



The Global Conference promises to be a high-powered, content-packed week!

CEOs, CFOs, Board Members, Media leaders, Innovators, Founders of companies breaking new ground, Non-Profit Leaders and Leaders of Small Businesses come together for a dynamic conference packed with roundtables, panels, TED-style talks, Keynotes, break-out panels and more.

This year, three themed tracks will complement the **CENTRAL CONFERENCE**:

- * **INNOVATION SUMMIT:** (trends, success models and tools)
- * **GENERATION NOW:** (tailored to young professionals)
- * **SMALL BUSINESS SYMPOSIUM:** (presentations, break-outs and public trade show)

The conference kicks off with an acclaimed panel of P&G Alumni who have run challenging global businesses across a range of industries. AG joins three of P&G's current Board members for an off-the-record conversation. Participating:



AG Lafley
Retired CEO, P&G



Jim McNerney
former CEO, Boeing & 3M



Meg Whitman
CEO, HP



Scott Cook
Founder & Former CEO

AG Lafley - RETIRED CHAIRMAN OF THE BOARD, PRESIDENT AND CEO, P&G
P&G sales doubled, profits quadrupled, market value gained \$100+ billion dollars, and billion-dollar brands grew from 10 to 24 (2000-10 and 2013-16).

Jim McNerney - FORMER CHAIRMAN OF THE BOARD AND CEO, BOEING & 3M
Led Boeing to recapture leadership in commercial airplane deliveries and human spaceflight.
Previously Chairman and CEO of 3M.

Meg Whitman - PRESIDENT & CEO, HEWLETT PACKARD ENTERPRISE
Led HP's turnaround and subsequent separation into two companies. As CEO of eBay, oversaw growth from 30 to 15,000+ employees and \$8 billion in revenue.

Scott Cook - FOUNDER AND CHAIRMAN OF EXECUTIVE COMMITTEE, INTUIT
Co-founded Intuit in 1983 (Quicken accounting software) after roles in Bain and P&G.

Moderated by Kristina Rogers

BENNO DORER

CEO, Clorox



MEL HEALEY

Board Director, Verizon, Target, PPG



BRACKEN DARRELL

CEO, Logitech



TERI LIST-STOLL

EVP AND CFO, GAP
Board Member
Danaher and
Microsoft



SARA MATHEW

Former CEO & CFO, Dun & Bradstreet



GREG WASSON

Former CEO, Walgreens



GARY VAYNERCHUCK

CEO, VaynerMedia and 4-time NYT
best-selling author



JONAH PERETTI

Founder and CEO, BuzzFeed



TOPICS include:

CEO Panel

Global Panel

CFO Panel

Investments: Where is the Money Going?

Conscious Business Leadership

Future of Retail

The Art of Being Customer-Centric

Info Technology: Emerging Issues

Economic Empowerment of Women

Future of Digital Marketing

Non-Profits: Making a Difference

Making Your Brand Priceless

Innovation

Leading for the Future

Second Careers: Changing Direction

**In a variety of Keynotes, TED-style talks,
Panel Discussions,
and Break-out sessions.**

(See full list of speakers, next)

Scott Cook	Founder and Chairman of the Executive Committee, Intuit	
AG Lafley	Former CEO, P&G	CEO
Jim McNerney	Former Chairman of the Board & CEO, Boeing, 3M	Roundtable
Meg Whitman	President and CEO, Hewlett Packard Enterprises	
David Taylor	CEO, P&G	KEYNOTE

Cheryl Bachelder	Former CEO, Popeyes Louisiana Kitchen
Dan Barczak	Partner, Chief Creative Officer, Hyperquake
Debra Bass	President of Global Marketing Services, Johnson & Johnson
Filippo Catalano	Chief Digital Operations Officer, Nestle Marketing Technology
Yougang Chen	Visiting Fellow, Harvard University
Winder Chen	Co-Founder and CEO, Chopsticks Technology
Bracken Darrell	CEO, Logitech
Benno Dorer	CEO, Clorox
Jim Geikie	Vice President and General Manager, Burt's Bees
Brian Hansberry	CEO, Nonni's Foods
Mel Healey	Board Director, Verizon, Target and PPG
Nicole Hockley	Managing Director , Sandy Hook Promise
Robert Isom	President and COO, American Airlines
JP Kuehlwein	Principal, Ueber-Brands
Shaohui Li	Co-Founder, Chopsticks Technology
Teri List-Stoll	CFO, GAP and Board Member, Microsoft and Danaher
Tom Mangas	Former CEO and CFO , Starwood
Sara Mathew	Former CEO and CFO , Dun & Bradstreet
Susan Mboya-Kidero	President, Coca-Cola Africa Foundation and First Lady of Nairobi
Kay Napier	CEO, Arbonne
Greta Peoples	Marketing Consultant and Stylist, Stella & Dot
John Pepper	Former CEO, P&G
Jonah Peretti	CEO, Buzzfeed
Kirk Perry	President Brand Solutions , Google
Daniela Riccardi	CEO, Baccarat
Wolf Schafer	CSO, SelectNY
Kris Sirchio	CEO, American Breweries
Jim Stengel	Former CMO, P&G
Andrew Swinand	CEO, Leo Burnett US
Rishad Tobaccowala	Strategy and Growth Officer, Publicis
Alex Tosolini	SVP New Business Development, Kroger
Andy Walter	CIO / Shared Services Executive, Board Director & Advisor
Greg Wasson	Chairman Inventure and Former CEO, Walgreens
Helena Wong	CEO & Founder, Top Trend International
Gary Vaynerchuck	CEO, Vayner Media
Nigel Vaz	CEO EMEA and APAC, Publicis.Sapient
Amy Yang	General Manager, Coca Cola China

