CONTENTS

3 Welcome
4 Program overview
7 Opening remarks and keynotes
10 Fast and flexible: Agility in industry
14 Breakout sessions
18 Leading for a competitive advantage: Organizational agility
22 Inauguration endowment management program
23 Keynote and closing remarks
26 Floor plan

WLAN
Network name: esmt-guest
Username: AF2017esmt
Password: esmtAF2017

TWITTER #esmtAF

DIGITAL PROGRAM
This brochure is available via annualforum.esmt.org/brochure or via NFC
1. Unlock your phone
2. Turn on NFC
3. Tap the tag

Search for ESMT Annual Forum via eventbase app free.eventbase.com/download

There will be photos and video recordings taken during the event. Please advise a member of staff should you object to subsequent use for print and online publishing by ESMT Berlin.
The ESMT Annual Forum 2017 “Agility. Leading in Transition” focuses upon the need for flexibility and speed in organizational structures and processes. Agility is a must for companies to change, grow, and stay competitive in today’s fast-paced and disruptive environment. While rooted in IT and programming, agility now includes leadership, industrial processes, and HR.

When I think of agility, I often picture great football players. For example, Jürgen Klinsmann brought not only his energy and flexibility to the field but also his agility as a trainer. When coaching the German national team, he implemented change against much resistance, thus catapulting the team back onto the global stage. This is the type of agile and innovative leadership needed in today’s organizations, and some companies are at the forefront of this new management style. Daimler, for instance, launched its internal program “Leadership 2020” in January 2016, focusing on eight leadership principles to redefine processes, become more flexible, and remain relevant. Agility is one of the eight principles defined.

With the Annual Forum, ESMT provides insightful and thought-provoking sessions, networking possibilities, and time for debate and reflection. In keynotes, leading executives will share their companies’ journeys to be more innovative and agile, after which the first panel will place a special focus on industry. A diverse group of leaders will reflect upon what agility means to their global companies and organizations and how it fits with their long-term strategies. The afternoon panel focuses on leadership and HR and how companies can transform HR to greater emphasize the interface between areas of expertise rather than the creation of experts. Breakout sessions allow for a deeper dive into leadership, strategy, and sales.

I am looking forward to the fresh insights we will gain together, and I invite you all to join the active debate throughout the day.

Prof. Jörg Rocholl, PhD
President and EY Chair in Governance and Compliance, ESMT Berlin
9:00 a.m.  REGISTRATION AND NETWORKING BREAKFAST  
Main Entrance and Foyer II  
with special thanks to Park Plaza Wall Street Berlin Mitte

10:00 a.m.  WELCOME  
Auditorium Maximum  
Jörg Rocholl, ESMT Berlin

OPENING REMARKS  
Dieter Zetsche, Daimler

KEYNOTES  
Jean-Dominique Senard, Michelin Group  
Francesco Starace, Enel Group  
Carsten Kengeter, Deutsche Börse

11:15 a.m.  COFFEE BREAK  
Foyer II

11:45 a.m.  MORNING PANEL  
Fast and flexible: Agility in industry  
Auditorium Maximum  
Ingrid-Helen Arnold, SAP  
Tamer Boyaci, ESMT Berlin  
Florian Heinemann, Project A  
Petra Justenhoven, PwC Europe  
Keat Chuan Yeoh, Singapore Economic Development Board  
Moderator: Manuela Kasper-Claridge, Head of Business and Science, Deutsche Welle

1:00 p.m.  NETWORKING LUNCH  
Foyers I and II  
with special thanks to Broich Catering
2:15 p.m.  
**BREAKOUT SESSIONS**  
Throughout campus  
(see displays)  
Agile and Assumptions, *Linus Dahlander, ESMT Berlin*
Bad innovation: When is a new thing not a good thing? *Xu Li, ESMT Berlin*
Executive employability: Developing career agility, *Konstantin Korotov, ESMT Berlin*
Incentivizing the sales force in an accelerating world, *Johannes Habel, ESMT Berlin*

