

MarketsandMarkets Chief Strategy Officer Forum

June 10 - 11, 2019 | New York

Exclusive event
for Strategy
Pioneers



**Strategy and
Execution: How to
handoff and ensure
success**

Key Highlights

- How revenue mix is changing business opportunities
- Overcoming economic challenges hindering business growth
- Getting ahead of greenfield opportunities – how they payout between startup and legacy
- Creating value from Blockchain & Artificial Intelligence for corporate strategy
- B2B Market place platform: Deep dive benchmarking of providers getting digitalized?
- Sustainable strategies fostering long term growth
- Discovering the next wave of globalization and geopolitical factors influencing business planning



Driving Towards Successful Business Strategy

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.



How are you performing against your competition and what you need to stay relevant into the future?



What newer technologies and use cases are likely to impact your customers and your customer's customer?



How are you examining the broader changes in market such as political, social, consumer or technological changes to modify your business?



How man machine combination is impacting the market?



Are you defining clear goals with a direction following the vision, or mission of the organization?

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

The event will witness an overwhelming participation of leading strategy executives from Fortune 500 companies.

Who should attend?

This is an exclusive leadership forum providing an interactive platform for the strategy decision makers where the best use cases would be presented by experts from Fortune 500 companies.

- Chief Strategy Officer
- Chief Executive Officer
- Chief Operating Officer
- Chief Innovation Officer
- Chief Technology Officer
- Chief Digital Officer
- Chief Digital Transformation Officer
- Senior Vice President-Corporate Strategy
- Vice President-Corporate Strategy
- Senior Vice President-Business Strategy
- Vice President-Business Strategy
- Vice President- Digital Transformation
- Senior Director-Corporate Strategy
- Director-Corporate Strategy
- Head of Strategy
- Head of Innovation
- Head of Business Unit
- Product Manager
- Manager-Strategy
- Growth and Strategy teams
- Digital transformation teams
- Brand Strategy teams





Four Panel Sessions

A Discussion Session 1: How revenue mix is changing business opportunities (Known-Unknown and Unknown-Unknown)

New trends and opportunities dictate that the revenue mix of companies will continue to change. What constitutes 10-20% of today's revenue will grow to 60-80% in the next 5-10 years. To survive and flourish, companies need to understand where to place their bets with limited or no information. How should companies decide on what trends to focus on for their future revenue mix?

B Discussion Session 2: Decision making in connected markets

As change is accelerating, markets are converging more and more. To take advantage of market disruptions, it is important to not only understand how emerging trends and newer technologies will impact your business, but also to anticipate what will affect the business of your clients and your client's clients. You must solve for both the known-unknown and the unknown-unknown. What are some ways in which astute business leaders are grappling with this problem?

C Discussion Session 3: B2B Market place platform: Deep dive benchmarking of providers getting digitalized?

Deep dive benchmarking of supply side across all possible intelligent line items of any RFQ can help buyers compare and choose vendors on online platforms; is market intelligence around suppliers and buyers needs getting more digitalized and real time as against conventional way?

D Discussion session 4: Getting ahead of greenfield opportunities – how they playout between startup and legacy

Change is a constant in business and the speed of change is accelerating. For new emerging trends and technologies, being a large or stable organization is not much of an advantage anymore. It is an even playing field for start-ups and legacy companies alike. In such scenarios, is the starting point defining leadership? How can companies get ready to stay ahead?

MarketsandMarkets Keynote



Shailendra Singh (Shelly)
Chief Operating Officer
MarketsandMarkets

Advisory Panel



Kiely Sweatt
Director of Innovation
Oracle, New York



Pawan Hegde
Vice President Operations/
Strategy
IBM Watson Health
New York



Scott Helfstein
Head of Market Strategy, Senior
Investment Strategist
Morgan Stanley, New York

Topics include:

1. Disruptive Innovation & Changing Markets
2. The Strategy of Managing Innovation & Technology
3. The Art & Science of Digital Trends Adaptation
4. Geo Politics & Global Environment Change
5. Evaluating the Futuristic Growth & Strategy Tools



