

DRIVING EXCELLENCE IN OPERATIONS, INNOVATION & LEADERSHIP

MAY 1, 2018

AGENDA

8:00-8:30 am	<i>Registration/Breakfast</i>	
8:30-8:45 am	Introduction	
8:45-10:15 am	Operational Excellence and the Bottom of the Pyramid	Professor Medini Singh
10:15-10:30 am	<i>Break</i>	
10:30-11:55 am	Making Change Happen	Professor Joel Brockner
11:55 am – 12 pm	<i>Dean's Welcome</i>	Dean Glenn Hubbard
12:15-1:15 pm	<i>Lunch</i>	
1:30-3:00 pm	Strategic Intuition: The Key to Innovation	Professor William Duggan
3:00-3:10 pm	<i>Break</i>	
3:10-4:10 pm	The Five Minute Advantage: How to Operationalize the New Strategy Playbook	Professor Rita Gunther McGrath
4:10-4:45 pm	Back to Basics: The Importance of Continuous Improvement	Professor Nelson Fraiman
4:45-5:30 pm	Agile Leadership: Redefining Marketing and Fostering Innovation	Michelle Peluso, Senior Vice President & Chief Marketing Officer, IBM
5:30-6:30 pm	Networking & Cocktail Reception	Sponsored by G100 Companies

SPEAKERS

Joel Brockner

Phillip Hettleman Professor of Business in the Management Division at Columbia Business School

Within the broader field of organizational behavior, Professor Brockner is well known for his work in several areas, including the effects of organizational downsizing on the productivity and morale of the "survivors," the management of organizational change, organizational justice, self processes in organizations and managerial judgment and decision making. He teaches the MBA elective course Managerial Decision Making, the Ph.D. course Individual and Collective Behavior in Organizations, and he is an active consultant and speaker to companies worldwide.


William Duggan

Senior Lecturer in Business in the Management Division at Columbia Business School

William Duggan is the author of three recent books on innovation: *Strategic Intuition: The Creative Spark in Human Achievement* (2007); *Creative Strategy: A Guide for Innovation* (2012); and *The Seventh Sense: How Flashes of Insight Change Your Life* (2015). In 2007 the journal Strategy+Business named Strategic Intuition "Best Strategy Book of the Year." He has BA, MA and PhD degrees from Columbia University, and twenty years of experience as a strategy advisor and consultant.

Professor Duggan teaches innovation in three venues at Columbia Business School: MBA and Executive MBA courses, and Executive Education sessions. In 2014 he won the Dean's Award for Teaching Excellence. He has given talks and workshops on innovation to thousands of executives from companies in countries around the world.



Nelson Fraiman

Professor of Professional Practice at Columbia Business School; Faculty Director of the W. Edwards Deming Center

Following a 17-year career at International Paper Company, Fraiman joined Columbia Business School in 1995 as a professor in the Decision, Risk, and Operations division. As the director of the Deming Center, he has steered the center's programs to connect theory with practice in the area of operations. His research explores institutionalizing quality improvement, specializing in the retailing, consulting, and process industries.

Fraiman is the faculty director of Entrepreneurship and Competitiveness in Latin America (ECLA), a program designed for Latin American entrepreneurs who aim to be successful across borders. In addition, he has conducted executive education programs in Asia, Europe, Latin America, the Middle East, and the US. He received all his degrees—BS in industrial engineering, MS, MBA, and PhD—from Columbia University.



Glenn Hubbard

Dean at Columbia Business School

Professor Hubbard is a specialist in public finance, managerial information and incentive problems in corporate finance, and financial markets and institutions. He has written more than 90 articles and books on corporate finance, investment decisions, banking, energy economics and public policy, including two textbooks, and has co-authored *Healthy, Wealthy, & Wise: Five Steps to a Better Health Care System*. In a recent book, *Tax Policy and Multinational Corporations*, he argues that U.S. tax policy significantly affects financing and investment decisions of multinational corporations. Hubbard has applied his research interests in business (as a consultant on taxation and corporate finance to many corporations), in government (as deputy assistant of the U.S. Treasury Department and as a consultant to the Federal Reserve Board, Federal Reserve Bank of New York and many government agencies) and in academia (in faculty collaboration or visiting appointments at Columbia, University of Chicago and Harvard).



Rita Gunther McGrath

Faculty of Executive Education at Columbia Business School

McGrath is regarded as one of the world's top experts on strategy and innovation with particular emphasis on developing sound strategy in uncertain environments. Her ideas are widely used by leading organizations throughout the world, who describe her thinking as sometimes provocative, but unfailingly stimulating. Rita maintains an active social media presence, and has been rated one of the 25 smartest women to follow on Twitter by Fast Company Magazine. She authors a regular column, "The Entrepreneurial Strategist" for Inc Magazine and blogs regularly at HBR.org. Rita's publications include *The End of Competitive Advantage: How to Keep Your Strategy Moving as Fast as Your Business*, recognized by Strategy+Business as the #1 business book of the year; *Discovery Driven Growth: A Breakthrough Process to Reduce Risk and Seize Opportunity* (2009); *MarketBusters: 40 Strategic Moves that Drive Exceptional Business Growth* (2005); and *The Entrepreneurial Mindset* (2000).



Michelle Peluso

Senior Vice President and Chief Marketing Officer at IBM

As SVP and CMO of IBM, Michelle Peluso oversees all global marketing and brand initiatives, strategy, and execution for the IBM company, including stewardship of thousands of marketing professionals worldwide. Michelle brings to IBM deep, customer-centric marketing and leadership experience, as IBM accelerates its transformation into a Cloud and Cognitive platform company. Prior to IBM, Michelle served as the CEO of Gilt. She also spent four years as Global Consumer Chief Marketing and Internet Officer at Citigroup, CEO of Travelocity, and CEO and co-founder of the startup travel company, Site59. She serves on the Board of Directors for NIKE, Inc., nonprofit TechnoServe, and Tech:NYC. Michelle received an MA in Philosophy, Politics and Economics from Pembroke College at Oxford University, and her BA from the University of Pennsylvania's Wharton School of Business. She lives in Tribeca with her husband and two children.



Medini Singh

Senior Lecturer in Discipline in Business at
Columbia Business School

His research focuses on service and supply chain design, at both the tactical and strategic level. He teaches in both the MBA and Executive MBA program, including the core Operations Management class as well as electives in Supply Chain Management, Operations Strategy and Service Operations Management. Professor Singh is a member of the Deming Center Advisory Board.