3:30 p.m.  
**COFFEE BREAK**  
Foyer II

4:00 p.m.  
**AFTERNOON PANEL**  
**Leading for a competitive advantage: Organizational agility**  
*Gianluca Carnabuci, ESMT Berlin*
*Franz Fehrenbach, Bosch*
*Carsten Kratz, The Boston Consulting Group*
*Kathrin Menges, Henkel*
*Anita Tillmann, Premium Group*
*Werner Zedelius, Allianz*
*Moderator: Ali Aslan, International Moderator and Journalist*

5:15 p.m.  
**INAUGURATION ENDOWMENT MANAGEMENT PROGRAM**  
*Joachim Faber, Chairman of the Supervisory Board, Deutsche Börse*
*Peter Pühringer, Benefactor, POK Pühringer Foundation*

5:30 p.m.  
**KEYNOTE AND CLOSING REMARKS**  
*Heinrich Hiesinger, thyssenkrupp*

6:00 p.m.  
**CHAMPAGNE RECEPTION**  
Foyer II  
with special thanks to INFOSYS
#YOU ARE THE ONE WHO CHANGES BUSINESS
OPENING REMARKS AND KEYNOTES
10:00 – 11:15 a.m.
Auditorium Maximum

Prof. Jörg Rocholl, PhD, is president of ESMT Berlin and a member of the economic advisory board of the German Federal Ministry of Finance. He is also the vice-chairman of the economic advisory board of Deutsche Welle, a research professor at the Ifo Institute in Munich, a Duisenberg fellow of the European Central Bank, and a research member of the European Corporate Governance Institute. Rocholl graduated from the Universität Witten/Herdecke, where he earned a degree in economics (with honors). After completing his PhD at Columbia University in New York, he was named an assistant professor at the University of North Carolina at Chapel Hill. He has researched and taught at ESMT Berlin since 2007 and was appointed president of ESMT Berlin in 2011. Since 2010 he has held the EY Chair in Governance and Compliance.

Dr. Dieter Zetsche has been a member of the Board of Management of Daimler AG since 1998, and chairman of the Board of Management of Daimler AG since 2006. He is also head of Mercedes-Benz Cars. Prior to this, he held various positions in the company, including president of Mercedes-Benz Argentina (1989), president of Freightliner Corp. (1991), member of the board of management with responsibility for commercial vehicles (1999), and CEO of the Chrysler Group (2000). Zetsche was born in Istanbul, Turkey, on May 5, 1953. After attending school in Frankfurt, he studied electrical engineering from 1971 to 1976 at the University of Karlsruhe and graduated as an engineer. He joined the research department of what was then Daimler-Benz AG in 1976. Zetsche completed a doctorate in engineering in 1982 at the University of Paderborn.
Jean-Dominique Senard graduated from France’s HEC Paris business school and holds a master’s degree in Law. He began his career in various financial and operations positions with Total (1979–1987) and then with Saint-Gobain (1987–1996). From 1996 to 2001, he was CFO of Pechiney and a member of its Group Executive Council, as well as head of Pechiney’s Primary Aluminum sector until 2004. As a member of Alcan’s Executive Committee, he was in charge of integrating Pechiney and served as chairman of Pechiney SA. Senard joined Michelin in 2005 as CFO and a member of the Michelin Group Executive Council. In 2007, he was appointed managing partner of the Michelin Group. During the Group’s 2011 annual meeting of shareholders, Senard was appointed managing general partner of the Michelin Group. Senard has been CEO of the Michelin Group since 2012.

