

A photograph of several business professionals in dark suits sitting around a long wooden table. They are focused on assembling large white puzzle pieces that form a map of India. The scene is brightly lit, and the hands of the participants are visible as they work together.

# MarketsandMarkets Chief Strategy Officer Forum

10<sup>th</sup> & 11<sup>th</sup> June 2019 | New York

## EVENT OVERVIEW

In a constantly evolving innovative time, companies continue to wrestle for deriving more value from their “**business and corporate strategies**”. The significance of a business strategy relies on it being a viable way to build up business desires, create a competitive advantage and additionally increment shareholder value to something beyond the aggregate of its physical resources.

**MarketsandMarkets** is proud to host the “**Chief Strategy Officer Forum**” which will take place on **10th & 11th June 2019** in **New York**.

The event will witness an overwhelming participation of leading strategy executives from **Fortune 500** companies who are making the future and counted as some of the best minds on the planet.



## KEY HIGHLIGHTS

- Digital trends reshaping the global business environment
- Overcoming economic challenges hindering business growth
- Creating value from Blockchain & Artificial Intelligence for corporate strategy
- Sustainable strategies fostering long term growth
- Discovering the next wave of globalization and geopolitical factors influencing business planning
- Energizing strategic planning efforts in the business environment for individual companies through technology

## WHY ATTEND?

- To explore concise and well-informed perspectives on important technology dynamics instrumental in reshaping the business environment
- Only conference with Tier 1 company speakers
- 100+ strategy associates attending
- Best Use Cases on business strategy presented by leading strategy executives
- To learn about how strategy will be conducive in sustainability of business in next 10 years

## WHO SHOULD ATTEND?

- Chief Strategy Officer
- Chief Executive Officer
- Chief Operating Officer
- Chief Innovation Officer
- Chief Technology Officer
- Senior Vice President Corporate Strategy
- Vice President Corporate Strategy
- Senior Vice President Business Strategy
- Vice President Business Strategy
- Head of Strategy
- Head of Innovation
- Head of Business Unit

## ADVISORY PANEL

- **Kiely Sweatt**, Director of Innovation, **Oracle, New York**
- **Pawan Hegde**, Vice President Operations/Strategy at IBM Watson Health, **IBM, Greater New York City Area**
- **Scott Helfstein**, Head of Market Strategy, Senior Investment Strategist, **Morgan Stanley, New York**

## SPEAKER PANEL

- **Shailendra Singh (Shelly)**, Chief Operating Officer, **MarketsandMarkets**
- **Kiely Sweatt**, Director of Innovation, **Oracle, New York**
- **Pawan Hegde**, Vice President Operations/Strategy at IBM Watson Health, **IBM, Greater New York City Area**
- **Scott Helfstein**, Head of Market Strategy, Senior Investment Strategist, **Morgan Stanley, New York**
- **Swamy Vasudevan**, Vice President, **Ericsson, Dallas**
- **Shwen Gwee**, Head of Open Innovation, **Novartis**

# AGENDA 2019

## DAY 01 <sup>10th June</sup> Monday

- 08:15 Registration
- 08:55 Welcome note from MarketsandMarkets
- 09:00 Opening Remarks from the Chairman
- 09:05 Keynote Presentation by MarketsandMarkets  
**Shailendra Singh (Shelly)**, Chief Operating Officer, **MarketsandMarkets**

### DISRUPTIVE INNOVATION & CHANGING MARKETS

- 09:40 The evolving role of the corporate strategist
- 10:10 Strategy and Execution: How to Handoff and Ensure Success
- 10:25 *Morning Refreshments | One-to-One Networking Meetings*
- 11:10 Case Study - How are Innovative trends conducive in transforming Urban Mobility in automobile sector?
- 11:30 Optimizing new player enabled disruption & its impacts on other businesses
- 12:10 Case Study - Managing e-commerce technological disruption impacting the retail industry
- 12:40 MarketsandMarkets Perspective Panel Discussion – How revenue mix is changing business opportunities?
- 13:10 *Lunch | One-to-One Networking Meetings*

### THE STRATEGY OF MANAGING INNOVATION & TECHNOLOGY

- 14:10 Incorporating Artificial Intelligence & Blockchain advancements into everyday business practices
- 14:40 MarketsandMarkets Perspective Panel Discussion: How do benefits & risks of Artificial Intelligence drive strategy delivery & execution?
- 14:55 Recognizing the capacity of Artificial Intelligence in increasing the profit of the business
- 15:25 Case Study – Aligning Blockchain Technology with organization goals
- 15:40 *Afternoon Refreshments | One-to-One Networking Meetings*
- 16:55 MarketsandMarkets Perspective Panel Discussion: How to prioritize growth strategies and align them with profitability?
- 17:25 Closing Remarks from the Chairman
- 17:30 Drinks Reception & Networking

End of Day 1

# AGENDA 2019

## DAY 02 <sup>11th June</sup> Tuesday

- 08:15 Registration
- 08:55 Welcome note from MarketsandMarkets
- 09:00 Opening Remarks from the Chairman
- 09:05 Keynote Presentation by MarketsandMarkets  
**Shailendra Singh (Shelly)**, Chief Operating Officer, **MarketsandMarkets**

### THE ART & SCIENCE OF DIGITAL TRENDS ADAPTATION

- 09:40 Knowing the importance of digital patterns required in revamping your industry for the following 10 years
- 10:00 Leveraging digital technologies to scale up your business
- 10:25 *Morning Refreshments | One-to-One Networking Meetings*
- 10:20 The role of digital officers, transformation officers and strategists - how these play together
- 11:30 MarketsandMarkets Perspective Panel Discussion: Going beyond Greenfield opportunities in implying Business Strategy

### GEO POLITICS & GLOBAL ENVIRONMENT CHANGE

- 12:15 Deriving most effective methods to achieve and sustain profitability in dynamic environment
- 12:35 How do fast growing industries cope up with ever growing regulatory complexities and their impact on technology implementation
- 13:10 *Lunch | One-to-One Networking Meetings*
- 14:10 MarketsandMarkets Perspective Panel Discussion: Interconnection between environment and potential impact
- 14:55 Geo Politics- How company's operations vary depending on the country they are operating in
- 14:15 Transforming Business planning with geopolitics and determining growing uncertainties from countries
- 14:35 Overcoming the challenges of Economies of Scale of different industries

### EVALUATING THE FUTURISTIC GROWTH & STRATEGY TOOLS

- 15:05 Discovering the key technological drivers of growth for sustaining in the dynamic environment
- 15:25 Strategically navigating through the Future of Globalization & Volatile World with the use of technology
- 16:00 **Implying strategies in large enterprise & SMEs.**
- How to grow revenues in large established companies?
  - How to scale the growth in small companies?
  - How to turn around and generate growth in unprofitable companies?
- 16:25 MarketsandMarkets Perspective Panel Discussion: How to hire a diverse team and build Influence as a Strategist?
- 16:50 Perfecting Risk Mitigation Strategies for the Business
- 17:10 Closing remarks from the Chairman  
End of Conference