership Council Executive Roundtable – Steering External Partnerships</td>
</tr>
<tr>
<td>2:00PM</td>
<td>Executive Roundtable Concludes</td>
</tr>
<tr>
<td></td>
<td>Shuttle Transportation to Hyatt Regency Lost Pines Resort and Spa</td>
</tr>
</tbody>
</table>
Steering an Organizational Transformation of Significant Magnitude

Lou Von Thaer
President and Chief Executive Officer
Battelle

Lewis “Lou” Von Thaer was appointed President and CEO of Battelle, the world’s largest independent research and development organization, effective October 1, 2017. Formed in 1925 as a charitable trust and headquartered in Columbus, Ohio, Battelle delivers technology solutions for the national security, healthcare, energy, and environmental markets. The company has a storied history of innovation and technology advances and is highly regarded for its role in managing seven national laboratories in the United States. Most recently, Lou served as CEO of DynCorp International, a $2 billion company with 12,000 employees. There he was responsible for driving growth across several federal market sectors including aviation services, intelligence solutions, logistics and contingency operations, and operations and maintenance support.

A Leadership Roadmap for Enterprise-Wide Digital Transformation

Irv Christy
World Wide Head of Field Training and Delivery
Amazon Web Services (AWS)

Irv Christy’s mission is to proactively lead the transformation of the worldwide salesforce at Amazon Web Services. As the market leader in cloud infrastructure and services for the past 8 years, AWS has been an innovator, pioneering the development of new cloud products and services. The appointment of Christy signals an equal focus by AWS on commercial innovation as they continue to scale their growing global business. Prior to his role in field enablement and training, Irv led the AWS Inception Business Development team where he oversaw the strategic planning, launch, and post-launch discovery for new category services at AWS such as AWS Ground Station and AWS RoboMaker. While at AWS, Irv has led innovation discussions with over 100 different commercial and public sector customers from a broad swath of industries. Prior to joining AWS, Irv held leadership positions at Hewlett-Packard Enterprise where he led go-to-market initiatives for new hardware and software products. Irv spent a number of years at Hewlett-Packard Inc. where he led innovation teams in PCs, tablets, software, and online services.

How to Think Creative to Be Creative: Building Critical Capabilities Across Your Organization

Michael O. “Coop” Cooper
Founder
Innovators + Influencers

Michael O. “Coop” Cooper is an internationally recognised executive coach, advisor, facilitator and trainer who specialises in working with executive teams to develop the leadership skills, alignment and strategies to grow and thrive in a constantly changing environment. Coop has 23 years of experience as a coach, management consultant, strategist and project leader with Fortune 1000 companies and small businesses in over 20 countries. He has worked with leaders at Accuray, eBay, Genentech, Google, Novell, Sony Computer Entertainment America, Southwest Airlines, TeleNav, Wells Fargo, Yahoo, Yammer and hundreds of other organisations large and small. He co-led the teams to develop the world’s first wireless web platform for Vodafone and Verizon deployed in 27 countries and developed the specifications for the first custom internet car-ordering system for Honda. He has also been selected to coach the prestigious TED Fellows. Coop is a contributor to Fast Company.
Sunday, September, 15, 2019

<table>
<thead>
<tr>
<th>Event</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participant Meet n Greet</td>
<td>5:15PM</td>
</tr>
</tbody>
</table>

This end-user/practitioner networking activity is your opportunity to identify – right out of the gate – those peers who share challenges similar to your own. It’s a great way to find participants who have thought leadership you can benefit from and to facilitate later dialogues throughout the event.

<table>
<thead>
<tr>
<th>Event</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome Networking Reception and Event Kickoff</td>
<td>6:00PM</td>
</tr>
</tbody>
</table>

Howdy, y’all! Meet your fellow peers and colleagues as we engage in an ice breaker over cocktails to get the conversations started and set you up for an event whose foundation is built on collaboration.

Monday, September, 16, 2019

<table>
<thead>
<tr>
<th>Event</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Casino Night Networking Reception</td>
<td>5:30PM</td>
</tr>
</tbody>
</table>

You don’t have to travel to Vegas to test your luck. Bring your poker face as we enjoy a night of networking, cocktails & gambling. Get ready to party and don’t forget to bring your good luck charm!

Tuesday, September, 17, 2019

<table>
<thead>
<tr>
<th>Event</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Run/Walk</td>
<td>6:45AM</td>
</tr>
</tbody>
</table>

Calling all walkers, joggers and runners! Lace up your sneakers and get your endorphins flowing with a little exercise. It’s the perfect start to a great day of content and networking!

Wednesday, September, 18, 2019

<table>
<thead>
<tr>
<th>Event</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dell EMC HPC and AI Innovation Lab Tour</td>
<td>8:00AM</td>
</tr>
</tbody>
</table>

The Dell EMC HPC and AI Innovation Lab encompasses a 13,000 square foot data center that is developing innovative high performance computing and artificial intelligence technologies through community collaboration.
Growth Innovation Leadership Council Registration and Continental Breakfast

Growth Innovation Leadership Council Mixer

Annual Council Meeting Begins
Members of the Council discuss and debate the challenges and opportunities that they face, and agree upon key Critical Issues. These Critical Issues will then be put forth to the membership at large for a vote on the most relevant areas of interest. The top Critical Issues then serve as the foundation for the content of both the Council’s live events, virtual events, and curated thought leadership throughout 2020.

Council Meeting Concludes

Growth, Innovation and Leadership Executive MindXchange Event Kickoff and Networking

Speaker & Thought Leader Orientation
An essential meeting for speakers, facilitators and confirmed thought leaders to preview the event, highlight your roles and network with fellow peers.

Participant Meet ‘n’ Greet
This end-user/practitioner networking activity is your opportunity to identify – right out of the gate – those peers who share challenges similar to your own. It’s a great way to find participants who have thought leadership you can benefit from and to facilitate later dialogues throughout the event.

Welcome Networking Reception and Event Kickoff
Howdy, y’all! Meet your fellow peers and colleagues as we engage in an ice breaker over cocktails to get the conversations started and set you up for an event whose foundation is built on collaboration.
GENERAL SESSION, COLLABORATION ZONES, AND EXHIBITION

8:00am
Registration, Continental Breakfast, and Exhibition

MASTER OF CEREMONIES:
Brian Fitzpatrick
Partner, Senior Vice President & General Manager, Events
Frost & Sullivan

8:30am
Welcome
David Frigstad
Chairman
Frost & Sullivan

KEYNOTE
8:45am
Steering an Organizational Transformation of Significant Magnitude
Lou Von Thaer
President and Chief Executive Officer
Battelle

Session Abstract:
We've all heard it. Culture eats strategy for breakfast (and lunch, and dinner). It's also been said that culture change takes 7 years or more. So how does a leader quickly implement lasting change while delivering high impact business results? An objective and foundational roadmap built on strategy and values.

