

## POWERING YOU TO A FUTURE SHAPED BY GROWTH

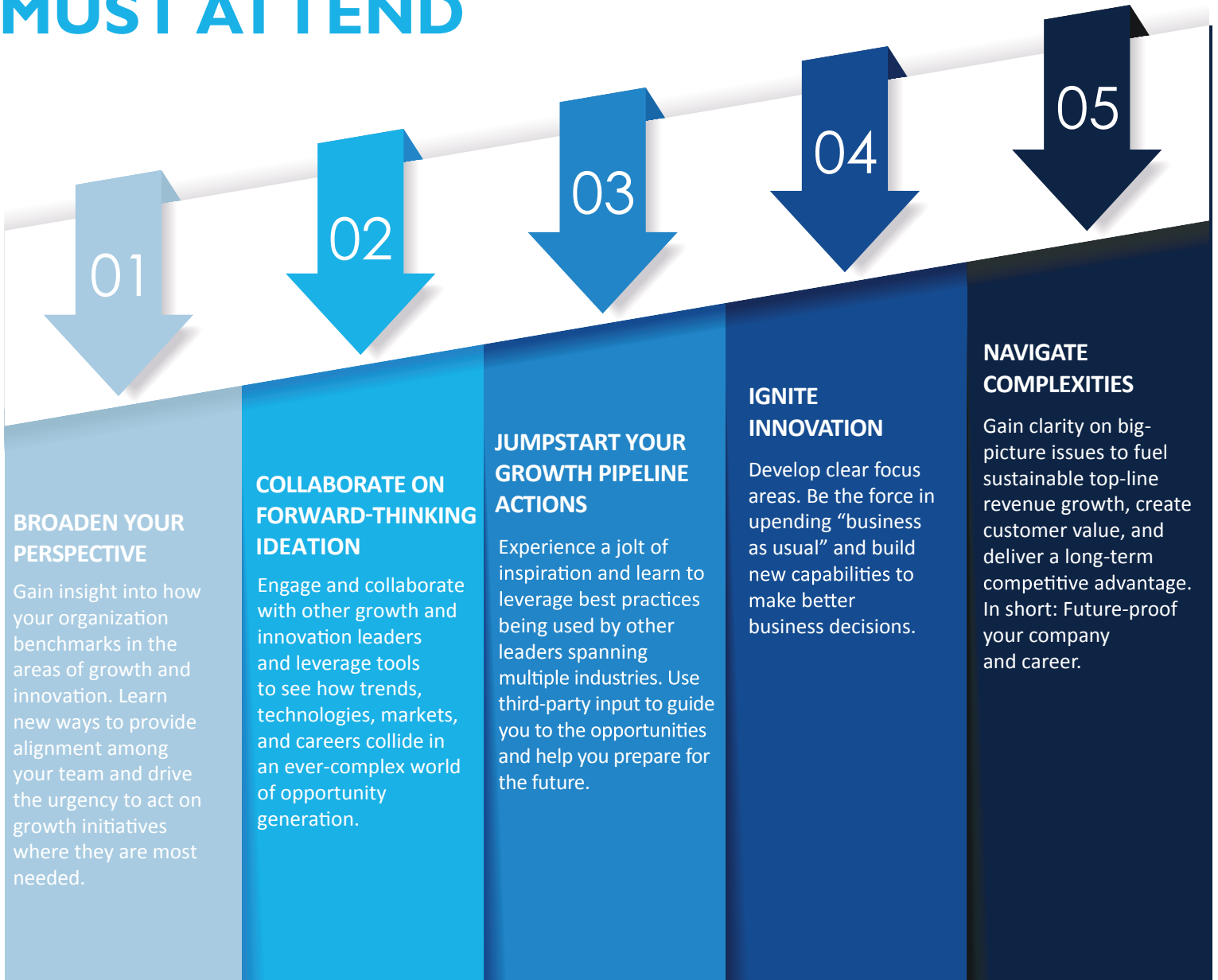
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GROWTH, INNOVATION AND LEADERSHIP:  
THE GROWTH PIPELINE EXPERIENCE

**OCTOBER 4 – 6, 2021 | DOUBLETREE BY HILTON | SAN JOSE, CALIFORNIA**

# 5 REASONS WHY YOU MUST ATTEND



## ABOUT FROST & SULLIVAN

We understand corporate growth can be challenging without the critical insights, guidance and direction. For the past 60 years, Frost & Sullivan has partnered with corporations, cities, governments, and the investor communities to identify, prioritize, and execute on new business opportunities powering clients toward a future shaped by growth.