GenerationNOW is a new track for the P&G Alumni Conference, bringing together an ecosystem of inventors, startup founders, digital experts, funders and accelerators for a combination of **content and contacts**.

**GenerationNOW
Speakers**



Marina Dedes



Julie Eddelman



Bob Gilbreath



Chaz Giles



Gautam Gupta



Dave Knox



Tim Kopp



WendyLea



Ben Ierer



Geoff Lewis



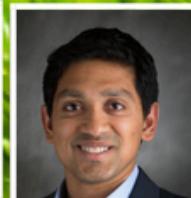
Autumn Manning



Vineet Mehra



James Moorhead



Ashwin Nathan



Doug Pepper



Leigh Radford



Jake Rouse



Kyle Schlegel



Rudina Seseri



Kash Shaikh



Cherylanne Skolnicki



Kristi Zuhke

TOPICS include:

Lessons from a Serial Inventor and Investor

Story of StartUpCincy

Making a Career out of your Passion

Being a Disruptor

What is a Startup Really Like?

Making a Difference at a Big Company

The “Investor” Perspective

(please see speaker backgrounds next)

Pete Blackshaw, Global Head of Digital & Social Media at Nestle, Nestle, sold BuzzMetrics to Nielsen

Marina Dedes Gallagher, Founder, MomSights, insights for a new generation of moms and dads

Julie Eddleman, Global Client Partner, Google, named a Media Maven by AdAge

Bob Gilbreath, Co-Founder and CEO, Ahalogy, launched Mr. Clean Magic Eraser, AdAge Top 50 Marketer

Chaz Giles, Global Head of External Innovation, Estee Lauder, founded MomTrusted.com & scaled to 3M users

Gautam Gupta, CEO, Nature Box, Inc's '30 Under 30 Best and Brightest Entrepreneurs' in 2015

Dave Knox, Managing Director, WPP Ventures, iMedia Digital Innovators, 40 < 40 by AdAge in 2015

Tim Kopp, General Partner & Managing Director, Hyde Park Ventures, CMO of ExactTarget through IPO and sale

Wendy Lea, CEO, Cintrifuse, deeply connected to the entrepreneurial eco-system

Ben Lerer, CEO, Group Nine Media, co-founded Thrillist, top 5 Entrepreneur

Geoff Lewis, Partner, Founders Fund, 2016 Midas Brink List top investor

Autumn Manning, CEO and Co-Founder, YouEarnedIt, recognizing & rewarding employees through tech

Vineet Mehra, CMO Ancestry.com, former Group President J&J Baby Care

James Moorhead, CMO, MetroMile, pay-per-mile car insurance, Grand Marketer, 2010

Ashwin Nathan, Head of Marketing, Ecommerce North America, Pepsico, Brand Innovators 40<40

Doug Pepper, Managing Director, Shasta Ventures, early or first investor in SaaS and mobile companies

Leigh Radford, Vice President, PG Ventures, P&G

Jake Rouse, Founder, Braxton Brewery, melding 500 year-old tradition with new age consumer tech

Kyle Schlegel, Global Marketing Director - Racquet Sports, Wilson Sporting Goods, 40<40 AdAge and CMO Club

Rudina Seseri, Founder and MD, Glasswing Ventures, leads tech investments & acquisitions for IoT, SaaS & robotics

Kash Shaikh, Founder & CEO, Be Somebody, pitched on Shark Tank, sold app, creating training for new generations

Cherylanne Skolnicki, Principal, Cherylanne Skolnicki, Inc, expert on work-life integration, 2-time entrepreneur

Kristi Zuhlke, Knowledge Hound, CEO and Co-Founder, sold 1st tech business, raised \$4M+ and grew co to 17 people

DANIEL MYERS

EVP Global Integrated Supply Chain,
Mondelez International



HELEN FISHER

Co-Founder and Chief Science Officer
NeuroColor



It is a VUCA World: Volatile, Uncertain, Complex, Ambiguous

Join us for expert-led
keynotes and breakout
sessions on the key topics,
challenges, successes and
best practices of today's
top innovators.

