UPDATE **10. 11. 2026**

18TH GLOBAL PETER DRUCKER FORUM
HOFBURG Vienna

NOV 4

REGISTER

PROGRAM

Next Gen Innovation

When Everything Depends On Ingenuity

(CET)

09:00 – 09:15 PLENARY 1 FESTSAAL

Welcome

Peter Drucker warned us: "The large organization has to learn to innovate, or it won't survive." What could be more in the spirit of his work than to challenge what managers "know" about creating new value—and learn what survival demands next.

Chair **Eduardo P. Braun** Leadership expert and consultant

Speakers **Richard Straub** Founder and President, Global Peter Drucker Forum

Sebastian Schütze Rector, University of Vienna

09:15 – 10:45 PLENARY 2 FESTSAAL

The Future of Innovation Management

In an opening round of quick calls to action, thought leaders underscore what is hardest about managing innovation, what excites them about the future, and where research-based and peer-practice insights will matter most.

Chair **Eduardo P. Braun** Leadership expert and consultant

Opening Salvos **Linda Hill** Professor of Business Administration, Chair of the Leadership Initiative, HBS

Rita McGrath Professor of Strategy, Columbia Business School

Gianpiero Petriglieri Associate Professor of Organisational Behaviour, INSEAD

Putting Next-Gen Ideas into Practice FESTSAAL

Practice Leaders **Arne Gast** Senior Partner and global leader of Culture and Change Leadership serviceline, McKinsey and Company

Lenka Pincot PMP, PMI-ACP, PfMP, PMI-PBA, CAPM Chief of Staff to the CEO, Project Management Institute

Michael Lurie Chief Catalyst, Bayer

Helmut Reisinger CEO for Europe, the Middle East and Africa, Palo Alto Networks

Johnny C. Taylor, Jr. SHRM-SCP, President & CEO, SHRM

10:45 - 11:15 – *Coffee Break*

11:15 – 12:15 PANEL — ZEREMONIENSAAL

Making Decisions for the Unforeseeable Future

As organizational strategies increasingly hinge on innovation, leaders are under new pressure to make high-stakes decisions with very little relevant data. What new capabilities do top teams need to build?

Chair **Julia Kirby** Senior Editor, Harvard University Press

Speakers **Gerd Gigerenzer** Director of the Harding Center for Risk Literacy, University of Potsdam

Roger L. Martin Professor Emeritus & Former Dean, Rotman School; Strategy advisor

John van Rossen Global Strategy and Execution Leader, EY- Parthenon

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11:15 – 12:15 INTERACTIVE SESSION — GEHEIME RATSTUBE

recommended > for people leaders

Leadership When Innovation Is the Goal

Only the very top leadership of an organization is in position to drive large-scale transformation—and with that power comes absolute responsibility to make deep shifts when necessary. A panel of veteran change agents shares insights on reorienting a large enterprise when innovation suddenly becomes "job one."

Chair **Daniela Herneth** People & Business Developer; Leadership Coach

Speakers **Andrea Petrone** Global Executive Coach and Advisor

Nadja Zhexembayeva Founder & Chief Reinvention Officer Reinvention Academy

Bernhard Stieger Leadership Advisor, Spencer Stuart

11:15 – 12:15 DEEP DIVE DIALOGUE — WINTERGARTEN

The Next Social Innovation: Fresh Energy, New Goals, Awesome Tools

Every single social and global issue of our day," Drucker famously said, "is a business opportunity in disguise." Recent decades have seen an explosion of entrepreneurial idealists. How is their work—and its impact—changing?

Chair **Stephan Balzer** CEO Red Onion GmbH, Strategic Advisor, Curator, Futurist

Speakers **Luciana D'Abramo** Chief Programme Officer and a Board Member of FOUR PAWS Int.