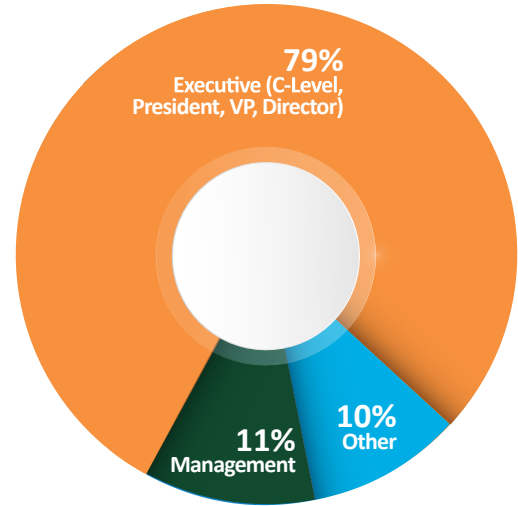
Our industry experts are fanatical about Growth. We are committed to providing CEOs and corporate leaders actionable intelligence spanning 10 industries, 35 sectors and 300 markets to help navigate economic changes, industry convergence, disruptive technologies and transformative business models by creating a continuous flow of growth opportunities with innovative go-to-market strategies and proven implementation best practices.

**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

\*please note this profile is based on past Growth, Innovation, and Leadership events.



**95%** of surveyed participants would recommend this event to their colleagues and/or peers.

Source – TechValidate survey of 2019 Growth, Innovation and Leadership event participants.

**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, develop an action plan, and explore how Frost& Sullivan can support and lend value in developing your growth pipeline.

**SEE INNOVATION IN ACTION FIRST HAND**

Join us for this year's DuPont Silicon Valley Innovation Center Tour, a dynamic hub where visitors can explore cutting-edge technical applications in consumer electronics, EV/HEV/autonomous vehicles, 5G technologies, wearables, smart materials, and more.

*Surrounded by the Santa Cruz Mountains to the west and the foothills of San Jose to the east, DoubleTree by Hilton Hotel San Jose boasts a location vibrant with beauty and rich with culture. There's a lit bit for everyone right in the heart of Silicon Valley.*

# 16th ANNUAL GROWTH, INNOVATION AND LEADERSHIP: THE GROWTH PIPELINE EXPERIENCE ADVISORY BOARD

An event shaped by a community of your peers!

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.

**Kelly Arehart**

Product Development Leader  
Kimberly-Clark Corporation

**April Bertram**

Senior Business Development Director  
GOJO Industries

**Paul Campbell**

Chief Innovation Officer  
W.L. Gore & Associates

**Giovanni Carapelli**

Vice President, Global Innovation  
Gilbarco Veeder Root

**Bob Daigle**

Senior Vice President and  
Chief Technology Officer  
Rogers Corporation

**Angela Femmer**

Director, Competitive Positioning  
Brewer Science

**Ken Hallman**

Vice President, Global Marketing  
Schneider Electric

**Hayley Horn**

Data Scientist, Insights, and Strategy  
Interstate Batteries

**Mary Michael**

Vice President, Patient Advocacy  
Otsuka America Pharmaceutical Inc.

**Nicole Paulk**

Senior Vice President, Strategy and  
Innovation  
Advocate Aurora Health

**Mark Reilley**

Senior Director, Technology and  
Data Analytics  
Pact

**Bernhard Reis**

Senior Director, Corporate Strategy  
Intel Corporation

## SNAPSHOT OF COMPANIES WHO HAVE JOINED US AT PREVIOUS GROWTH, INNOVATION AND LEADERSHIP EVENTS


# SCHEDULE-AT-A-GLANCE

*Schedule-at-a-glance is preliminary and will be updated as information becomes available.*

## CHOOSE BETWEEN FIVE DIFFERENT COLLABORATION ZONES:

Customize Your Agenda! Stay the course with one zone or bounce around to others. Collaboration zones are aligned with key stages of the growth pipeline and are participant-driven discussions featuring creative thinking and idea generation.

**ZONE 1:** Opportunity Universe | **ZONE 2:** Opportunity Evaluation | **ZONE 3:** Go to Market Strategy  
**ZONE 4:** Planning and Implementation | **ZONE 5:** Monitoring and Optimization

### MONDAY, OCTOBER 4, 2021 – GROWTH INNOVATION LEADERSHIP COUNCIL ANNUAL MEETING AND GROWTH PIPELINE EXPERIENCE KICKOFF

\* Please note participation in the annual meeting is restricted to Council Members only. See page 7 for further information on the Council.