Speaker Panel



Shailendra Singh (Shelly), Chief Operating Officer, **MarketsandMarkets**



Hemang Dave, Chief Innovation Officer, **IBM Services, North America**



Kiely Sweatt, Director of Innovation, **Oracle, New York**



Pawan Hegde, Vice President Operations/Strategy, **IBM Watson Health, Greater New York City Area**



Scott Helfstein, Head of Market Strategy, Senior Investment Strategist, **Morgan Stanley, New York**



Shwen Gwee, Head of Open Innovation, **Novartis, Cambridge**



Rajni A, Head of Digital Transformation, **Sanofi, Boston**



Babu Kuttala, Chief Data & Analytics Officer, **ABB, Raleigh**



Burhan Jaffer, Chief Strategy & Corporate Development Officer, **Conduent, New York**



Belen Carrillo-Rivas, Head of Global Clinical Submissions Quality, Global Product Development, **Pfizer, Boston**



Falguni Desai, Global Head of Strategy, Equities, **Credit Suisse, New York**



Eugene Seagriff, Director of Go TO Market Strategy, **LG Electronics, New York**



Dr. Deepak Parikh, Chief Strategy Officer & Member of Executive Committee, **Indorama Ventures Ltd, Charlotte (Tentative)**

Agenda at a Glance

MONDAY
10TH JUNE 2019

08:15 Registration

08:55 Welcome note from MarketsandMarkets

09:00 Opening Remarks from the Chairman

09:05 **MarketsandMarkets Keynote: Re-engineering our revenue impact engagement**
Shailendra Singh (Shelly), Chief Operating Officer, MarketsandMarkets

DISRUPTIVE INNOVATION & CHANGING MARKETS

09:40 **Keynote Presentation: Innovation that matters...**

How and why innovation continues to be not only market disrupter but also market differentiator. Innovation culture is cornerstone for a long-term survival of any company. Innovation continues to create new business paradigms, helping create new businesses and new-collar jobs. This session is designed to provide you insight on how emerging technology and innovation are already impacting today's businesses and what you can expect future will bring.

Hemang Dave, Chief Innovation Officer, IBM Services, North America

10:10 **Discussion Session 1 – How revenue mix is changing business opportunities (Known-Unknown and Unknown-Unknown)**

New trends and opportunities dictate that the revenue mix of companies will continue to change. What constitutes 10-20% of today's revenue will grow to 60-80% in the next 5-10 years. To survive and flourish, companies need to understand where to place their bets with limited or no information. How should companies decide on what trends to focus on for their future revenue mix?

Panelists:

-MarketsandMarkets representatives

10:30 **Solution Provider Presentation**

11:00 *Morning Refreshments | One-to-One Networking Meetings*

11:50 **Improv Workshop: How to leverage diverse minds for innovative ideas?**

Kiely Sweatt, Director of Innovation, Oracle, New York

12:20 **Stop Trying To Be Innovative - Being entrepreneurial in corporate environments**

Shwen Gwee, Head of Open Innovation, Novartis, MA

12:40 **Fireside Chat with Julie Hall - Provider engagement enabled by digital and data**

Rajni A, Head of Digital Transformation, Sanofi, MA

13:00 **Discussion Session 2: Decision making in connected markets**

As change is accelerating, markets are converging more and more. To take advantage of market disruptions, it is important to not only understand how emerging trends and newer technologies will impact your business, but also to anticipate what will affect the business of your clients and your client's clients. You must solve for both the known-unknown and the unknown-unknown. What are some ways in which astute business leaders are grappling with this problem?