Isabelle Spiegel Global Head of Environment, Vinci Group

Atje Drexler Senior VP Futures and Networks, Bosch Foundation

Deepa Prahalad Innovation/design strategy consultant

12:15 – 12:25 – *Change Rooms*

12:25 – 13:25 PANEL ZEREMONIENSAAL

Delivering on Basic Science

It's often a long road from scientific research to value-creating innovation—and lapses at any point along it can rob societies of massive economic rewards. What mechanisms could put groundbreaking discoveries on a faster, surer track to impact?

Moderator **Hannah Wundsam** Managing Director of AustrianStartups

Speakers **Elisabeth Zehetner** Austrian State Secretary for Energy, Startups and Tourism

Georg Kopetz Member of the Executive Board at TTTech and member of FORWIT

Helmut Schönenberger Co-founder and CEO, UnternehmerTUM

Clas Neumann SVP and Head of SAP Labs Network

12:25 – 13:25 PANEL GEHEIME RATSTUBE

Leading the Family Business: Built it to Last, Or Built it to Change?

Launching next-generation ideas can be easier when a company isn't subject to capital markets pressures, but it can also be trickier—especially when family dynamics complicate consensus. How can innovation champions navigate the conflicting priorities, visions, and varying appetites for risk?

Moderator **Reinhard Prügl** Head of Institute for Family Business, WU Vienna University of Economics and Business

Speakers **Catharina Knobloch** Chief Digital Officer, CKV Group

Antonia Neuner Head of Strategic Projects – Group Transformation & Innovation, SKB Group

Sonja Zimmermann Chairman of the Supervisory Board, Berndorf AG

12:25 – 13:25 DEEP DIVE DIALOGUE WINTERGARTEN

Are Today's Education Systems Churning Out Enough Innovators – And If Not, Why Not?

As organizations—and societies in general—put more emphasis on innovation, we may have to admit that education systems designed in the early years of the industrial revolution are no longer fit for purpose. Would some judicious tweaks make all the difference? Or is it time for total overhaul?

Moderator **Lily Bi** President & CEO, AACSB International

Speakers **Adam Yearsley** Global Head of Talent Management for Amer Sports

Mariëlle G. Heijltjes Dean, Maastricht University School of Business and Economics

Frank Krings Independent Director and Advisor; President SAP Fioneer

12:25 – 13:25 CO-CREATION SESSION — VORSAAL

Who's In Charge Here? Dealing with the Dynamic Questions of AI, Sovereignty, and Ecosystems

Sovereignty debates are raging with regard to AI and other commercial innovation realms, and trusted ecosystems are needed more than ever. How can these challenges be embraced as opportunities?

Facilitation **Thomas Kirste** Director at Bosch Management Consulting Innovation for Business & Digital Strategy

and **Peter Williamson** Professor of International Management at University of Cambridge and Judge Business School

Speakers **Gertrud Götze** Board Member of T-Systems Austria, Executive Transformation Leader

Georg Stadlhofer Board Member, Drees & Sommer Austria

Christian Vrancic Head of Strategy, SAP Sovereign Cloud

13:25 – 14:40 – *Lunch*

14:40 – 15:40 PANEL — ZEREMONIENSAAL

Bringing AI to Bear on Innovation

How are most enterprises applying artificial intelligence? So far, mostly to gain operational efficiency and reduce costs. But the bigger impact will come as these powerful capabilities fuel next-generation offerings—and light a fire under top-line growth.

Chair **Michele Zanini** Co-founder Management Lab

Speakers **Shin Shuda** Global CEO, Uvance Wayfinders, Fujitsu

Bastian Bergmann Co-founder and COO of Solsten

Rita McGrath Professor of Strategy, Columbia Business School

Brian Solis Head of Global Innovation at ServiceNow; Futurist and Digital Anthropologist

14:40 – 15:40 PANEL — GEHEIME RATSTUBE

Lessons from High-Impact Entrepreneurial Ventures

Innovation, Drucker said, is "the specific tool of entrepreneurs." Hear from founders of fast-growing ventures about spotting opportunities in changing conditions, and honing that tool to build ingenious solutions again and again.

