

# PROGRAM

26 & 27 of March

Day  
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## Thursday 26th of March

- 8:00 h. - 9:00 h. **Open doors & Registration**
- 9:00 h. - 9:30 h. **Opening Ceremony**
- Adi Ignatius, Editor in Chief Harvard Business Review
  - Pedro Moneo, CEO Opinno\*
  - Miguel Márquez, Governor of Guanajuato State\*
  - Bárbara Botello Santibáñez, Mayor of León City\*
- 9:35 h. - 10:05 h. **Panel: Human Factor**
- Celia De Anca, Director Center for Diversity in Global Management IE BusinessSchool
  - Chris Warhurst, Director Institute for Employment Research
- Panel moderated by Anand Raman, Editor at large, Harvard Business Review
- 10:10 h. - 10:45 h. **Speech: Be a Number One: A Humanistic and Biological Approach to Excellence by Dr. Mario Alonso Puig, Leadership Expert\* Q&A by Cecilia Nicolini, VP Opinno**
- 10:45 h. - 11:15 h. **COFFEE BREAK**
- 11:20 h. - 12:05 h. **Keynote: Ecosystem Economics**
- Julie Meyer, Chairman and Chief Executive Ariadne Capital
- Discussion moderated by Adi Ignatius, Editor in Chief Harvard Business Review
- 12:10 h. - 12:40 h. **Speech: Disrupting Technologies to Empower Companies by Alberto Levy, Innovation evangelist\* Q&A by Cecilia Nicolini, VP Opinno**
- 12:45 h. - 13:35 h. **Panel: Big Data is Changing Business, Society and ultimately Individuals**
- Lino Cattaruzzi, General Director Google México
  - Philip Evans, Senior Partner & BCG Fellow the Boston Consulting Group
  - Diego May, Co-founder & CEO Junar
- Discussion moderated by Hugo Pinto, Innovation Officer IBM Interactive Experience CoC
- 13:35 h. - 15:30 h. **LUNCH**
- 15:35 h. - 16:30 h. **Keynote: Family Enterprises**
- John A. Davis, Harvard Business School Faculty Member and President of Cambridge Institute for Family Enterprise
- Discussion moderated by Anand Raman, Editor at large, Harvard Business Review
- 16:35 h. - 16:55 h. **Panel: Lean Startup Uses for Large Organizations**
- Adrián Peregrino, Director Spotify México \*
- Discussion moderated by Pedro Moneo, CEO Opinno
- 17:00 h. - 17:35 h. **Interview: Transforming Cities**
- Adrian Moreno Mata, Urban and Sustainability Expert
  - Q&A by Cecilia Nicolini, VP Opinno
- 17:40 h. - 18:30 h. **Individual interventions + debate: Entrepreneurship in LATAM**
- Xavier López Ancona, CEO Kidzania\*
- Discussion moderated by Diego May, Co-founder & CEO Junar\*
- Marcus Dantus, Director of Startup Mexico
- 18:30 h. -20:00 h. **COCKTAIL**

Day  
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## Friday 27th of March

- 9:00 h. - 9:30 h. **Open doors & Registration**
- 9:30 h. - 9:40 h. **Welcome and Recap day 1**
- Edward Crowley, Managing Director, Finance and Operations Harvard Business Review
- 9:45 h. - 10:20 h. **Keynote: Future of Work**
- Jacob Morgan, Co-founder FOW Community
- Discussion moderated by Anand Raman, Editor at large, Harvard Business Review
- 10:25 h. - 10:55 h. **Interview: Internet for the Last billion**
- Arvind Gupta, National Director, Information and Technology BJP
- Discussion moderated by Pedro Moneo, CEO Opinno
- 11:00 h. - 11:45 h. **Best Performing CEO LATAM**
- Daniel Servitje, CEO Grupo Bimbo\*
- Interview with Adi Ignatius, Editor in Chief Harvard Business Review
- 11:45 h. - 12:15 h. **COFFEE BREAK**
- 12:20 h. - 13:10 h. **Case Study Panel: The DNA of the Automotive Industry**
- MC- Miguel León, IPADE Business School Professor Automotive Industry Adviser\*
  - Raymundo Garza, Regional Sales Director General Motors\*
  - Jesús Beas, VP Operations Customer Group Americas Johnson Controls\*
  - José Rubén Contreras y Reyes, President at Consejo de Administración Grupo Excelencia\*
  - Airton Cousseau, President & General Director Nissan Mexicana\*
- 13:15 h. - 13:45 h. **Keynote: Strategic Orchestration “The Vantage Point”**
- Alejandro Ruelas Gossi, Global Professor of Strategy in Business
- 13:50 h. - 14:20 h. **Keynote Leadership & Talent: Leading in the New Digital Reality**
- Steve Cadigan, Former VP Talent Management LinkedIn, Founder Cadigan Talent Ventures
- 14:25 h. - 14:35 h. **CLOSING**

\* Session in Spanish

This program can be modified without previous notice