Panelists:

-MarketsandMarkets representatives

-Shwen Gwee, Head of Open Innovation, Novartis, MA

13:20 **Solution Provider Presentation**

13:40 *Lunch | One-to-One Networking Meetings*

THE STRATEGY OF MANAGING INNOVATION & TECHNOLOGY

14:40 **Recognizing the true potential of Artificial Intelligence in increasing the profit of the business-**

- Driving internal efficiencies
- Scoping new markets, assessing the strategy focus
- Productization of AI capabilities

Pawan Hegde, Vice President Operations/Strategy, IBM Watson Health, New York

Agenda at a Glance

MONDAY
10TH JUNE 2019

15:00 Investing in the Future
Scott Helfstein, Head of Market Strategy-Senior Investment Strategist, **Morgan Stanley, New York**

15:30 Case Study – How Artificial Intelligence & Blockchain advancements are conducive in increasing revenue for business

16:00 Evening Refreshments | One-to-One Networking Meetings

16:50 Knowledgestore

Man-Machine combination to find impact of one market on other market; no market in the world is independent; there is no platform in the world which correlate markets; Knowledgestore has analyst generated research and machine algorithm to identify the interconnection between direct and indirectly connected adjacent markets of your ecosystem

17:20 Drinks Reception & Networking

End of Day 1

Agenda at a Glance

TUESDAY
11TH JUNE 2019

08:15 Registration

08:55 Welcome note from MarketsandMarkets

09:00 Opening Remarks from the Chairman

09:05 MarketsandMarkets Keynote:
Shailendra Singh (Shelly), Chief Operating Officer, **MarketsandMarkets**

THE ART & SCIENCE OF DIGITAL TRENDS ADAPTATION

09:40 Keynote Presentation:
Burhan Jaffer, Chief Strategy & Corporate Development Officer, **Conduent, New York**

10:10 Discussion Session 3: B2B Market place platform: Deep dive benchmarking of providers getting digitalized?
Deep dive benchmarking of supply side across all possible intelligent line items of any RFQ can help buyers compare and choose vendors on online platforms; is market intelligence around suppliers and buyers needs getting more digitalized and real time as against conventional way?
Panelists:
-MarketsandMarkets representatives

10:30 Solution Provider Presentation

11:00 *Morning Refreshments | One-to-One Networking Meetings*

11:50 Presentation:
Eugene Seagriff, Director of Go TO Market Strategy, **LG Electronics, New York**

12:10 Presentation:
Babu Kuttala, Chief Data & Analytics Officer, **ABB, Raleigh**

GEO POLITICS & GLOBAL ENVIRONMENT CHANGE

12:30 Presentation:
Falguni Desai, Global Head of Strategy, Equities, **Credit Suisse**

12:50 How do fast growing industries cope up with ever growing regulatory complexities and their impact on technology implementation

13:10 Solution Provider Presentation

13:30 *Lunch | One-to-One Networking Meetings*

14:30 Geo Politics- How company's operations vary depending on the country they are operating in

14:50 Transforming Business planning with geopolitics and determining growing uncertainties from countries

EVALUATING THE FUTURISTIC GROWTH & STRATEGY TOOLS

15:10 Discussion session 4: Getting ahead of greenfield opportunities – how they play out between startup and legacy
Change is a constant in business and the speed of change is accelerating. For new emerging trends and technologies, being a large or stable organization is not much of an advantage anymore. It is an even playing field for start-ups and legacy companies alike. In such scenarios, is the starting point defining leadership? How can companies get ready to stay ahead?
Panelists:
-MarketsandMarkets representatives

Agenda at a Glance

TUESDAY
11TH JUNE 2019

15:30 Presentation:
Dr. Deepak Parikh, Chief Strategy Officer & Member of Executive Committee, **Indorama Ventures Ltd, Charlotte**

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?

16:20 Evening Refreshments | One-to-One Networking Meetings

16:50 Closing remarks from the Chairman

End of Conference

MarketsandMarkets Chief Strategy Officer Forum

June 10 - 11, 2019 | New York

Network with leading industry experts

- Explore concise and well-informed perspectives on important technology dynamics instrumental in reshaping the business environment
- Only forum with Tier 1 company speakers
- 100+ strategy associates attending
- Best Use Cases on business strategy presented by leading strategy executives
- **Improv Workshop:** How to leverage diverse minds for innovative ideas?

Venue

Downtown, New York, USA