Francesco Starace was appointed group chief executive in 2014. He joined Enel Group in 2000, holding several executive positions, including head of Business Power (2002–2005) and managing director of the Market Division (2005–2008). Between 2008 and 2014, he was CEO of Enel Green Power. He began his career in the construction management of power generation plants, first at General Electric Group and then at ABB Group, and subsequently Alstom Power Corporation. Since 2014, he has been a member of the Advisory Board of the United Nations Sustainable Energy 4 All initiative. In 2016, he was appointed co-chair of the World Economic Forum’s Energy Utilities and Energy Technologies Community and member of the International Business Council of the World Economic Forum. In 2016, he was appointed co-chair of the B20 Task Force “Energy, Climate & Resource Efficiency.”
Carsten Kengeter has been CEO of Deutsche Börse AG since June 2015 and member of the Executive Board since April 2015. He worked for UBS as a member of the Group Executive Board as well as chairman and CEO of UBS Investment Bank (2008–2013). He was managing director and Partner at Goldman Sachs (1997–2008) and co-head of the Securities Division Asia (ex Japan) and European Fixed Income, Currencies and Commodities. He started his career in 1992 in credit derivatives trading at Barclays de Zoete Wedd Ltd. in London. He is a board member of several international companies and institutions and holds a graduate degree in Business Administration from the University of Reutlingen, a BA in Business Administration from Middlesex University in London, and an MSc in Finance and Accounting from the London School of Economics and Political Science, where he has been a visiting professor since 2013.

These ESMT scholarships have been established to encourage and support outstanding women who have demonstrated excellent management and leadership potential and possess the relevant skill set required in a general management position.

www.esmt.org/esmt-womens-scholarship
Ingrid-Helen Arnold joined SAP in 1996 before becoming business controller for the Global Consulting Organization and COO for Global Controlling. She headed Enterprise Analytics & Innovative Solutions at SAP (2012–2013), driving the internal adoption agenda of innovative solutions for SAP and leading several board programs. She has headed Business Innovation and Application Services since 2014 and led SAP cloud delivery (2014–2015), operating powerful private- and public-managed cloud solutions for SAP customers. She served as SAP’s CIO and chief process officer (CPO) for SAP SE as a member of the SAP Global Managing Board (2014–2016). She was appointed president of SAP’s Data Network by the Executive Board in 2016 to build a new “data-as-a-service” business for SAP globally, capitalizing on her strong background in leading SAP’s digital transformation as CIO and CPO.

Tamer Boyaci joined ESMT Berlin in 2015 as a professor of management science and is the first to hold the Michael Diekmann Chair in Management Science. In 2017 he was appointed the director of research. He previously was a professor of operations management and a Desautels Faculty Scholar at McGill University in Quebec, Canada. He received his PhD, MPhil, and MSc from Columbia University, New York, USA. His research is wide in scope and highly cross-disciplinary, often cutting across operations, marketing, economics, finance, and policy-making. His most recent work focuses on characterizing how individuals make decisions with limited time and attention, and investigates applications for pricing, assortment, and ordering optimization. His scholarly work has appeared in the top international journals of his discipline.
Florian Heinemann is a founding partner at Berlin-based early stage VC Project A, where he is responsible for marketing, CRM, and business intelligence. Before that, he was a managing director at Rocket Internet (2007–2012), where he was instrumental in building Zalando, Global Fashion Group, and eDarling/Affinitas. Prior to Rocket, he was co-founder/managing director at JustBooks/AbeBooks (1999–2002, exit to Amazon) and a co-founder of antibodies-online.com. He has been an investor in and business angel for close to 100 startups, including Trivago (seed investor), Zalando (founding investor), and Home24 (founding investor). He holds a doctorate’s degree in innovation management/entrepreneurship from RWTH Aachen and a master’s degree in business administration from WHU Koblenz. He has been a visiting scholar at the Wharton School and a fellow of the German National Academic Foundation.

Petra Justenhoven is head of Assurance for PwC Germany and PwC Europe and has also been a member of the Global Assurance Leadership Team and of the German Executive Board since 2013. She joined PwC in the area of assurance and assurance-related services in 1992. After four years she became a certified tax advisor and in 2000 a chartered public accountant. In 2007 she was appointed as partner and three years later became assurance office managing partner in Munich. Before taking on her current role as assurance leader in 2015, she was appointed as markets leader Germany in 2013, the first woman ever to be appointed to the German PwC Executive Board. She is responsible for the development of sector-specific and innovative solutions within the context of digitalization, industry 4.0, and big data. She holds German and French diplomas in economics, finance, and accounting.
Keat Chuan Yeoh was appointed the managing director of the Singapore Economic Development Board (EDB) in 2012. Prior to this, he was the EDB’s assistant managing director, responsible for investment promotion efforts in a number of industry sectors. He has held several director-level positions in the EDB since 2005, overseeing initiatives in divisions including the Americas and Biomedical Sciences Cluster. He joined the EDB as a senior officer in the Industry Development Division (Chemicals) in 1994. He is a Glaxo-EDB scholar who graduated with a master’s in chemical engineering from the Imperial College of Science, Technology & Medicine, University of London. He attended Stanford University’s Graduate School of Business Masters in Management Science program and graduated as a Sloan Fellow in July 2004.