ROBERT ATKINSON, PhD

President, Information Technology
& Innovation Foundation



MARIA PINELLI

Partner, EY



BOB JOHANSEN

Distinguished Fellow, Institute
for the Future



**(Please see the complete
list of speakers and topics,
next.)**

Innovation Leaders and Managers focus on:

Visualizing the Future: signals, scenarios, forecasts, maps of emerging landscape

Building Effective and Innovative teams – using biologically-based personality tools

Adapting to changing Innovation Economics and Policy

Innovating in Product Supply, Marketing, Social Enterprise projects

Keynote Addresses	Speakers
Innovation Leadership in a Volatile, Uncertain, Complex, Ambiguous World -- Technology Trends & Implications in a Disruptive Landscape	Bob Johansen Distinguished Fellow-Institute for the Future
Reinventing Supply Chain for Speed, Margin and Innovation Agility - Breakthrough examples	Daniel Myers - Executive VP Global Integrated Supply Chain - Mondelez International
Innovation Success Stories - Innovation success characteristics of Entrepreneurs of the Year	Maria Pinelli , Partner, and Global Vice Chair – Strategic Growth Markets, EY
Technology, Innovation and Economic Growth: Where Are We and Where Are We Going? Broad (Beyond Corporate) Innovation Trends and Technology Policy Questions	Robert Atkinson, Ph.D. President, Information Technology & Innovation Foundation
Neuroscience of Innovation How to Spark Creativity - Naturally	Helen Fisher, Ph.D. , Chief Science Officer, NeuroColor and Advisor to Match.com
Breakout Sessions	Speakers
Social Innovation Leveraging purpose, passion and proficiency to address social needs and strengthen your business	Karen Patterson Founder & Chief Catalyst, Makewaves Karen Van Wagenen , Innovation Catalyst, Makewaves Jim Donovan , Partner, Consumer Lead, InnoG Betsy Stivers , Sr Consultant, CCC
Overcoming Resistance to Innovation Leveraging habit, cognitive biases, and "System 1" (fast, intuitive, emotional) thinking to create disruptive, lasting behavior change.	Daniel Epstein Epstein & Associates-Brand Innovation Strategist Former P&G "Harley Procter Marketer"
Innovating in a Digital World - Case Studies from Fast Moving Consumer Goods Companies	Brett Evans , Principal, Innosync Mike Friedman , Partner, Kalypso
The Reciprocity Advantage - Embracing the 10-year forecast's threat to create business growth	Bob Johansen , IFTF (see above) Karl Ronn , Managing Dir, Innovation Portfolio Partners
Innovator's Passport – Leading Innovation & Transformation - Driving change from top, Lessons from P&G, Performance driven culture.	Hari Nair Group Chief Strategy and Innovation Officer, Sime Darby Berhad

Also joining us from our Sponsors:

Valerie Jacobs, Chief Insight + Innovation Officer - **LPK**

and **Stan Lech**, Global Head, R&D and Innovation, Consumer Healthcare Bus. Unit – **Sanofi**

And Notable Alumni: Bob Gorski, Melanie Healey, John Leikhim, Shekhar Mitra, Nabil Sakkab, Jerry Schonhoft, Gary Simpson, Jeff Weedman, and more.

A morning of four sessions (from a range of 20 topics) and an afternoon Trade Show open to the public. One valuable day delivers skills, networking and new opportunities for Cincy and global business owners.

What's the Plan? Develop a Solid Business Plan for Success – best business plan models.

Focus on the Numbers That Count - And Only Those Numbers

Learn How to Build a System for Defining, Collecting, and Sharing Impact and Results.

Free Small Business Resources (In your back yard)

What's In It For Me? Inspiring employees

Finding Customers Identify your target consumer, identify key needs, reach them with a limited budget.

How are Your Sales Skills as a Business Owner?

Marketing, Sales, and CRM

Networking 101 – Your Most Powerful Marketing Tool Clients, Prospects, and Referral Partners

The “Must Have” Biz Support Team Banker, CPA, Attorney, and Coach/mentor.

Navigating the Confusing World of Social Media Marketing ... Judging What Works for Your Business

Building a Digital Marketing Program

Effective Local Marketing

Market Research 101

LinkedIn 101

10 Things I Wished Someone Had Told Me Before I Started My Own Business

Entrepreneurship 101 - Doing More With Less

So You Want to Start a Non-Profit? 10 Things to Get You Started

Lessons in Social Entrepreneurship

Becoming a Preferred Supplier – The Often-Overlooked Path to Growing a Successful B2B Business
B2B businesses, especially minority, women, veteran owned, can achieve growth as preferred suppliers.

Growing the Value of Your Business ... It Takes More Than Growing Profits

Leveraging the equity value in your business is key for growth and for exiting with success.