Key Take-Aways:
• Critical factors in generating an honest assessment of your organization
• Best practices for setting business priorities based on a foundation of values
• Proven ways for measuring (and celebrating) success

9:25am
Navigating the 15th Anniversary Growth, Innovation and Leadership Executive MindXchange

MEGA TRENDS COMPASS
9:45am
Top 12 Transformational Trends to Drive Decision-Making Through 2030
Richard Sear
Partner & Senior Vice President: Visionary Innovation
Frost & Sullivan

Session Abstract:
In this era of a technological first disrupted society we must pause to reflect on the grounding forces that will govern the coming ten years. The Visionary Innovation Group’s year long research project gathered insights from all over the world to create an aggregate assessment of those trends that are critical for all to focus on for organizations of all types, regardless of geography or market.

Key Take-Aways:
• A focused view of the top five trends that with attention have the potential to increase your success
• Insight into how to approach the top five trends with examples of companies already focusing on specific areas
• Techniques in how to plan for the future using futurecasting

10:15am
Networking, Refreshment, and Exhibition Break
**Concurrent Collaboration Zones – ROUND TABLES**

Roundtable sessions capture the power of all participants’ voices, insights and experiences via group discussion and exploration of the issue at hand.

Choose **one** of the following zones:

<table>
<thead>
<tr>
<th>Zone 1. Driving Transformational Business Model Innovation at Scale</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Lisa Wardlaw</strong></td>
</tr>
<tr>
<td><em>Executive Vice President, Global Chief Digital Transformation Officer</em></td>
</tr>
<tr>
<td><em>Munich American Reassurance Company</em></td>
</tr>
<tr>
<td><strong>Session Abstract:</strong></td>
</tr>
<tr>
<td>To lead in a time of continuous change, organizations need to accelerate their rate of innovation and re-imagine their business models. End-to-end operational transformation will be critical to realizing success at scale and will require digitization and emerging technology application.</td>
</tr>
<tr>
<td><strong>Key Take-Aways:</strong></td>
</tr>
<tr>
<td>• Insight into new and emerging business models and cross-industry ecosystems</td>
</tr>
<tr>
<td>• Operational transformation best practices - covering people, process, systems</td>
</tr>
<tr>
<td>• Fresh perspectives into existing and emerging digital enablers</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Zone 2. Predictive, Profitable and Accelerated Product Innovation</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Angela Femmer</strong></td>
</tr>
<tr>
<td><em>Director, Competitive Positioning</em></td>
</tr>
<tr>
<td><em>Brewer Science</em></td>
</tr>
<tr>
<td><em>Member – Growth Innovation Leadership Council</em></td>
</tr>
<tr>
<td><strong>Session Abstract:</strong></td>
</tr>
<tr>
<td>As companies look to become more diversified in new markets, the customer requirements for suppliers is changing at faster speeds than ever before. This is resulting in companies needing to look at more systematic pathways for their growth opportunities. This interactive session will look at how to standardize your new product development by analyzing and connecting the endless amounts of data people have today.</td>
</tr>
<tr>
<td><strong>Key Take-Aways:</strong></td>
</tr>
<tr>
<td>• Framework for aligning business strategies to innovation strategies</td>
</tr>
<tr>
<td>• Techniques for gathering data and communicating it</td>
</tr>
<tr>
<td>• Key findings to align and accelerate product development</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Zone 3. Mapping the Customer Journey and Experience</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Deb Zell</strong></td>
</tr>
<tr>
<td><em>Director of Customer and User Experience</em></td>
</tr>
<tr>
<td><em>Dell EMC</em></td>
</tr>
<tr>
<td><strong>Session Abstract:</strong></td>
</tr>
<tr>
<td>Many organizations go through journey mapping exercises, but few come out of these exercises with journey maps that guide next steps and execution. This interactive session will cover key features of effective journey maps, the data needed to complete them, and how to use them to identify next steps and achieve desired outcomes.</td>
</tr>
<tr>
<td><strong>Key Take-Aways:</strong></td>
</tr>
<tr>
<td>• Template for creating an effective journey map that clearly articulates action items and next steps</td>
</tr>
<tr>
<td>• Techniques to collect data and complete the journey map</td>
</tr>
<tr>
<td>• Guide of how/when to effectively weave metrics into the journey map</td>
</tr>
<tr>
<td>• Lessons learned from journey map shortcomings and how to avoid them</td>
</tr>
</tbody>
</table>
Zone 4. Factoring in Disruption in Your Growth Pipeline

Krishna Srinivasan  
Global President & Managing Partner  
Frost & Sullivan

Session Abstract:
Today large corporations face an imperative of responding to disruption and growing top line revenue. To outperform competitors and succeed in the long term, companies must compete in the right places, at the right times, with the right solutions. However, strategy is not a static concept. Disruption is now the norm. Ritual revisions are required as shifts occur across markets, industry, technology, customers, competitors, and world.

Key Take-Aways:
• A new lens on disrupting from the inside out
• Insight into why technology is not always the best indicators of incoming disruptive changes based on lessons learned and steps to mitigate that reliance
• A method to systematically and continuously evaluate your universe of opportunities
• Best practices for measured adjustments grounding your organization’s growth approach in reality
• Proven ways to shorten your learning curve & provide a robust pipeline to fuel future growth

Food For Thought Luncheon – Networking Roundtables Hosted by Industry Leaders
Practitioners and Frost & Sullivan thought leaders host a menu of luncheon roundtable discussions on pertinent industry issues. Dine and dish with industry experts. The list of roundtable discussion topics will be available on-site.

12:15pm

Session to Session Travel Time

1:25pm

Concurrent Sessions – Executive Insights
Executive Insight sessions present current thinking on the topic at hand and explore parallels that apply to your own industry and company. Choose one of the following zones:

Zone 1. AI Enabled Product Discovery and Innovation

Seshu Yalamanchili  
Director, Artificial Intelligence and Machine Learning  
Visa

Session Abstract:
As Artificial Intelligence and Cognitive Technology change the competitive landscape it is vital to leverage it effectively in the spaces of product discovery and innovation. This session addresses the promises and perils in leveraging AI.