Manuela Kasper-Claridge is a journalist who has been head of Deutsche Welle’s Business & Science department since 2014. In 2009 she started Global Ideas, an award-winning multimedia-based climate project for DW that is available in five languages. In 2001 she became responsible for DW-TV’s Science department after working as head of the Business department in 1998. She has regularly attended the World Economic Forum in Davos and initiated partnerships with the WEF and the Schwab Foundation. She is a member of the German Chambers of Industry and Commerce’s (DIHK) committee on media and communication, is on the board of trustees of Germany’s Ifo Institute, and on the board of the Hamburgisches WeltWirtschaftsInstitut. She has also worked as a news producer for RIAS-TV, covered Germany’s Reunification and Central and Eastern European affairs, and has reported from Washington, DC.
WHO SHOULD ATTEND
Managers, entrepreneurs, and executives interested in agile methods of idea-generation and testing

DESCRIPTION
In this interactive session, we will discuss the importance of articulating core assumptions and how to prioritize them according to their relevance. In a second step, we will explore cheap and efficient ways of testing new ideas to learn from them as well as improve upon them before bringing these ideas to market.

Linus Dahlander
Associate Professor of Strategy, ESMT Berlin

Linus Dahlander is an associate professor with tenure at ESMT Berlin. He received his PhD in Technology Management and Economics from Chalmers University of Technology, Sweden, and was an assistant professor and an Advanced Institute of Management Research Fellow with the Innovation and Entrepreneurship Group at the Imperial College Business School in the UK. He did his postdoc at Stanford University and was listed by Poets and Quants as one of the best business school professors under 40.

WHO SHOULD ATTEND
Managers interested in improving their firm’s performance through product innovation

DESCRIPTION
This session explores the cognitive and emotional processes of how customers evaluate product innovations, and how firms can close the gap between their intended value for an innovation and the perceived value by customers. In particular, we will focus on understanding the performance impact of introducing hybrid innovations that result from the recombination of features from different product categories.

Xu Li
Assistant Professor of Strategy, ESMT Berlin

Xu Li is an assistant professor of strategy at ESMT Berlin. He joined ESMT from the London Business School, where he received his PhD in strategy and entrepreneurship. He is the recipient of the DIIE PhD Stipend Award from the Deloitte Institute of Innovation and Entrepreneurship and a fellowship for doctoral students from the London Business School.
EXECUTIVE EMPLOYABILITY: DEVELOPING CAREER AGILITY

WHO SHOULD ATTEND
Managers, executives, human resource managers, learning and development professionals

DESCRIPTION
With stable employment becoming less certain, employees and executives need to learn to navigate the VUCA (volatile, uncertain, complex, and ambiguous) career landscape of modern organizations. Executives face a double challenge of adjusting their own career development while supporting and guiding other people in building and rebuilding their careers. Engage in a conversation about what is needed to develop career agility, maintain employability, and navigate the necessary personal transitions and adjustments in the changing world of work.

Konstantin Korotov
Associate Professor of Organizational Behavior and Director of the Center for Leadership Development Research, ESMT Berlin

Konstantin Korotov is an associate professor and the director of the Center for Leadership Development Research at ESMT Berlin. He researches and teaches worldwide in the areas of leadership development, leadership coaching, careers, and executive education. He has published multiple articles and books and is a practicing leadership coach specializing in challenging leadership development cases.

