



CXO Roundtable Events 2019

C-suite executives have access to IMD's exclusive portfolio of roundtables for best practice exchange. Each event features keynote speakers who are experts in their field and provides ample time for high-level networking over a formal business dinner and cocktail buffet lunch.

Currently, IMD hosts three annual roundtables:

- » Chief Learning Officers Roundtable - *Lausanne, Switzerland* June 4-5
CLOs, global heads of management development and VPs of human resources tackle critical L&D issues at the individual, corporate and global levels.

- » Digital Leader Summit - *Lausanne, Switzerland* September 19-20
A forum for digital leaders to share their digital transformation experiences.

- » Chief Marketing Officers Roundtable - *Lausanne, Switzerland* November 14-15
CMOs convene to exchange experiences in areas such as pricing, branding, customer insights, execution and marketing strategy.

June 4-5



Professor
Shlomo Ben-Hur

Chief Learning Officers Roundtable

By invitation only

IMD's CLO Roundtable convenes annually and brings together CLOs, Global Heads of Management Development and Vice Presidents of Human Resources to wrestle with a range of issues regarding learning and development at an individual, corporate, global and strategic level.

Topics in previous roundtables have included:

- » Building talent through learning
- » Building sustainable learning solutions
- » Changing employee behavior – Manipulation or management responsibility?
- » Fostering strategic sensitivity in organizations: The role of corporate learning
- » Priming the pump: Building talent intelligence
- » Creating a superior employee value proposition
- » Digital learning

During the CLO Roundtable we also take an in-depth look at particular case studies with insights from the protagonists who were steering the ship at the time. These have included issues such as:

- » The architecture of collaboration, learning and innovation
- » What if we had SatNav for everything? Could technology build organisational capability whilst simultaneously reducing the need for individual capability?
- » Leading the learning transformation at Nestlé
- » Enhancing the individual learning experience: Learning from Van Gogh
- » Hertz: Measuring ROI in learning and development
- » Merchandizing learning: The Nike case

The Chief Learning Officers Roundtable includes ample time for high level networking over a reception and formal dinner as well as a closing buffet lunch.

Previous speakers have included:

- » Mr. Eivind Slaaen, Head People & Culture Development, Hilti
- » Mr. Fausto Palumbo, VP, Global Head of Training and Learning, Nestlé
- » Mr. Karl-Heinz Oehler, VP, Global Talent Management, Hertz
- » Mr. David T. Mallon, VP, Research and Principal Analyst, Learning & Development, Bersin & Associates
- » Mr. Paddy Coyne, VP Enterprise Learning, Shell International B.V.

September 19-20

Digital Leader Summit

By invitation only



Professor
Michael Wade
*Cisco Chair in Digital
Business Transformation,
Professor of Innovation
and Strategy*

Achieving real business benefits through digital transformation.

The number of CDOs and other digital leaders has grown dramatically in recent years, perhaps more so than any other executive position. Yet, the role itself is in transition. Digital leaders have traditionally focused on digital enablement of distribution channels. More recently, however, they have taken on larger and more complex responsibilities.

Digital leaders are increasingly being asked to digitize entire value chains and business systems. They are often taking the lead on organizational transformation journeys. Ultimately, they are being given the responsibility to achieve real business benefits through digital transformation.

IMD's Digital Leader Summit is a learning and sharing event that enables you to connect with colleagues facing similar challenges. You can discuss the changing dynamics impacting you, your role, and your business in a safe and open environment.

As a Digital Leader, you are facing tremendous challenges with no clear playbook to draw from. Join us on September 26/27 to share with like-minded colleagues and hear the latest research from IMD's Global Center for Digital Business Transformation.

This event includes ample time for high level networking over a reception and formal dinner as well as a closing buffet lunch.

Previous speakers have included:

- » Mr. Filippo Passerini, former CIO, Procter & Gamble
- » Mr. Kevin Bandy, former Chief Digital Officer, Cisco Systems

November 14-15 Chief Marketing Officers Roundtable

By invitation only



Professor
Séan Meehan



Professor
Stefan Michel

IMD's CMO Roundtable convenes annually to allow CMOs to exchange experience in areas such as pricing, branding, customer insights, execution and marketing. Through live cases and insights from global best practices, participants benefit from insights, inspiration and practical tools that can be used to enhance marketing practices in their own organization.

Topics in previous roundtables have included:

- » Gaining customer insight
- » New media: Challenges and opportunities
- » Emotional B2B marketing
- » Luxury Brands: The paradox of success
- » Leveraging brand assets in a crisis

During the CMO Roundtable we also take an in-depth look at particular case studies with insights from the protagonists who were steering the ship at the time. These have included issues such as:

- » Transformation to a value approach at Tetra Pak
- » Tesco Bank - Standing in the shadow of a famous parent
- » The central role of customer insights: How the LEGO group leverages consumer insight and engagement to feed its innovation process
- » Toyota Motor Europe - Leveraging brand assets in a crisis

This event includes ample time for high level networking over a reception and formal dinner as well as a closing buffet lunch.

Previous speakers have included:

- » Mr. Paul Hillen, Vice President, Cargill Global Marketing
- » Mr. Hans Rommer, Vice President, Customer Insight, Novo Nordisk
- » Ms. Anne Westersund, Senior Vice President, Marketing, Cargotec
- » Mr. Charles Brand, Executive Vice President, Product Management & Commercial Operations, Tetra Pak Group
- » Ms. Grace Xu, CEO, Viva Nutritional Products
- » Mr. TeeBin Ong, VP, Sales & Marketing, Bossard Group
- » Mr. Olivier Quillet, Head of Corporate Marketing & Communication, Nestlé
- » Mr. Toby Hoare, CEO Europe, J. Walter Thompson Company
- » Mr. Carlos da Silva Lopes, Global Marketing Director, The Dow Chemical Company
- » Mr. Paul Mullen, CMO, General Electric Healthcare (GE)
- » Mr. James Henderson, CMO, Ferretti Group
- » Mr. Miguel Fonseca, VP, Sales Business, Toyota Motor Europe
- » Mr. Mads Nipper, Executive VP, Markets & Products, The LEGO Group
- » Mr. Peter Yorke, Global Marketing Director, Pampers, Procter & Gamble