Key Take-Aways:
• Lessons learned from leveraging Artificial Intelligence in an enterprise setting
• Best practices on creating Artificial Intelligence/Machine Learning products and going to launch
• Key ideas from examples of real world delivered Artificial/Machine Learning projects
• Ways to address the explainability and bias in AI based products/solutions
Zone 3. Augmented Reality, in the Real World

Dr. Suraj Kapa  
Director, Augmented and Virtual Reality, Innovation  
Mayo Clinic  

Session Abstract:  
With evolving tools to integrate data in real time, the ability to facilitate real-world executive and employee engagement is unlike any other time in history. Understanding what augmented reality solutions are and how they can be integrated into corporate, industrial, and real-world practices to improve operational efficiencies and effectiveness is critical as these technologies’ capacity expands and evolves.

Key Take-Aways:  
• Real-world examples of how augmented reality solutions are being integrated into companies to improve operations  
• Insights on how such tools may be further advances using real world data to improve employee and customer experiences  
• Blueprint approaches to adoption and integration of augmented reality solutions into business practices

Zone 4. Smart Cities: Value Creation in the Transition to Urbanization

Ron Baker  
Director of Geospatial Content & Analytics, Smarter Cities Strategist  
IBM  

Session Abstract:  
We are in the midst of the SINGLE largest migration in human history, where 70% of the population will live in urban areas by 2050. This phenomenon will continue to cause social unrest and systemic issues, which bring new opportunities. This talk will focus in on cities, their specific challenges and the latest trends and business models.

Key Take-Aways:  
• Insight on the current urbanization trend, creating disruptive opportunities  
• Guide to the six technology trends that are shaping these opportunities, and crossing multiple industry areas  
• Blueprint of the new business models that require public-private partnerships and creative funding arrangements

What Inspired You?

“Sense of community. Great connections made!”

“Conversations were natural and the relationships really built over the 3 days.”

“The transparency of participants to share challenges & solutions.”

“Great insights from the speakers with actionable takeaways. This event re-energized me!”

“The passion of participants, guests and the Frost & Sullivan team.”

“I loved the inspire pins!”

Session to Session Travel Time

2:00pm
2:05pm

Concurrent Sessions – Fireside Chats

Fireside Chats are moderated informal conversations that draw upon the experience and expertise of the featured executive. Choose one of the following zones:

Zone 1. Integrating AI Into Your Growth Plan

Fireside Chat With:
Chris McLaughlin
Head of Strategy, Cloud Artificial Intelligence
Google Cloud

Moderator:
Richard Sear
Partner & Senior Vice President: Visionary Innovation
Frost & Sullivan

Session Abstract:
AI holds the promise of transforming data into business value at massive scale. However, most companies don’t know where to start and most AI pilots eventually fail. This fireside chat will examine strategies for driving a flywheel of value creation with AI.

Key Take-Aways:
• A framework for analyzing where AI can create value and drive competitive differentiation for your business
• Examples of how businesses in different industries have applied AI to their highest value workflows to drive efficiency and effectiveness
• A playbook for launching an AI pilot, ensuring it sticks, and driving a flywheel of digital transformation and value creation

Zone 2. Disrupting InsideOut and Disrupting OutsideIn: How the Global 1000 Will Grow Over the Next Decade and Beyond

Fireside Chat With:
Linda Yates
Founder and Chief Executive Officer
Mach49

Paul Holland
General Partner
Foundation Capital
Mach49 VC-in-Residence

Moderator:
Krishna Srinivasan
Global President & Managing Partner
Frost & Sullivan

Session Abstract:
Over the first 50 years of the Silicon Valley, the G1000 didn’t pay much attention to start-ups except as technology providers. All that changed in the last five years as the Silicon Valley ecosystem began to focus on disrupting every single existing large industry, including yours. Who will win the battle for innovation? Do you really think startups will eat your lunch? Do you believe that you and your company can fight back and win against the disruptive upstarts? Large companies have the ideas, brand, talent, capital, customers, channels and global reach that surpass even the best funded startups. Learn how the Global 1000 are beating startups at their own game.

Key Take-Aways:
• A lens on how the Global1000 is creating, building and launching new ventures from within
• An understanding of how companies like Schneider Electric, JetBlue, Pernod Ricard and TDK are designing and managing world-class corporate venture groups to create new lines of growth for their parent companies
• Insight into how G1000 and start-ups are combining forces to create the next generation of digitally native mega-companies
• A glimpse into how leading companies like Standard Bank and Stanley Black and Decker are building their own incubator to develop a pipeline and portfolio of new ventures
Zone 3. Creating a Continuous Learning Culture: Skilling, Re-Skilling and Beyond

**Facilitator:**
Viv Goldstein  
Vice President  
Bionic

**Session Abstract:**
Without a change in mindset, mechanics just don’t matter. To drive an innovation engine, of course you need a framework, new impact-focused metrics, different tools, and revised decision architecture, but most importantly, you have to create a learning culture. A culture where executives are prepared to demonstrate humility – a willingness to ask questions and learn, employees have a safe sandbox to experiment and fail, and where a journey of exploration and personal growth is valued. This change is not easy and cannot be achieved by simply attending a training class.

**Key Take-Aways:**
- A framework for analyzing where AI can create value and drive competitive differentiation for your business  
- Examples of how businesses in different industries have applied AI to their highest value workflows to drive efficiency and effectiveness  
- A playbook for launching an AI pilot, ensuring it sticks, and driving a flywheel of digital transformation and value creation

Zone 4. Spotting Your Disruptive Competitors

**Fireside Chat With:**
Jay Nakagawa  
Director, ISG Competitive Intelligence  
Dell EMC

**Moderator:**
Lauren Taylor  
Principal Consultant, Visionary Innovation  
Frost & Sullivan

**Session Abstract:**
This session will explore the challenges that face organizations when identifying future disruptive competitors based on early warning signals given off by the market, and the right techniques and tools that can provide those “early warning” indicators. Gain insights into some of the strategies you can employ in your businesses on a daily basis to identify changes to the competitive landscape, enabling you to take proactive action before the tsunami hits.