- 9:00AM** Growth Innovation Leadership Council Registration and Continental Breakfast
- 9:30AM** Growth Innovation Leadership Council Mixer
- 10:00AM** Annual Council Meeting Begins
- 3:00PM** Council Meeting Concludes

### 16TH ANNUAL GROWTH, INNOVATION AND LEADERSHIP: THE GROWTH PIPELINE EXPERIENCE KICKOFF AND NETWORKING

- 4:30PM** Speaker & Thought Leader Orientation
- 5:15PM** 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.
- 6:00pm** Welcome Networking Reception and Event Kickoff

### TUESDAY, OCTOBER 5, 2021 | GENERAL SESSION, COLLABORATION ZONES, AND EXHIBITION

- 8:00AM** Registration, Continental Breakfast, and Exhibition
- 8:45AM** WELCOME AND OPENING ADDRESS – Strategic Imperative 8
- 9:15AM** HEADLINER – The New Normal: Renew and Refuel the Growth Pipeline
- 9:45AM** Navigating the 16th Anniversary Growth, Innovation and Leadership: The Growth Pipeline Experience
- 10:00AM** EXECUTIVE BULLETIN – The Future of North America, Recalibrated
- 10:30AM** Networking, Refreshment, and Exhibition Break
- 11:00AM** 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:

<b>Zone 1.</b> The Global Disruptive Forces Surrounding Us	<b>Zone 2.</b> Balancing Your Opportunity Portfolio Between Core and New Revenue Streams	<b>Zone 3.</b> Building Actionable Customer Personas
<b>Zone 4.</b> External Partnerships: Partnering to Enter New Markets	<b>Zone 5.</b> Leveraging Customer Insights to Drive Ongoing Improvements	

- 12:30PM** Food For Thought Luncheon – Networking Roundtables Hosted by Industry Leaders  
 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.

**1:30PM** Session-to-Session Travel Time

**1:35PM** CONCURRENT COLLABORATION ZONES – THINKTANKS

ThinkTank sessions employ interactive team exercises in a "roll up your sleeves" learning environment.

Choose one of the following sessions:

<b>Zone 1.</b> Planning for the Future: Creating Your Strategic Narrative	<b>Zone 2.</b> Minimizing Risk through Data Driven Analysis	<b>Zone 3.</b> Spotting Your Disruptive Competitors
<b>Zone 4.</b> Increasing Operational Efficiency and Excellence in Innovation	<b>Zone 5.</b> Understanding and Monetizing the Customer Life Cycle	

**2:50PM** Networking, Refreshment Break, and Exhibition Break

**3:20PM** CONCURRENT COLLABORATION ZONES – Case Histories

Case Histories explore a specific use case and include informal conversations that draw upon the experience and expertise of the featured executive and participants.

Choose one of the following sessions:

<b>Zone 1.</b> Forecasting the Convergence of Business Models, Consumers and Technology	<b>Zone 2.</b> Prioritizing Growth Opportunities for Investment	<b>Zone 3.</b> Accelerating Innovation: Leveraging Rapid Prototyping with Incubators, Startups and New Ventures
<b>Zone 4.</b> Embracing Ongoing Business Model Innovation	<b>Zone 5.</b> Ensuring Organizational Alignment through Effective Communications	

# SCHEDULE-AT-A-GLANCE

*Schedule-at-a-glance is preliminary and will be updated as further information as available.*

**4:00PM** Session-to-Session Travel Time

**4:05PM** **ASK THE EXPERTS! PANEL – Charting a Growth Course in an Economy Upended**

**4:45PM** **EXECUTIVE ADDRESS – Radical Thinking: Changing Mindsets to Ignite Business Model Innovation**

**5:15PM** **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!

## WEDNESDAY, OCTOBER 6, 2021 | GENERAL SESSION, COLLABORATION ZONES, EXHIBITION, AND DUPONT INNOVATION CENTER TOUR

**6:45AM** **Early Riser's Run/Walk**

**8:00AM** **Continental Breakfast and Exhibition**

**8:30AM** **ICEBREAKER AND HEADLINER – Revitalize Your Growth Strategy: Investing in the Visionary Future**

**9:00AM** **TECH TALK – The Game Changers**

Join us for a burst of insight into technologies forecasted to have game changing potential to power your growth.

