

# Program

07:30 - 08:30

## REGISTRATION & COFFEE

08:30 - 08:45

## WELCOME & OPENING

Rafael Gómez Nava (IPADE Dean)

Amy Bernstein (HBR Editor)

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

08:45 - 10:00

## 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)

10:00 - 11:15

## 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)

Q&A with Luis Antonio Paredes (Director at IPADE Business School)

11:15 - 11:30

## COFFEE BREAK

11:30 - 12:30

## 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)

12:30 - 13:35

## ADAPT OR DIE: HOW COMPANIES MAKE "THE BIG PIVOT" TO THRIVE IN A VOLATILE WORLD

Keynote | Q&A

Andrew Winston (Best-selling author)

Q&A with Amy Bernstein (HBR Editor)

13:35 - 15:00

## LUNCH

15:00 - 16:30

## WORKSHOPS

– DESIGN THINKING IN DIGITAL TRANSFORMATION: THE BRIDGE BETWEEN PEOPLE AND TECHNOLOGY

– CUSTOMER EXPERIENCE: THEY REMEMBER HOW YOU MADE THEM FEEL

– LEAN STARTUP: FASTER, CHEAPER, EARLIER

– SPRINT: KILLING ZOMBIES TO INNOVATE

16:30 - 16:45

## COFFEE BREAK

16:45 - 17:30

## 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)

17:30 - 18:35

## NEW CHALLENGES, NEW MARKETS: KEY SUCCESS FACTORS IN INTERNATIONALIZATION

Panel | Q&A

Xavier López (CEO of Kidzania)

Juan José Nárdiz (President of Martinrea Honsel)

Belén Villalonga (Professor at Stern School of Business)

Q&A with Pedro Moneo (CEO of Opinio)

18:35 - 19:40

## GLOBAL POWER SHIFT: THE ROLE OF MEXICO IN A NEW ERA

Panel | Q&A

Antonio Navalón (Political Journalist)

Luis Ernesto Derbéz (UDLA Puebla Dean)

Carlos Elizondo (Political Science Professor)

Q&A with Fernando Mora (Director for Corporate Affairs of Opinio)

19:40 - 19:55

## CLOSING

Amy Bernstein (HBR Editor)

Rafael Gómez Nava (IPADE Dean)

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

19:55 - 21:30

## GOURMET COCKTAIL