**Key Take-Aways:**
- Frameworks and techniques that will provide you with a blueprint to help you frame these changes  
- Insight into why technology is not always the best indicators of incoming disruptive changes based on lessons learned and steps to mitigate that reliance  
- Creative ways to leverage the inquisitive mind of today’s millennials to help you spot emerging trends

**2:35pm Session to Session Travel Time**
ASK THE EXPERTS! PANEL DISCUSSION

2:40pm  Preparing for the Workforce of the Future

MODERATOR:
Jillian Walker
Principal Consultant: Visionary Innovation
Frost & Sullivan

PANELISTS INCLUDE:

Eric Agdeppa  Angel Contreras  Viv Goldstein  Vincent Higgins  Gil Klinger  Deb Zell
Executive Director, Innovation and General Manager  Human Resource Executive  Vice President Bionic  General Manager, Honeywell  Vice President Space and Intelligence  Director of Customer and User Experience
Hill-Rom  GE Aviation  Honeywell  Connected Plant Honeywell  Raytheon Company  Dell EMC

Session Abstract:
Leading voices who are paving the way for a new generation of workers share all you need to know about Gen Z. From maintaining attention spans to encouraging entrepreneurship, integrating the gig economy, and determining the role of social media, learn how others are creating a dynamic workplace to win in the next decade.

Key Take-Aways:
• Vision of what new workers will look like in 2025—what skills they bring to the table and what they will need for success
• Perspectives on upcoming generations—Gen Z and, by the end of the next decade, Gen Alpha—as emerging disruptors
• Insight into what are the hot skills companies will need to quickly build capability

3:30pm  Networking, Refreshment, and Exhibition Break

EXECUTIVE INSIGHT

4:00pm  The Art of Making Impossible, Possible

Ingrid Vanderveldt
Founder, Chairman & Chief Executive Officer
EBV2020 & Vanderveldt Global Investments

Session Abstract:
So you have that big idea, that big dream, that new path for your company, that game changing innovation that can transform your company to the next level that most others says is “impossible” to make happen. This executive overview will inspire you and have you armed with real strategies and tactics enabling you to “make the impossible possible”.

Key Take-Aways:
• Key implementation success factors
• Proven ways to get buy in across the board
• Best practices to execute with excellence
**Closing Address**

4:30pm

**How to Think Creative to Be Creative: Building Critical Capabilities Across Your Organization**

Michael O. “Coop” Cooper  
*Founder*  
Innovators + Influencers

**Session Abstract:**
Growth organizations in highly competitive markets require more creative thinking than ever, but most organizations actually impede it. We’ll cover the neuro-science of creative thinking, how most organizations kill creativity and what you can do across your organization to build critical creative capabilities across your organization.

**Key Take-Aways:**
- A neuro-science framework for creative thinking
- A checklist of creativity killers to eliminate in your organization
- A list of creative capabilities to improve across your organization

5:30pm

**Casino Night Networking Reception**

You don’t have to travel to Vegas to test your luck. Bring your poker face as we enjoy a night of networking, cocktails & gambling. Get ready to party and don’t forget to bring your good luck charm!

---

**Casino Night Networking Reception**

*Monday 5:30pm*

You don’t have to travel to Vegas to test your luck. Bring your poker face as we enjoy a night of networking, cocktails & gambling. Get ready to party and don’t forget to bring your good luck charm!
Tuesday, September 17, 2019

**GENERAL SESSION, COLLABORATION ZONES, AND EXHIBITION**

**6:45am**

**Early Risers Run/Walk**
Calling all walkers, joggers and runners! Lace up your sneakers and get your endorphins flowing with a little exercise. It’s the perfect start to a great day of content and networking!

**8:00am**

**Continental Breakfast and Exhibition**

**KICKOFF AND KEYNOTE**

**8:30am**

**A Leadership Roadmap for Enterprise-Wide Digital Transformation**

**Irv Christy**
*World Wide Head of Field Training and Delivery, Amazon Web Services (AWS)*

**Session Abstract:**
To survive and thrive in a time of unprecedented change, business leaders need a roadmap for how they can effectively tackle the challenges of today – and tomorrow. Cloud services (AI, Machine Learning & more) can provide every Executive with the opportunity to drive significant transformation in every Function inside your company. Creating a data-driven center of excellence in your organization is a strategic imperative to enable you to achieve your growth objectives, and uncover new opportunities to transform your company… before someone else does.

**Key Take-Aways:**
- Insight into the framework for how Amazon.com and Amazon Web Services rapidly create and deliver innovation
- Real world examples of the application of cloud AI and Machine Learning to business challenges today
- Best practices to inspire transformation of your day-to-day business processes, and practical advice on how to drive change at scale

**Technology Radar**

**9:15am**

**Join us for a burst of insight into technologies with game changing potential.**

- **Trust Technologies**

  **Chris Spanton**
  *Principal Architect – Blockchain, T-Mobile*

**Session Abstract:**
Trust is on a global decline. Cybercrime is on the rise. It’s from this complicated digital ecosystem that trust technologies such as blockchain have emerged to deliver transformative capabilities. Today’s leading organizations have now spent many years exploring how these trust technologies can be leveraged to manage risk. How can your organization take a shortcut to the front of the line?

**Key Take-Aways:**
- Insights on the trust landscape that is driving technology transformation
- Best practices for evaluating opportunities for trust technologies
- Lessons learned from the drive to running blockchain in production
Robotic Exoskeletons
Kristi Martindale
Chief Marketing Officer
Sarcos Robotics

Session Abstract:
Full-body, fully-powered robotic exoskeletons combine human intelligence and judgment with machine strength and precision to perform tasks that cannot be automated. With these advanced tools, companies can mitigate a projected 2.4 million worker shortage (by 2028) and dramatically reduce the number of on-the-job injuries.

Key Take-Aways:
- The exoskeleton landscape: passive, active and powered – which tool is right for you
- Real world examples of applications for full-body, fully-powered exoskeletons that enhance worker productivity and safety, as well as businesses’ ROI
- Use case exploration for manufacturing, military, aviation, warehousing, and maritime
- Video of exoskeleton

Brain Machine Interfaces and Interactions
Dr. Ahmed Tewfik
Cockrell Family Regents Chair in Engineering and Chairman, Department of Electrical and Computer Engineering
The University of Texas at Austin

Session Abstract:
Cognitive augmentation, man machine symbiosis and brain machine interfaces are everywhere in the news, promising to unlock tantalizing applications from enhanced productivity in the workplace to better virtual reality and medical prostheses. What are brain machine interfaces? Which applications are most likely to hit the marketplace in the near future? How will the technology change how we interact with technology, work, communicate, enjoy entertainment and overcome physical and cognitive limitations?