**9:55AM** Session-to-Session Travel Time

**10:00AM** **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:

**Zone 1.** Understanding the Genesis of Customer Problems and Creating Early Solutions

**Zone 2.** Strategically Align Resources and the Innovation Pipeline

**Zone 3.** Building a Compelling Customer Roadmap

**Zone 4.** Building and Cultivating World Class Core Execution Teams

**11:00AM** **Networking, Refreshment Break, and Exhibition Break**

**11:30AM** **CONCURRENT COLLABORATION ZONES – Lessons Learned Lounges**

Lessons Learned Lounges are collegial safe zones created to share cautionary lessons, preview obstacles, and benefit from one another's "post-mortems".

Choose **one** of the following sessions:

**Zone 1.** Creating Tangible Outcomes: From Ideation to Proof of Concept

**Zone 2.** Achieving Sustainable, Scalable Innovation

**Zone 3.** Gaining Executive Alignment with the Growth Portfolio

**Zone 4.** Aligning Sales Leadership and Teams with New Growth

**12:30PM** **Networking Luncheon**

**1:30PM** **MOVER & SHAKER INTERVIEWS – Where the Ventures are Venturing**

**2:30PM** **16th Annual Growth, Innovation and Leadership: The Growth Pipeline Experience Concludes**

## DUPONT SILICON VALLEY INNOVATION CENTER TOUR

The Center is a dynamic hub where visitors can explore cutting-edge technical applications in consumer electronics, EV/HEV/autonomous vehicles, 5G technologies, wearables, smart materials, and more. The Innovation Center, its applications, and prototyping labs foster collaboration that moves as fast as the surrounding Silicon Valley ecosystem.

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

**4:00PM** **Tour Check-In**

**5:30PM** **Growth Innovation Leadership Council Executive Roundtable - Business Model Innovation and Disruption**

*Hors d'oeuvres and beverages will be served.*

**6:30PM** **Tour and Roundtable Conclude**

*Shuttle Departs for Doubletree by Hilton San Jose*





Growth • Innovation • Leadership Council

F R O S T & S U L L I V A N

## SPEND TIME WITH THE BEST TO BECOME THE BEST

JOIN THIS PREMIER COMMUNITY FOR EXECUTIVES IN INNOVATION, PRODUCT DEVELOPMENT, STRATEGY, BUSINESS DEVELOPMENT, STRATEGIC INTELLIGENCE AND MARKETING.



“ 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. – Global Marketing Leader, Baker Hughes ”

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:

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 mega trends and technology research • Develop your own and your team’s executive leadership capabilities • Remain a relevant and high-performing leader well into the future

REGISTER NOW

[events.us@frost.com](mailto:events.us@frost.com)

TEL: 1.877.GOFROST (1.877.763.7678)

<https://www.growthinnovationleadership.com>

 #FrostGIL

# REGISTRATION

## GROWTH, INNOVATION AND LEADERSHIP: THE GROWTH PIPELINE EXPERIENCE

October 4 - 6, 2021 | Doubletree by Hilton San Jose | California



**REGISTER ONLINE**  
[www.growthinnovationleadership.com](http://www.growthinnovationleadership.com)

**VENUE INFORMATION**  
 Doubletree by Hilton San Jose  
2050 Gateway Place,  
San Jose, CA 95110  
1-408-453-4000

**EMAIL**  
✉ [events.us@frost.com](mailto:events.us@frost.com)

**PHONE**  
☎ **1.877.GO FROST (1.877.463.7678)**

*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.*

### REGISTRATION | PRICING SCHEDULE

- Event Registration | Complete Series** **\$3,190**  
(Includes Event Registration, Growth Pipeline Diagnostic, Chronicles and Innovation Tour)
- Event Registration** **\$2,795**  
(Includes Event Registration & Growth Pipeline Diagnostic)

### A-LA-CARTE OPTIONS:

- DuPont Innovation Center Tour** **\$ 100**
- Growth, Innovation and Leadership Chronicles** **\$ 395**



### GROUP DISCOUNTS AVAILABLE

Contact: [1.877.GO FROST](tel:1.877.GO.FROST) for details

### GROWTH, INNOVATION AND LEADERSHIP:

#### THE GROWTH PIPELINE EXPERIENCE 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: The Growth Pipeline Experience 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 start date you will not be able to attend the event. If, for any reason, you are unable to attend the 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 event. The credit must be used within 90 days of the original registration date and can be applied to any Executive MindXchange 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 21 days prior to the event will incur a one time fee of \$500. The remaining balance can be applied to any Growth, Innovation and Leadership or any Executive MindXchange 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. If for reasons of Force Majeure the Event cannot take place as scheduled the Organizer reserves the right to reschedule the Event to a date and place of its choosing. 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.frost.com/gil](http://www.frost.com/gil)

07-04-20

