

Strategic International Senior Executive Forum 4TH STRATEGIC INNOVATION FORUM

Delivering breakthrough, sustainable and customer-centric innovation by shifting mindsets and capitalising on open innovation and entrepreneurial spirit from within to drive business growth and remain the innovation leader

22, 23 & 24 April 2008, Hotel AB Skipper, Barcelona

Pre-conference workshops hosted and led by:

Managing Director, **STRATEGYN UK**

Managing Partner, **SYNECTICS EUROPE**

With the participation of leading experts:

Partner
A.T. KEARNEY

Chief Innovation Officer
CIBA INC.

Director of Corporate R&D, Innovation and Knowledge
PROCTER & GAMBLE

Head of Service Innovation
BT

Head of New Products and Innovation
AMERICAN EXPRESS

Director of the Alcatel-Lucent Technical Academy
ALCATEL-LUCENT

Customer Led Innovation Manager
XEROX

Managing Director
CREAX

Senior Consultant
EREHWON INNOVATION CONSULTING

Senior Consultant
EREHWON INNOVATION CONSULTING

Director of Innovation and Technology Development
IBERDROLA

Director
ARTHUR D. LITTLE

Group Intersectorial Innovation Project Manager
CENTRO RICERCHÉ FIAT

Director Business Development
PHILIPS RESEARCH EUROPE

VP R&D Coffee & Tea
SARA LEE/DE

Vice President, Creative Design Center
SONY ERICSSON

ATTEND THIS 4TH STRATEGIC INNOVATION FORUM TO LEARN FROM LEADING GLOBAL CORPORATIONS SPEAKING ON:

- Encouraging entrepreneurial spirit and changing mindsets to drive innovation forward
- Implementing effective networks for successful idea generation and selection
- Creating sustainable and green innovation for increased growth
- Capturing true consumer insights to deliver customer-centric innovation
- Building an externally-focused innovation strategy from within
- Investigating emerging trends and new developments in innovation

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