Key Take-Aways:
- Examples of leveraging brain machine interfaces in your industry
- Insight on what applications are most likely to happen in the short term
- Critical factors of successful integration into products

Quantum Computing
Peter Hofstee
Distinguished Research Staff Member
IBM Power Systems Performance
Professor Big Data Systems
TU Delft, Netherlands

Session Abstract:
This presentation will unpack the three key elements central in the future of Quantum Computing. First, an exploration of what makes Quantum Computing so powerful; Second, what does a Quantum Computer even look like? And finally, this session will explore Quantum Supremacy (the scenario in which a Quantum Computer outperforms a classical computer) and which types of problems are likely to achieve Quantum supremacy first.

Key Take-Aways:
- Blueprint of Quantum computing fundamentals
- Insight on Quantum computer fundamentals and their implications
- Guide into where Quantum computing is likely to first have an impact

Networking, Refreshment, and Exhibition Break
**Concurrent Sessions – Ask Me About....**

Ask Me About sessions are immersive experiences devoted to addressing questions driven entirely by participants. 

*Choose one of the following sessions:*

**Zone 1. Intel’s Take on Primary Forces in a Digital World**

**Bernhard Ries**  
*Senior Director of Corporate Strategy*  
*Intel Corporation*

**Session Abstract:**  
Bernhard sits at the intersection of strategy, communications and organizational development at Intel. In his current role as Senior Director of Corporate Strategy he leads a team responsible for researching and synthesizing key market trends across Intel’s business, informing Intel’s business strategy and providing strategic consulting to the CEO and the Board.

**Zone 2. Recruiting, Engaging, and Retaining a Workforce of the Future**

**Raleen Gagnon**  
*Managing Director, Global Market Intelligence*  
*Manpower Group Solutions*

**Session Abstract:**  
Raleen is passionate about developing new insight into the market to change the way leaders perceive the workforce and how organizations hire globally. In her role as the Managing Director of Market Intelligence, she leads a team of Analysts to track candidate patterns, labor cost, and the business dynamics that impact total talent management.

**Zone 3. Increasing Operational Efficiency and Excellence in Innovation**

**April Bertram**  
*Senior Business Development Director*  
*GOJO Industries*

**Member – Growth Innovation Leadership Council**

**Session Abstract:**  
April reinvented the innovation process, from the front end of innovation, to market and product development, through to strategic portfolio management at GOJO Industries, best known for their market-making PURELL Brand. In her current role as Senior Director of Business Development of IoT Solutions, she is responsible for creating new IoT business models in healthcare, commercial building and other core vertical GOJO markets. She develops and cultivates new partnerships in emerging ecosystems to support strategy execution.

**Zone 4. Cross Enterprise Collaboration to Capitalize on Connectivity and Confluence**

**Kevin Ilcisin**  
*Vice President of Corporate Strategy*  
*National Instruments*

**Session Abstract:**  
As Vice President of Corporate Strategy at National Instruments (NI), Kevin Ilcisin is responsible for ensuring cross-functional alignment of NI’s strategy planning and execution activities. As NI is organized globally by function across the business, Kevin is instrumental in ensuring that the strategy is aligned with all functional groups around the globe to achieve the corporate strategic vision set by company leadership.

**11:20am**

Session to Session Travel Time
### Concurrent Collaboration Zones – Roundtables

Roundtable sessions capture the power of all participants’ voices, insights and experiences via group discussion and exploration of the issue at hand.

Choose one of the following sessions:

<table>
<thead>
<tr>
<th>Zone 1. Design and Strategy: Driving Growth through Customer Focus</th>
</tr>
</thead>
</table>
| **Joe Meersman**  
Director of User Experience  
Resideo  
**Josh Mason**  
Competitive Analysis Lead  
IBM |

**Session Abstract:**
This interactive session will focus on how the synergy of design and strategy efforts together – focused on customers/users – can drive business growth to a greater degree than either alone. While each capability is effective in its own context, when used together they increase speed, quality, and impact of outcomes.

**Key Take-Aways:**
- A framework to align business Strategy with Design
- Proven ways to increase the effectiveness of strategy through the use of Design Thinking tools
- Examples that highlight the payoffs and perils of getting Design right

<table>
<thead>
<tr>
<th>Zone 2. Creating and Monetizing Next Gen Business Models Around Data</th>
</tr>
</thead>
</table>
| **Bryce Barnes**  
Managing Director, IoT Incubation Services  
Cisco |

**Session Abstract:**
New insights from IoT connected device data enable organizations to create new business models and new business services. Sensors can detect location, environment, presence, and more and provide raw data and analytics to applications, which transform that insight into action that can provide competitive advantage. IoT platforms enable companies to securely connect devices and fuels applications that can be delivered as services. This opens the door to users paying for the end result, not the physical product. This creates new recurring revenue streams and new market opportunities.

**Key Take-Aways:**
- The impetus to create business models and offer new services
- Inspiration to create or enhance competitive advantage
- A keen understanding of the importance of data quality
- Steps to protecting against unintended/unlicensed use

<table>
<thead>
<tr>
<th>Zone 3. How to Engage External Ecosystems to Drive Next Gen Transformation</th>
</tr>
</thead>
</table>
| **Lee Ng**  
Vice President, Innovation  
Travelers |

**Session Abstract:**
To accelerate innovation in a corporation, it is necessary to engage the external innovation ecosystem in addition to stimulating internal innovation efforts. The external innovation ecosystem spans from universities to startups to accelerators to venture capital funds. Should you do it alone and start a venture fund? Invest in startups? Join some accelerators? Participate in some venture funds? The choices are plenty. Are there any guidelines and success stories? When should you do what?

**Key Take-Aways:**
- Insight into the pros and cons of various ecosystem partners
- Real world examples of partnerships that works and the challenges
- Framework to recognize internal limitation so as not to create activities which result in no positive business outcomes
Zone 4. Executive Coaching Clinic

Michael O. “Coop” Cooper
Founder
Innovators + Influencers

Session Abstract:
Only about 20% of leaders have experienced coaching and how it can accelerate their careers and leadership. We’re making this opportunity available for you because we care about you, your career and your business. Coaching is about gaining clarity, creating change and making progress on your goals, outcomes or strategies. This is a chance to bring your most challenging opportunities and blocks, get coaching or learn from your peers’ examples. This interactive session will offer the opportunity to be coached, ask questions after your peers have been coached or just listen and learn vicariously. If you’d like to be coached, be sure to bring an actual problem that you really want to change and want help on.

