

700 Corporate Executives

300 Global Companies

30 Speakers & Experts

INNOVATION
ROUNDTABLE

MARKETING INNOVATION ROUNDTABLE SUMMIT FALL 2021

COPENHAGEN 9-11 NOVEMBER

3 HIGHLY INTERACTIVE DAYS

Talks by corporate executives & academics:



Uber



Schneider
Electric



Google



ABB



...and many more

...and Roundtable Discussions,
Labs, Networking, Dinners, Tours:
a marketing event unlike any other!

MarketingInnoSummit.com

Where **MARKETING**
Meets **INNOVATION**
for **GROWTH & TRANSFORMATION**

CORPORATE-ONLY

Our Summits are exclusively for executives in large multinational companies, creating a unique learning & sharing experience

3 SUMMITS • 1 TICKET

Join sessions and connect with attendees from our **Innovation & HR Summits**, running in parallel at the same venue

What if you need to cancel?

You can pass on your ticket to a colleague or get a voucher for the Summit in Spring / Fall 2022

3 interactive days



CORPORATE-ONLY

3 highly interactive days of **peer-to-peer exchange and learning** on key marketing and innovation topics

The Summit is open exclusively to corporate attendees, providing a unique setting for in-depth dialogue and valuable networking among corporate peers.

Presentations

Learn best practices from senior marketing & innovation leaders and academic experts in **presentations, panels and interactive labs**



Discussions

Share experiences and get new ideas and valuable insights at peer-to-peer **roundtable discussions** on different topics and challenges



6 THEMES

Join talks, labs, and roundtable discussions on:



Marketing Organization & Transformation



Customer Experience, Insights & Engagement



Brand Strategy & Purpose



Digital Marketing, Martech & Multichannel



Digital Innovation & Business Transformation



Customer Centric Innovation & Design Thinking

...and many others from our Innovation & HR Summits

3 SUMMITS • 1 TICKET



Marketing Innovation Roundtable Summit attendees can also join sessions and meet participants from our **Innovation Summit** (the world's largest gathering of corporate innovators) and **HR Summit**, taking place in parallel at the same venue.

A unique opportunity to engage with both marketing professionals and other corporate leaders, and discuss together how to drive transformation, innovation and growth in multinational firms.



Labs

Immerse yourself in your favorite topics by joining **highly interactive workshops** with presentations and group discussions facilitated by academics and corporate experts

Networking

Connect with hundreds of peers working in **large multinational companies**



...and much more!



Tours

Visit an urban innovation hub, a VR production house and other creative spaces



Evening Program

Get inspired by a program of not-business-as-usual talks and group activities



Dinners

Enjoy informal networking dinners, before and during the Summit



Reports, Videos & More

After the event, you will get online access to videos from the different Summit tracks, presentation slides, summaries and insight reports

*The best innovation event in Europe
for learning, sharing and networking*

Jean-Pierre Pélicier • Air Liquide

Connect • Learn • Share
Meet your peers in Marketing & Innovation
at a unique event **exclusively** for large corporations

The corporate-only **M**ARKETING event

The marketing playbook is changing. In an increasingly digital world, creating relevant **multichannel** experiences and offerings requires a **customer-centric, data-driven & agile organization**. In times of unprecedented global challenges, brands must further engender a sense of **purpose** to guide and inspire employees, drive engagement with customers & partners, and build trust & long-lasting bonds.

The Summit is a unique opportunity to meet **marketing professionals from multiple industries**, learn how they address **transformation** and new challenges, and identify collaboration opportunities.

Meet **INNOVATION**

Cohesive customer experiences are not built in silos

Collaboration between marketing and innovation is pivotal for driving growth and transformation by:

- Turning **customer insights into successful innovations**
- Leveraging data and getting closer to customers with **connected services and digital platforms**
- Building an **agile, customer-centric and collaborative organizational culture**



Meet hundreds of corporate innovation leaders from our 7th Innovation Summit and learn how innovation and marketing can work together.

Join talks and labs on Agile, Design Thinking, Sustainability, Digital, Ecosystems, Business Model Innovation and more!

Meet **HR**

Talent is key to marketing transformation

New ways of working and the wider adoption of **AI** are changing how the job of marketing is done. The need for agility and the insourcing of marketing **capabilities** highlight the importance of attracting and evolving **marketing talent**. HR can support marketing with hiring, training, upskilling, and developing a customer-centric culture.



Join HR-focused sessions and discuss with participants from our new HR Summit.

Learn and discuss on topics such as **Future of Work, Employer Branding, Employee Experience, People Analytics** and more!

