

Program

07:30 - 08:30

REGISTRATION & COFFEE

08:30 - 08:45

WELCOME & OPENING

Rafael Gómez Nava (Dean IPADE)

Amy Bernstein (HBR Editor)

Pedro Moneo (CEO of Opinio, Publisher HBR in Spanish)

08:45 - 10:15

SHARED VALUE: A GAME CHANGER FOR CORPORATE STRATEGIES

Keynote | Q&A

Robert Kaplan (Professor Emeritus at Harvard Business School)

Q&A with Amy Bernstein (HBR Editor)

10:15 - 11:45

NEW WAYS OF WORKING: WHY YOUR TEAM SHOULD GO AGILE

Panel | Q&A

Rodrigo Kuri (Chief Digital Officer of Citi Banamex)

María Teresa Arnal (CEO of Google Mexico)

Enrique Ortegón (General Manager of Salesforce Latam)

Moderator: Pedro Moneo (CEO of Opinio)

11:45 - 12:20

COFFEE BREAK

12:20 - 13:30

FROM RED TO BLACK: PREDICTING & REVERSING BANKRUPTCY

Keynote | Q&A

Edward Altman (Professor Emeritus at Stern School of Business)

Q&A with Eben Harrell (HBR Senior Editor)

13:30 - 14:30

LUNCH

14:30 - 16:00

WORKSHOPS

- DESIGN THINKING

- LEAN STARTUP

- CUSTOMER EXPERIENCE

16:00 - 16:20

COFFEE BREAK

16:20 - 17:30

ADAPT OR DIE: HOW TO BUILD RESILIENT CORPORATIONS IN A VOLATILE WORLD

Keynote | Q&A

Andrew Winston (Best-selling author)

Q&A with Amy Bernstein (HBR Editor)

17:30 - 18:30

LEARNING FROM THE BEST: HBR BEST PERFORMING CEO

Academic vs CEO | Q&A

Óscar González Rocha (President of Southern Copper Corporation)

Guided by expert: Lorenzo Fernández Alonso (Director at IPADE Business School Monterrey)

18:30 - 19:45

NEW CHALLENGES, NEW MARKETS: KEY SUCCESS FACTORS IN INTERNATIONALIZATION

Panel | Q&A

Fabián Gosselin (CEO of Alsea)

Juan José Nárdiz (President of Martinrea)

Q&A with Belén Villalonga (Professor at Stern School of Business)

19:45 - 20:05

CLOSING

Rafael Gómez Nava (Dean IPADE)

Pedro Moneo (CEO of Opinio, Publisher HBR in Spanish)

Amy Bernstein (HBR Editor)

20:05 - 21:30

COCKTAIL GOURMET