12:45pm
Networking Luncheon

Mover & Shaker Interviews
1:30pm

Where the Ventures are Venturing

Moderator:
Susan Lucas-Conwell
Executive Vice President
CSIRO US
Member – Growth Innovation Leadership Council

Panellists Include:
Andrew Ackerman
Managing Director,
Dreamit Ventures

Daniel Carter
Senior Investment Director
Saudi Aramco Energy Ventures US

Joe Kirgues
Co-Founder
gener8tor

Charlie Plauche
Partner
S3 Ventures

Chris Shonk
Partner
ATX Venture Partners

Nicole Walker
General Partner, Venture Capital
Baird Capital

Session Abstract:
The trends leading corporate and venture capital investors follow and how they value ‘deals’ can create new, as well as, reshape established industries, often overnight. In this lively and candid discussion, investors will share insights into the top trends, companies they are watching, and how businesses are integrating startups into their regional/division as well as full enterprise strategy.

Key Take-Aways:
• Insight on hot trends and topics driving today’s investment decisions
• Examples of where they are finding true innovation and impact they will have on industries
• Fresh perspective on how investors are valuing deals in times of global economic uncertainty
• Best practices for integrating startups/ventures into business strategy

GROUP PACKAGES

91% of surveyed participants recommended sending 2 or MORE executives! Contact us today to learn about the savings and benefits you can receive and be sure to ask about our Team Experience Program.

For more information, please contact: Adam Geiger at 305-807-8134, or email him at adam.geiger@frost.com
**Agenda**

**Tuesday, September 17, 2019**  

\[2:30pm\] **Disrupting Leadership Beliefs and Behaviors**  
Jim Haudan  
*Co-founder and Chairman*  
*Root Inc.*  
*Author of What are your Blind Spots?*  
Rich Berens  
*Chief Executive Officer and Chief Client Fanatic*  
*Root Inc.*  
*Author of What are your Blind Spots?*  

**Session Abstract:**  
Tragically, truth-telling isn’t innate in most company cultures. Candid conversations happen in the hallway, bathroom, or by the watercooler — breeding disengaged employees and organizations that’ll never reach their potential. But, leaders can and must embrace the real conversations their people are having by making it safe and smart to tell the truth.

**Key Take-Aways:**  
- An interactive framework designed to help you recognize and address the canyons that are hindering truth telling and honesty inside your organization  
- Insight from real-life stories about how leaders like you can actively change key leadership blind spots, including behaviors around truth-telling  
- Actionable steps to begin transforming your organization’s culture today into one that embraces truth-telling as part of its strategy for tactic creating a more engaged workplace

**Insights and Ideas Roundup**

\[3:05pm\] **Implementing the Best, Brightest and Boldest Ideas from the Program**  

**Moderator:**  
John Ruggles  
*Senior Vice President*  
*Frost & Sullivan*

**Panelists Include:**  
Ken Hallman  
*Vice President, Offer Launches, Global Marketing*  
*Schneider Electric*  
*Member – Growth Innovation Leadership Council*

Jane Moran  
*Senior Vice President, Data & Technology*  
*LoyaltyOne*  
*Member – Growth Innovation Leadership Council*

David Walker  
*Executive Director*  
*Wright Brothers Institute*

Participants at each Growth, Innovation and Leadership Executive MindXchange come away with a wealth of key learnings and it can be a challenge to take it all in. During this interactive session, members of the Growth Innovation Leadership Council will highlight the most important themes, key take-aways and lessons learned they can be readily operationalized once you are back in the office.

\[3:45pm\] **15th Anniversary Growth, Innovation and Leadership Executive MindXchange Concludes**
Wednesday, September 18, 2019

**INNOVATION CENTER TOUR – DELL EMC**

Please note participation incurs an additional fee for those other than Growth Innovation Leadership. See registration page for details.

*This is a walking tour - comfortable shoes are highly recommended.*

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00am</td>
<td>Registration and Networking Breakfast</td>
</tr>
<tr>
<td>8:45am</td>
<td>Shuttle to Site</td>
</tr>
<tr>
<td>9:45am</td>
<td><strong>Innovation Center Immersion: AI/HPC Lab</strong></td>
</tr>
<tr>
<td></td>
<td>Session Abstract:</td>
</tr>
<tr>
<td></td>
<td>The Dell EMC HPC and AI Innovation Lab encompasses a</td>
</tr>
<tr>
<td></td>
<td>13,000 square foot data center that is developing innovative high</td>
</tr>
<tr>
<td></td>
<td>performance computing and artificial intelligence technologies</td>
</tr>
<tr>
<td></td>
<td>through community collaboration.</td>
</tr>
<tr>
<td></td>
<td><strong>Key Take-Aways:</strong></td>
</tr>
<tr>
<td></td>
<td>• High performance computing (HPC) and artificial intelligence (AI)</td>
</tr>
<tr>
<td></td>
<td>are converging as data is growing exponentially</td>
</tr>
<tr>
<td></td>
<td>• Putting together the right cross-disciplinary team contributes</td>
</tr>
<tr>
<td></td>
<td>to innovation and discovery with tangible benefits</td>
</tr>
<tr>
<td></td>
<td>• Choose a partner that has more than one hammer so everything doesn’t</td>
</tr>
<tr>
<td></td>
<td>look like a nail</td>
</tr>
<tr>
<td>11:30am</td>
<td><strong>Executive Briefing Center: Dell Technologies Advantage</strong></td>
</tr>
<tr>
<td></td>
<td>This session will provide a foundational overview of Dell Technologies,</td>
</tr>
<tr>
<td></td>
<td>covering a broad view of its corporate strategy and portfolio.</td>
</tr>
<tr>
<td></td>
<td>• The <em>market disruption/opportunity</em> occurring across industries,</td>
</tr>
<tr>
<td></td>
<td>stemming from the relentless advancement of technology</td>
</tr>
<tr>
<td></td>
<td>• The <em>need for organizations to embrace digital transformation</em>, to</td>
</tr>
<tr>
<td></td>
<td>capitalize on this disruption</td>
</tr>
<tr>
<td></td>
<td>• Dell’s <em>point-of-view regarding the four transformations</em> critical</td>
</tr>
<tr>
<td></td>
<td>to this journey (Digital Transformation, IT Transformation, Workforce</td>
</tr>
<tr>
<td></td>
<td>Transformation and Security Transformation), with a high-level overview</td>
</tr>
<tr>
<td></td>
<td>of each</td>
</tr>
<tr>
<td></td>
<td>• An <em>overview of the Dell Technologies Family</em> of strategically</td>
</tr>
<tr>
<td></td>
<td>aligned businesses, inclusive of how this spans the entire IT Ecosystem,</td>
</tr>
<tr>
<td></td>
<td>as well as strategic differentiators such as Innovation, Value and</td>
</tr>
<tr>
<td></td>
<td>Leadership</td>
</tr>
<tr>
<td>12:30pm</td>
<td><strong>Networking Lunch</strong></td>
</tr>
<tr>
<td>1:00pm</td>
<td><strong>Growth Innovation Leadership Council Executive Roundtable – Steering External Partnerships</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Facilitator:</strong> Mike Arterbury</td>
</tr>
<tr>
<td></td>
<td>Vice President, Global Technology Alliances</td>
</tr>
<tr>
<td></td>
<td>Dell EMC</td>
</tr>
<tr>
<td></td>
<td><strong>Session Abstract:</strong></td>
</tr>
<tr>
<td></td>
<td>Growth and innovation can no longer happen within your own 4 walls;</td>
</tr>
<tr>
<td></td>
<td>the net must be cast wider. Effectively aligning partnerships to</td>
</tr>
<tr>
<td></td>
<td>create value and enhance the organization’s ability to move quickly</td>
</tr>
<tr>
<td></td>
<td>is essential.</td>
</tr>
<tr>
<td></td>
<td><strong>Key Take-Aways:</strong></td>
</tr>
<tr>
<td></td>
<td>• Realizing Value, from Innovation to Consumption</td>
</tr>
<tr>
<td></td>
<td>• Best Practices to Achieve Organizational Synergies</td>
</tr>
<tr>
<td></td>
<td>• Win/Win: Value Creation for Both Parties</td>
</tr>
<tr>
<td>2:00pm</td>
<td><strong>Executive Roundtable Concludes</strong></td>
</tr>
<tr>
<td></td>
<td>Shuttle Transportation to Hyatt Regency Lost Pines Resort and Spa</td>
</tr>
</tbody>
</table>
“You are the average of the five people with whom you spend the most time.”