700

Corporate Executives

Meet and discuss with professionals working in different areas of marketing in large multinational corporations

Connect with hundreds of corporate leaders in Innovation, HR, Design, Digital, R&D, Sustainability *and more*



300

Multinational Corporations

3M, ABB, Airbus, Allianz, Amazon, BASF, Beiersdorf, BNP Paribas, Bosch, BP, Cisco, Coca-Cola, Danone, Dow, DHL, DSM, E.ON, Electrolux, Eni, ENGIE, Evonik, GE Healthcare, Google, Goodyear, Henkel, HP, IKEA, J&J, L'Oréal, LEGO, Mars, Mastercard, Microsoft, Nestlé, Nike, P&G, Philips, Roche, SAP, Shell, Siemens, Sony, Unilever, Volkswagen, Volvo

...and many more

25

hours of

Informal Networking

Innovation Roundtable® has organized **over 150 large-scale corporate-only events** in Europe, the US, and China since 2008.

Established in 2014, the Innovation Roundtable® Summit has been joined by a growing number of corporate professionals praising how it is **different from other conferences** in being carefully designed for knowledge sharing and generating valuable connections.

We are excited to expand the Summit in 2021 to include **dedicated events for Marketing and HR professionals**, and to facilitate dialogue and exchange among corporate leaders from different functions and industries.

Previous Summit attendees said...

Interesting format with keynotes, labs and roundtables. Very well organized and cross industry. Such an event delivers a wide range of views and different takeaways for own experiments and development

Gerd Winkler · **Continental**

All you need to innovate! The Summit is a fantastic opportunity to exchange with peers and gain valuable insights to foster your innovation approach.

Markus Durstewitz · **Airbus**

SPEAKERS

15 MARKETING SPEAKERS

from multinational corporations & inspiring academic experts

Join presentations and interactive labs on 4 core marketing themes:

- Marketing Organization & Transformation**
- Customer Experience, Insights & Engagement**
- Brand Strategy & Purpose**
- Digital Marketing, Martech & Multichannel**



Anemijn Eschauzier
Chief Marketing Officer, Women's Health



Christophe Melle
CMO for Home & Distribution Division



Libby Costin
Vice President and Global Chief Marketing Officer



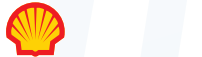
Rose Beaumont
Senior Vice President, Global Marketing & Communications



David Mogensen
Senior Director, Head of Marketing, EMEA



Dean Robson
VP of Consumer Engagement & Marketing Transform.



Carol Chen
VP Global Lubricants Marketing



Thomas Salditt
Vice President Digital Business Enabling



Aaron Mitchell
Global VP Customer Engagement & Loyalty



Blake Cahill
Global Head of Digital Marketing & E-commerce



Clive Roach
Director of Digital Social Media



Marina Bill
Global Head of Marketing and Sales RA Division



Amit Joshi
Professor of AI, Analytics and Marketing Strategy



Nicola Kleyn
Dean of Executive Education, Rotterdam School of Management

More speakers to be announced



Find the full list of speakers, bios, abstracts, and more on MarketingInnoSummit.com

15 INNOVATION SPEAKERS

focusing on topics of high relevance for marketing professionals

- Digital Innovation & Business Transformation***
- Customer Centric Innovation & Design Thinking***

* sessions from the Innovation Roundtable® Summit



Hector Ouilhet
UX Director



Pernilla Johansson
Chief Design Officer



Astrid Simonsen Joos
Chief Digital Officer



Shahab Salemy
VP, Digital Transformation



Didier Boulet
Group Chief Design Officer, Design Center Founder



Nicolas Cudré-Mauroux
CTO - Research & Innovation Group GM



Line De Decker
SVP, Chief Transformation Officer



Cordell Hardy
Vice President, Corporate R&D Operations



Andreas Leinfelder
Vice President Business Development



Anne Kathrin Gebhardt
VP, Leading Transform. Team, BSH Appliances



Carsten Linz
Distinguished Fellow ESMT and Member Expert Network WEF



Ian Machan
Senior Industrial Fellow

More speakers to be announced

...and 20 more!

With a single ticket, you get access to all presentations and labs at the 3 parallel Summits on **HR, Innovation and Marketing!**



Join sessions on innovation culture, agile, business model innovation, talent, employer branding, sustainability, future of work, and more from our Innovation and HR Summits, running in parallel.

