

FT

FINANCIAL  
TIMES

# FT INNOVATE

AGILITY IN AN AGE OF AMBIGUITY

2015

December 9, 2015 | Dream Downtown

NEW YORK

## CONFIRMED SPEAKERS:



**Beth Comstock**  
President and CEO,  
*GE Business Innovations*,  
Chief Marketing Officer, *GE*



**Richard Plepler**  
Chief Executive Officer  
*HBO*



**Deborah Wince-Smith**  
President and CEO  
*U.S. Council on  
Competitiveness*



**Robert Carter**  
Chief Information Officer  
*FedEx*

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As technologies and access to information continue to evolve at a rapid rate, the most compelling innovative companies tend to be relatively new. Their business model is built around disrupting existing infrastructure, agility and tapping into the latest consumer behavior trends.

What about older, larger and more traditional companies? To remain successful, many are attempting to emulate the smaller innovators and reimagine themselves. They are developing in-house hubs of innovation to innovate without legacy systems and processes and that largely operate separately to the rest of the company. For them, being big might mean having to be small again.

But is this the right business model for success in a large corporation? It is too easily forgotten that big companies that are around today have successfully survived economic downturns and periods of massive change and disruption. Is it therefore really necessary to scrap the old model and build something new, or can you build innovation within the existing framework?

As **FT Innovate** returns for a fifth ground-breaking year in the States, we explore the behavior of truly innovative companies -- how they re-model themselves to address what today's market needs, but also ensure longevity so they are still relevant in the future.

## WHO ATTENDS?

### **The FT Innovate 2015 conference in New York will be attended by:**

- C-Suite executives (CEOs, Founders, Presidents, Chief Innovation Officers, Chief Information Officers, Chief Technology Officers, Chief Development Officers)
- Heads of Strategy and Corporate Business Development
- Heads of M & A
- Heads of R & D and Product Development in the following sectors: Healthcare, Finance, Technology, Energy, Retail, Pharma, Logistics and Education

### **Other attendees will include:**

- Entrepreneurs
- Futurists
- Start-ups
- Not-for- profits
- Venture Capitalists



## CONFERENCE AGENDA

**8:00am**      **Registration**

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**8:55am**      **Welcome address**

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**Richard Waters**, West Coast Managing Editor, Financial Times

**9:00am**      **Opening keynote address and conversation**

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**Beth Comstock**, President and CEO, *GE Business Innovations* & Chief Marketing Officer, *GE*

**9:30am**      **Series of case studies: Exploring disruptive models**

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Companies face many challenges when attempting to allow for innovation within their organizations. They must balance meeting shareholder demands with structuring themselves in a way that also allows for growth through innovation and the two areas rarely align. Through a series of case studies we will explore successes and lessons learned from large companies as they attempt to break the mold and create new disruptive models for innovation.

**Robert Carter**, Chief Information Officer, *FedEx*

**Anthony Coyle**, Senior Vice President and Chief Scientific Officer - Centers for Therapeutic Innovation, *Pfizer*

**10:00am**      **Dialogue: Thinking small?**

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Start-ups and small companies are often drawn upon as examples of successful innovation, is making a large company act like a small, really the best way to innovate? When you create a new hub for innovation within your company – or bring it outside, does this help with making the whole of the organization more innovative? Is this the best way to get things done? Is there some other way to hack the system that we are missing?

**Kay Koplovitz**, Chairman and CEO, *Koplovitz & Co.* and Founder, *USA Networks*

**10:30am**      **Networking break**

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\*Program correct as of October 5, 2015



## 11:00am Dialogue: Governments and the next wave of innovation

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Regulations are usually woefully behind in keeping pace with the most cutting-edge innovations. The next wave of innovations includes drones, AI and self-driving cars, which are potentially hazardous if not properly regulated. Are governments around the world ready to handle the next innovation wave? How do we strike the right balance between regulations for safety and the protection of society, yet avoid hindering real progress?

**Laurens Eckelboom**, Chief Strategy Officer, *Parkmobile*

**Mario Kranjac**, Managing Partner, *Kranjac Tripodi & Partners LLP*

**David Soloff**, CEO, *Premise*

## 11:30am Deep dive into the government: Spurring innovation

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Exploring government as a catalyst for innovation

**Deborah Wince-Smith**, President and CEO, *U.S. Council on Competitiveness*

## 11:50am Keynote interview: Behind the behavior

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Understanding the psychology of how to create entrepreneurs within your organization is key to cultivating a culture of innovation. So what exactly drives some individuals to become innovators? Is this something you can train and teach or is the behavior innate not learned? How do you motivate and drive individuals to act beyond their own interests to add value to the innovation hub within your organization?

**Richard Plepler**, Chairman and CEO, *HBO*

## 12:10pm Deep dive into the company

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**Karl Martin**, CEO and Founder, *Nymi*

## 12:20pm Lunch

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## 1:50pm Series of case studies: The power of the workspace

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Many companies are exploring how to create an optimal work environment that spurs true innovation and collaboration. Through this series of case studies we'll look at various models and assess whether the objective meets the end result and to what end our environment can shape how we behave.

MODERATED BY

**Bernd Schmitt**, Professor of International Business, *Columbia Business School*

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## 2:20pm Deep dive into the company: The McLaren workspace

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**Ian Rhodes**, CEO, *McLaren Applied Technologies*

**Caroline Hargrove**, Technical Director, *McLaren Applied Technologies*

## 2:40pm Pre-dialogue introduction: Innovation and the war for talent

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**Mike Gregoire**, CEO, *CA Technologies*

## 2:50pm Dialogue: Innovation and the war for talent

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The war for talent rages on with cities doing their utmost to attract the best talent, as much as companies. What is the most successful way to attract talent while navigating the up and down cycles of innovation? As a company how do you avoid the potential pitfall of overfunding innovation while riding the up cycle? How do we properly incentivize for innovation while remaining competitive?

**Bill Boulding**, Dean, Fuqua School of Business, *Duke University*

**Kim Getty**, President, *Deutsch*

## 3:20pm Design thinking working session

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## 3:40pm The FT Innovate global dialogue

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This panel will examine the key topic that was voted into discussion at FT Innovate London 2015. The panel will reflect on the key points raised in London and continue to develop the conversation with the New York speakers and the audience. It will then be further developed back in London at FT Innovate 2016.

## 4:10pm Closing keynote interview

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## 4:30pm Closing remarks

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## 4:35pm Networking cocktail reception

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Delegate Rates	Fee
Early Bird Rate until November 13, 2015	\$795
Standard Rate (after November 13, 2015)	\$895

Discounts available for group bookings and for FT and FT.com subscribers. Entrepreneur rates are also available.

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## REGISTRATION INQUIRIES:

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## VENUE

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