–Jim Rohn, Entrepreneur

Spend Time With The Best To Become The Best.

Are the people in your world today bringing new perspectives and sharing insights from other industries?

To stay competitive in your world of business spend time with others who have charted the course.

The Growth Innovation Leadership Council by Frost & Sullivan offers a unique opportunity to connect year-round with forward thinkers and change agents across a wide range of industries.

Join the Growth Innovation Leadership Council, and:

• Gain best practice learning based on real-world scenarios.
• Build an exclusive, executive network of peers in other industries.
• Gain access to Frost & Sullivan’s cutting edge industry and mega trends research.
• Develop your own and your team’s executive leadership capabilities.
• Remain a relevant and high-performing leader well into the future.

The Council’s platform allows me to peer across multiple industries and talk to professionals who face challenges similar to mine. However, it’s the perspective that matters. Where else can someone from the Oil and Gas industry have a dialogue with thought leaders from Healthcare, Aerospace, Transportation, Technology, Finance, etc., to solve problems? I like stepping out of my day-to-day bubble to engage with such a fantastic network of colleagues.

Baker Hughes
Global Marketing Leader
Update Your Business Playbook with Growth, Innovation and Leadership Executive MindXchange Chronicles

Take Control of Your Future

Benefit from All Session Summaries
These are not transcripts, but actual summaries focused on key observations and take-aways, featuring tactics and strategies for immediate implementation.

Video Access to the Event Keynotes
Watch and learn from lessons shared by event keynote speakers. These industry experts present case studies, lessons learned, and provide invaluable thought leadership and inspiration for senior executives.

Take the Event Home
For your colleagues who were not able to attend the event, you’ll have key questions and answers, best practices, tactics, and strategies that work — and those that didn’t — at your fingertips.

Find Event Information Fast
The entire event is catalogued and searchable so you can find what you are looking for quickly. Why waste valuable time looking when you could be learning?

Stay Connected
Take advantage of the ability to review all those great ideas you want to implement after the event and get info about expert presenters with whom you can follow up. Grow your professional network and guarantee your own ROI for years to come.

Capture the Hidden Agenda
Gauge where you are among your peers through on-site surveys that identify industry benchmarks, as well as question and answer sessions that go outside the pre-planned content.

Savings
Event participants will save up to $300.

Pricing
The Growth, Innovation and Leadership Executive MindXchange Chronicles are now available for purchase. Additional savings apply when purchased prior to or on-site at the event.

<table>
<thead>
<tr>
<th>PARTICIPANT PRICING</th>
<th>NON-PARTICIPANT PRICING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-event: $395</td>
<td>Post-event: $695</td>
</tr>
<tr>
<td>Post-event: $495</td>
<td></td>
</tr>
</tbody>
</table>

Reserve Your Chronicles Today
Adam Geiger
305.807.8134
adam.geiger@frost.com

NOTE: Frost & Sullivan makes every effort to collect and ensure the quality of individual session chronicles; however, the summaries presented in the articles are the expert opinion of the writers and inclusion/exclusion of specific material is at the discretion of each speaker. While every effort is made, there is no guarantee that notes for each and every session will be submitted as requested.
TRANSFORMATIONAL GROWTH STARTS HERE

Frost & Sullivan’s Aerospace, Defense & Security group assists customers in identifying growth opportunities in everything from airframe manufacturing to helping industry participants develop better solutions to serve military end users in the defense industry. We help local governments align their airport vision with industry trends while our security coverage expands our clients’ understanding of the technologies and solutions that are improving security and infrastructure.

Frost & Sullivan’s Business & Financial Services group helps investment banks, private equity firms, venture capitalists, government agencies, universities, and research laboratories make sense of global trends and regional developments to identify opportunities ripe for investment.

Our Growth Partnership Services and interactive workshops help our clients identify the top mega trends impacting the market, and build a robust pipeline of success.

Frost & Sullivan’s Energy & Environment team works closely with the world’s largest OEMs, utilities, service providers, and technology firms to help them find the opportunities in this sea of change and implement strategies to support growth. Our experts and consultants constantly engage with markets from oil and gas to electricity, grids to homes and buildings, and the critical needs for power, water, and environmental solutions across all sectors of the global economy.