Speakers from:



Discover more on innovationroundtable.com/summit

PROGRAM

Sessions dedicated to corporate marketing professionals:

- Marketing Organization & Transformation
- Customer Experience, Insights & Engagement
- Brand Strategy & Purpose
- Digital Marketing, Martech & Multichannel
- Digital Innovation & Business Transformation
- Customer Centric Innovation & Design Thinking



Shared sessions with the Innovation Roundtable® Summit:

9 NOVEMBER

7:45 - 9:00 Arrival & Breakfast • 9:00 - 17:30 Day Program • 17:50 - 21:45 Evening Program

Uber David Mogensen From Ads to Actions – Building the Uber Brand with Purpose	
Insights & Challenges Visually represent a challenge or insight and discuss it with peers at your table – with tables dedicated to each Summit theme	
Schneider Electric Christoph Melle Digital Go-To-Market Transformation – Building a Multichannel Partner Engagement Ecosystem	Tetra Pak Libby Costin Generating Customer Insights and Translating Them Into R&D Projects
IKEA Aaron Mitchell Transforming Customer Engagement & Loyalty: Reimagining Rewards & Changing the Marketing Model	Panel on Transformation GlaxoSmithKline Line De Decker BSH Group Anne Kathrin Gebhardt • 1 panelist tba
Lunch	
IMD Lausanne Amit Joshi Ethical Boundaries in Leveraging Machine Learning for Marketing – Making Tradeoffs and Minding the Slippery Slope of Data Use	Aston Business School Ian Machan How Product Manufacturers Can Develop Advanced Service Offers – and a Game of Snakes and Ladders that Explores Their Experiences
Mastercard Rose Beaumont Innovating Marketing & Comms: Targeting a Segment of One, Ensuring Brand Visibility, and Embedding Purpose & UN's SDGs	IKEA Aaron Mitchell Co-Creating with Customers and Co-Workers Around the World – The Journey & Lessons Learned
Tetra Pak Libby Costin Marketing Services for a Hybrid B2B-B2C Approach: Developing New Products Together with B2C Customers from Ideation through Launch	3M Cordell Hardy Digital Transformation and Implications for Company Culture
Evening program: Innovation Tours, Evening Program Sessions (tba), Relaxation Session	
Drinks and Buffet Networking Dinner (included in the ticket) + Evening Program Sessions (tba)	

10 NOVEMBER

7:30 - 8:25 Arrival & Breakfast • 8:25 - 17:45 Day Program • 18:15 - 23:30 Evening Program

GE Healthcare Imaging Annemijn Eschauzier The Role of Marketing in Identifying Unmet Needs and in Co-Creating with Customers to Build Great Value Propositions and Customer Experience	Nike Shahab Salemy Digital Transformation: From Strategy to Execution
BSH Thomas Salditt Leveraging Data to Create a 360° Customer View – Becoming More Data-Driven, Focusing on Consumer Journeys & Engagement, and Driving Direct-to-Consumer Sales	Electrolux Pernilla Johansson Using Human-Centric Design to Make Sustainable Behavior the Preferred Choice
Hosted Roundtable Discussions - Round I Discussion tables moderated by speakers and other attendees - within each of the Summit themes	
Lunch	
Hosted Roundtable Discussions - Round II Discussion tables moderated by speakers and other attendees - within each of the Summit themes	
Rotterdam School of Management Nicola Kleyn Brand & Reputation: Learning the Ten Rules of Crisis Management	ESMT Berlin Carsten Linz Gaining the Competitive Edge in a Disruptive World: How to Craft & Lead a Radical Business Transformation?
PepsiCo Dean Robson The Future of the Marketing Organization and Use Cases in Brand Building – Partnerships & Ecosystems, Launching & Localizing Brands, and Agile Marketing	Thales Didier Boulet Leveraging Design for Digital Transformation: The Journey and the Lessons Learned
Signify Clive Roach Social Media Journey – Strategy, Processes, Tools, and Lessons Learned	
Summit Dinner Party / Evening program: Innovation Tours, Evening Program Sessions (tba), Relaxation Session	

11 NOVEMBER

7:30 - 8:30 Arrival & Breakfast • 8:25 - 16:30 Day Program

Philips Blake Cahill Driving Transformation for Digital, E-Commerce, and Direct Customer Relations – Adopting Agile & Organizing Around Customer Journeys	Google Hector Ouilhet Innovate on Culture to Cultivate Innovation
Shell Carol Chen Leveraging Data, Tech and Customer Insights for Performance-Driven Marketing – Dos and Don'ts on the Journey	
Signify Clive Roach How to Create and Define Social Media Strategy	Thales Didier Boulet Building Design Thinking Capabilities in Established Firms: Setting up Design Centers and Propagating a Design Thinking Culture
Lunch	
Presentation tba	Solvay Nicolas Cudré-Mauroux Leveraging Agility for Breakthrough Innovation & Using Customer-Validated Insights for Portfolio Decisions
ABB Marina Bill Marketing Transformation of an Industrial Robotics Business: Extending Our Growth from Large Industrial Accounts to Diverse Customers and Segments	Signify Astrid Simonsen Joos Transforming Company Culture in the Digital Age: The Role of People, Leadership, Speed, and Customer Focus