INCENTIVIZING THE SALES FORCE IN AN ACCELERATING WORLD

WHO SHOULD ATTEND
Managers interested in current challenges in sales and customer management

DESCRIPTION
Incentivizing the sales force appropriately has never been as difficult as it is today. In an increasingly accelerating and complex world, new sales approaches are required that make traditional incentive systems ineffective, or even counter-effective. This session will examine key trends in incentivization for today’s sales force and discuss research insights and best-practice examples.

Johannes Habel
Associate Professor, ESMT Berlin

Johannes Habel is an associate professor and program director at ESMT Berlin. In his program development, consulting, and teaching, he focuses on sales and marketing management. His research passion lies in analyzing how to improve the success of large field forces. His work has been published in some of the world’s leading academic management journals, including the Journal of Marketing.
To me, Berlin’s major asset is its ecosystem of founders, entrepreneurs, startups and investors.
To me, Berlin’s major asset is its ecosystem of founders, entrepreneurs, startups and investors.
LEADING FOR A COMPETITIVE ADVANTAGE:
ORGANIZATIONAL AGILITY

4:00 – 5:15 p.m.
Auditorium Maximum

AFTERNOON PANEL

Gianluca Carnabuci
Associate Professor of Organizational Behavior, ESMT Berlin

Franz Fehrenbach
Chairman of the Supervisory Board, Bosch; Managing Partner of Robert Bosch Industrietreuhand

Gianluca Carnabuci joined ESMT Berlin in 2016 as an associate professor of organizational behavior. Previously, he was an associate professor of organization and management at the University of Lugano and an assistant professor at Bocconi University. He holds a PhD in Social and Behavioral Sciences from the University of Amsterdam. His research interests revolve around the analysis of inter- and intra-organizational networks, with particular regard to the generation and recombination of technological knowledge. He has taught or teaches courses on Organization Theory, Organizational Behavior, Organizational Design and Change, Networks and Organizations, Knowledge and Organization, Human Resource Management, Negotiation, and Leadership.

Franz Fehrenbach was born in Kenzingen near Freiburg, Germany, and studied industrial engineering at the University of Karlsruhe. He began his career at Bosch in 1975 as a trainee before eventually becoming a member of the Bosch Group Board of Management in 1999 and its chairman in 2003. He has been chairman of the Supervisory Board of Robert Bosch GmbH since 2012 and managing partner of Robert Bosch Industrietreuhand KG. He is a member of the following: the Senate of the Max Planck Society, the Board of the Stifterverband, the Board of Trustees of ESMT Berlin, the Supervisory Board of BASF SE, the Supervisory Board of Linde AG, and the Advisory Board of Stihl Holding AG & Co. KG. In 2006, he was named “Eco-Manager of the Year” in the companies category by the environmental foundation WWF Deutschland and the German business magazine Capital.
Carsten Kratz began working for The Boston Consulting Group in 1990. He has been head of the management team of BCG in Germany and Austria since 2013 in addition to being a member of BCG’s European management team. His work centers on topics such as strategy development, operational efficiency improvement, and organizational development for customers from various sectors with a focus on industry. He is also a member of the presidential committee of the Senckenberg Natural Research Society and is the honorary chairman of the Board of Trustees of the initiative “JOBLINGE,” which helps unemployed young people and young refugees integrate into the labor market. He studied industrial engineering at the Technical University of Darmstadt, specializing in electrical engineering.

Kathrin Menges was educated at the University of Potsdam, where she received a degree in teaching. After graduating she initially worked as a teacher. In 1990 she joined the human resources division of the banking group Bankgesellschaft Berlin AG. Her final position there was as director of Human Resources. She joined Henkel in 1999 and became the head of Human Resources and Infrastructure Service at Henkel/Schwarzkopf Professional headquarters in Hamburg (1999–2005). Since then she has held several positions at Henkel Düsseldorf. In November 2009 she assumed the global responsibility for Human Resources, and in October 2011 she was appointed to the Management Board as executive vice president Human Resources. At the same time, she took over the position of chairwoman of the Henkel Sustainability Council. Since April 2012 she has also been the board member responsible for Infrastructure Services. Since May 2014 Kathrin Menges has been a member of the Supervisory Board of adidas AG.
Anita Tillmann completed a degree in Apparel and Textile Manufacturing. Her professional journey took her from consulting at Kurt Salmon to working for fashion brands such as Joop! and Kathleen Madden. At the beginning of the 2000s, she changed to Pixelpark, where she advised fashion players such as adidas and Mexx. In 2003 she developed the concept for PREMIUM, the international fashion and lifestyle platform for contemporary fashion, and in 2009 the street and urbanwear trade show SEEK. With the launch of the #FASHIONTECH conference on the digital future of fashion in January 2015, as well as the acquisition of BRIGHT in 2015 and KRAFTWERK Show&Order in 2016, PREMIUM GROUP has become one of the largest and most extensive international trade show organizers in the field of contemporary fashion in Europe. In 2007 she became co-owner of STATION-Berlin, which since has been redeveloped into a professional event location.