New digital technologies are emerging at an unprecedented rate and changing the way we work and live. Digital transformation impacts every person in every industry. In a recent survey across regions and industries, we discovered that early adopters of IT already perform significantly better in revenue growth and have higher margins.

The Frost & Sullivan ICT and Stratecast teams use the breadth and depth of the IT industry and vertical market knowledge base to deliver unique and invaluable content to clients. Our advisory services help end users and suppliers of IT.

The Frost & Sullivan Intelligent Mobility practice provides global market intelligence and thought leadership to execute key growth opportunities and tailor-made advisory services within the personal and freight mobility industry. Our Growth Partnership Services and interactive workshops help our clients identify the top mega trends impacting the market, and build innovative business models in the areas of Mobility; Aerospace, Defense & Security; Vehicle Technology; Autonomous Driving and Connected Cars; Car Retailing and Aftermarket; Commercial Vehicles; Transport and Rail.

Market dynamics in the industrial space have created a hyper-competitive environment. It is no longer enough to manufacture the best quality product or engineer the fastest system. Our industrial program provides global market intelligence and thought leadership and interactive workshops to help our clients identify the top Mega Trends impacting the market, and build innovative business models.
Frost & Sullivan’s Transformational Health practice has a powerhouse team of analysts and strategists covering all facets of the industry. Within each industry segment, we have teams of experts who study trends to help predict where the next frontier of medicine will be in 10, 15 and even 25 years.

The Visionary Science group will help you understand, assimilate, and evaluate the future of the industry by analyzing mega trends, material substitution dynamics, and changing needs of customers and end-users. Position your company today to address the challenges facing the world in the food and agriculture industries, and better understand the future of the wellness, sustainability, and personal care markets.

Frost & Sullivan’s Visionary Innovation Group provides actionable and value-focused insights on how transformative developments will impact future markets and the world we will live in. A thought-leader in global future trends, the Visionary Innovation Group has built its expertise understanding early warning signals that help provide global companies insurance in the form of contingency planning for the future.

The TechVision group offers a suite of strategic services ranging from a continuous flow of forward-looking intelligence on emerging technologies and new age innovations; interactivity with technology and industry experts; bespoke strategy consulting on technology investments, roadmaps, IP landscapes, and executive workshops for innovation and R&D leadership teams. These services empower its users with ideas and strategies to leverage disruptive technologies and innovations to drive transformational growth in their organizations.

Frost & Sullivan has a powerhouse team of consultants covering all facets across all industries. To help our clients accelerate growth our consulting teams of experts study market trends in an effort to predict where the next frontier will be 10, 15 or even 25 years from now.

Our team provides specific tools and expertise to support clients through all five phases of the growth cycle: From developing a pipeline of growth opportunities while evaluating and prioritizing those opportunities, to formulating and implementing go-to-market strategies and ongoing monitoring.

Frost & Sullivan’s Brand & Demand Solutions convert prospects into customers at an accelerated rate. We do this by delivering an end-to-end turnkey solution, built on the foundation that a strategically planned, focused, and integrated program will yield the greatest return. By starting on the ground floor, Frost & Sullivan can validate your messaging and design and deliver a customized, multi-touch, integrated marketing solution while becoming an extension of your marketing department. These fully customized and integrated solutions can take the form of nurturing, demand generation, and/or pipeline development programs.
REGISTRATION

GROWTH, INNOVATION AND LEADERSHIP:
A FROST & SULLIVAN EXECUTIVE MINDXCHANGE

September 15 – 18, 2019 | Hyatt Regency Lost Pines Resort and Spa | Austin, TX

REGISTRATION ONLINE
www.growthinnovationleadership.com

VENUE INFORMATION
Hyatt Regency Lost Pines Resort and Spa
575 Hyatt Lost Pines Rd
Cedar Creek, TX 78612
(512) 308-1234

Frost & Sullivan will be reserving a
limited number of discounted rooms at
the event property. Please contact the
property directly for rates, availability,
and to book your accommodations. Be
sure to mention you will be participating
in the Frost & Sullivan event.

EMAIL
events.us@frost.com

PHONE
1.877.GO.FROST (1.877.463.7678)

REGISTRATION | PRICING SCHEDULE

☑ Event Registration | Complete Series
(Includes Event Registration, Chronicles
and Innovation Tour)
$2,190
$2,940*

☑ Event Registration
(Inclusive of Event Registration only)
$2,795
$2,545*

A-LA-CARTE OPTIONS:

Dell EMC HPC and AI Innovation Lab Tour
$ 100

Growth, Innovation and Leadership
Executive MindXchange Chronicles
$ 395

This includes a $250 early bird savings which expires Friday, August 2, 2019! This savings can't be
combined with any other offers.

GROUP DISCOUNTS AVAILABLE
Contact: 1.877.GO.FROST for details

GROWTH, INNOVATION AND LEADERSHIP EXECUTIVE MINDXCHANGE CHRONICLES

A real Golden Nugget that continues to add value post-event! As a thorough
and focused set of notes, the Growth, Innovation and Leadership Executive
MindXchange Chronicles ensures you don't miss out on any sessions that run
concurrently with those that you selected. If you are unable to sign up for this
now, you may order post event. Please note that post event purchases will be
$495 so get your hands on these collections at the lower rate now!

PAYMENT PROCEDURES

Payment in full is required immediately upon registration and is non-refundable
and also must be received by Frost & Sullivan prior to the event start date. If
payment has not been received by Frost & Sullivan prior to the event start
date you will not be able to attend the Executive Event. If, for any reason,
you are unable to attend the Executive Event for which you are registered,
and notify Frost & Sullivan in writing more than 3 weeks prior to the event
start date, a one-time credit will be issued for use toward registration at any
other Frost & Sullivan Executive Event. The credit must be used within 90
days of the original registration date and can be applied to any Executive Event
scheduled up to one calendar year from the event for which you originally
registered. Credits may not be transferred more than once, and all unused
credit(s) will be forfeited after 90 days. Cancellation within 1 days prior to the
event will incur a one time fee of $500. The remaining balance can be applied
to any Executive Event up to one calendar year from the event for which you originally
registered. Notification must be received by Frost & Sullivan in writing. If you do not attend the event and fail to notify Frost & Sullivan
PRIOR to the event, no credit will be issued. Every effort is made to ensure
that the speakers noted in this brochure are present, but changes beyond the
control of Frost & Sullivan may occur. The program agenda will be updated
biweekly and can be downloaded from www.growthinnovationleadership.com

09-11-19