Key Takeways

Drinks and farewells

- Presentations
- Interactive Labs
- Roundtable Discussions
- Panel

Program may be subject to change

Join Now

Discover more and purchase your ticket on MarketingInnoSummit.com

EARLY BIRD

until 30 June 2021

DISCOUNTED RATE

until 22 October 2021

LAST-MINUTE RATE

until 8 November 2021

NON-MEMBER COMPANIES

Take advantage of our 1st edition special rates

MEMBER COMPANIES

Special rates for member firms of our networks (list below)

30% off the regular price

3 days • € 2,100

2 days • € 1,750

20% off the regular price

3 days • € 2,400

2 days • € 2,000

10% off the regular price

3 days • € 2,700

2 days • € 2,250

50% off the regular price

3 days • € 1,500

2 days • € 1,250

40% off the regular price

3 days • € 1,800

2 days • € 1,500

30% off the regular price

3 days • € 2,100

2 days • € 1,750

TICKETS

Participation is open exclusively to marketing professionals from large multinational firms

Delegate fees include attendance to all talks, discussions, lunches, breaks, and networking dinner (9 Nov). Marketing Summit attendees will also be able to access sessions and meet participants at our Innovation & HR Summits, running in parallel at the same venue.

Prices do not include Danish VAT (can be claimed back at your domestic tax authority) and credit card transaction fees.

Learn more at MarketingInnoSummit.com or contact us at +45 2253 8686 or summit@mktg.innovationroundtable.com

Not sure if you will be able to join?

Should you need to cancel your participation, you can pass on your ticket to a colleague or request a voucher valid for attending our Summit next year (choose between April or November 2022).

EXTRAS add more to your Summit experience



The Networking Buffet Dinner (9 Nov) is included in the delegate fee. You can purchase tickets for the [Pre-Summit Dinner](#) (8 Nov) and [Summit Dinner Show & Party](#) (10 Nov) on our website.

Add a [Full Access](#) license for InnovationRoundtable.online when buying a Summit ticket and get 1-year access to our online community of 4,000+ corporate executives and library of 1000+ video presentations, interviews, articles and more for only € 210 (50% off the regular price).



The Summit will be attended by over 300 multinational companies including member firms of the Marketing Innovation Roundtable® & Innovation Roundtable® networks:

If you work for one of the following corporations, you are eligible for the Member Company rates:

3M	Cisco	Goodyear	National Grid	Stabilus
ABB	Clariant	Grundfos	Neste	Sulzer
ABN Amro	Coca-Cola	Haldor Topsoe	Novo Nordisk	Swarovski
Accor	Danone	Henkel	OMV	Swiss Post
Air Liquide	Datwyler	Heraeus	OMYA	Swiss Re
Airbus	Deutsche Bahn	HERE	P&G	Tata Steel
Agilent Technologies	Deutsche Telekom	Hilti	Philip Morris Intl.	Tessenderlo Group
AkzoNobel	DHL	HP	Proximus	Tetra Pak
Allianz	Dow	Infineum	RHI Magnesita	Thales
Ardagh Group	DSM	Johnson & Johnson	Roche	Thales Alenia Space
Arla Foods	DTEK	Johnson Matthey	Royal Cosun	Thermo Fisher
Arteco	E.ON	KION Group	RWE Renewables	Toyota Industries
AT&T	Endress+Hauser	Kongsberg Maritime	Sanofi	UBS
AT&S	Enel	L'Oréal	SAP	Unilever
BASF	ENGIE	LafargeHolcim	Sartorius	Vaillant Group
Bayer	Eni	Lufthansa Technik	Schaeffler	Vattenfall
Beiersdorf	Equinor	MANN+HUMMEL	Schlumberger	Volvo Cars
BNP Paribas	Evonik	Mars	SCHOTT	Volvo Group
Boehringer-Ingelheim	FS Italiane	Medtronic	Seco Tools	Wärtsilä
Bosch	Fincantieri	Metalsa	Shell	Weir Group
Cartier	Freudenberg	Momentive	Siemens	Worthington Ind.
CEVT	GEA	MOOG	SONY	ZF

For further information about our network and events, please visit InnovationRoundtable.com