Ali Aslan is an international talk show host, conference moderator, and journalist. He has worked worldwide for global news networks such as CNN, ABC News, Channel News Asia, and Deutsche Welle TV. He has been named a Young Leader by the American Council on Germany, the BMW Foundation, the German Marshall Fund, the Bertelsmann Foundation, the Munich Security Conference, and the Atlantik-Brücke. He is the first German recipient of the United Nations Alliance of Civilizations International Fellowship and a member of the Körber Network Foreign Policy. Aslan holds an MA in Journalism and a master’s degree in International Affairs from Columbia University. He received his BA in International Politics from Georgetown University.
Joachim Faber is chairman of the Supervisory Board of Deutsche Boerse AG. He was CEO of Allianz Global Investors and a member of the Management Board of Allianz SE, Munich, until the end of 2011. Faber joined Allianz in 1997 as CFO and member of the Management Board of Allianz-Versicherungs AG, Munich, after having spent 14 years in various positions with Citicorp in Frankfurt and London. Faber was born on May 10, 1950 in Giessen. He graduated from the University of Bonn with a degree in law and received his PhD from the Postgraduate School of Public Administration in Speyer, Germany, after completing his research at the Sorbonne University in Paris, France. Faber is a member of the Board of HSBC Holdings Plc in London, chairman of the Shareholder Committee of Joh. Benckiser Sarl in Luxembourg and member of the Board of Coty Inc. in New York. He serves on the boards of German Cancer Aid in Bonn and ESMT Berlin. He was nominated to the Corporate Governance Codex Commission in September 2013.

Peter Pühringer studied civil engineering and started his career in the construction industry. From 1996 until his retirement from operational business, the Vienna native with German roots was the CEO of ZZ Asset Management. Together with Josef Zechner and Engelbert Dockner, professors at the Vienna University of Economics and Business, he founded the Research Institute for Capital Markets. On May 31, 2011, the Vienna University of Economics and Business awarded him the title of Honorary Senator. With the revenues from his foundations, Pühringer supports a variety of educational and cultural projects. Their focus lies on safeguarding the future through capital accumulation and the activation of educational and capital resources, especially at universities in German-speaking countries.
From 1986 to 1992, Dr.-Ing. Heinrich Hiesinger was a research assistant at Technische Universität München. From 1992 to 2000, he held positions in various countries in the Power Transmission and Distribution Group of Siemens. In 2000 he became president of the Power Transmission and Distribution Group, and in 2003 president and CEO of Siemens Building Technologies AG in Zug, Switzerland. In 2007 he was appointed as a member of the Managing Board of Siemens AG. In 2008 he was additionally appointed CEO of the Industry Sector of Siemens and head of the central department Corporate Information Technology. From October 2010 to January 2011, Hiesinger was vice chairman of the Executive Board of thyssenkrupp AG. At the general stockholders’ meeting on January 21, 2011, he was appointed chairman of the Executive Board of thyssenkrupp AG.
Exklusive Veranstaltungen.
Wertvolles Wissen.
Beste Verbindungen.


**Weitere Informationen unter:** contact@manager-lounge.com oder Tel.: +49 40 38080-505
Oder bewerben Sie sich online und testen das Netzwerk 30 Tage kostenfrei: www.leadersnetwork.de