Chair **Angelika Reich** Leadership Advisor with Spencer Stuart

Speakers **Carolin Gabor** Co-Founder & Managing Partner of caesar

Renat Heuberger CEO of HUSK and Founding Partner of Terra Impact Ventures

Felix Braun Managing Director, Permira Beteiligungsberatung

14:40 – 16:40 CO-CREATION SESSION VORSAAL

recommended > for people leaders

What's Driving Change Now? Understanding the Forces Reshaping Organizations

In this two-hour workshop designed to be especially valuable for HR leaders, learn how major trends are changing priorities and driving innovation in technology, strategy, diversity, performance management, leadership, and more.

Chair **Dana Maor** Senior Partner, McKinsey & Company

Speakers **Patrick Guggenberger** Partner McKinsey & Company, Vienna

Francis Hoefman Senior Vice President HR, Reckitt

Chira Barua CEO, Scottish Widows and CEO, Wealth and Insurance, Lloyds Banking Group

15:40 – 16:10 – *Coffee Break*

16:10 – 17:10 PANEL ZEREMONIENSAAL

Accelerating Innovation

It isn't enough to have an organization working harder at innovation. Teams also have to work faster. This session will uncover ways to speed collaboration, slash schedules, bypass roadblocks, and "ship" while the market is hot.

Chair **Bill Fischer** Emeritus Professor of Innovation Management, IMD

Speakers **Sapthagiri Chapalapalli** Head of Tata Consultancy Services Europe

Jana Werner Executive in Residence, Amazon Web Services

Florence Sardas Chief Transformation Officer, Forvis Mazars Group

Bob Cowlard CEO, Haier EU HVAC

16:10 – 17:10 PANEL GEHEIME RATSTUBE

recommended > for people leaders

Rule No. 1: Let No Human Come to Harm

Isaac Asimov anticipated this moment eighty years ago, when he spelled out his rules for robots. Have we figured out since how to keep our astonishing technologies human-centered?

Chair **Johan Roos** Professor and Member of the Board at Luxembourg School of Business; Senior Advisor to the Global Peter Drucker Forum

Speakers **Peter G. Kirchschläger** Professor of ethics and Director of the Institute of Social Ethics, University of Lucerne

Mathis Bitton Ph.D. candidate in Harvard's Government Department; Head researcher at NYU's Emerging Technologies Collaborative

David Weinberger Senior Researcher, Berkman Klein Center for Internet & Society, Harvard University

16:10 – 17:10 DEEP DIVE DIALOGUE — WINTERGARTEN

Keeping Innovation Teams On Track

There's a lot of magic to super-productive teams—but these days, a lot of method, too. This interactive session combines peer exchange with expert perspectives on which innovation management approaches work best in practice.

Chair **Guillaume Alvarez** Director Corporate relations at Global Peter Drucker Forum

Speakers **Abdelmoula El Hadi** Group Head of Innovation EMEA & APAC Knauf Insulation

Roman Przybylski President of the Management Board, Grupa Kęty S.A.

Leif Huff Design Professor, Design Strategy & Innovation Leader

Carla Arellano Operating Partner, InTandem Capital Partners

17:10 – 17:20 – ***Change Rooms***

17:20 – 18:20 PANEL — ZEREMONIENSAAL

recommended > for people leaders

Managing Talent for an Innovation Edge

Innovation management is fundamentally people management—everything begins with human ingenuity and everything proceeds with human energy and enthusiasm. How can leaders ensure they are cultivating, and not crushing, this absolutely core advantage?

Chair **Mary Meaney Haynes** Social Entrepreneur and Philanthropist

Speakers **Julia Simet** Principal, Global Talent Officer, Gensler

Adam Yearsley Global Head of Talent Management for Amer Sports

Gianpiero Petriglieri Associate Professor of Organisational Behaviour, INSEAD

17:20 – 18:20 INTERACTIVE SESSION — GEHEIME RATSTUBE

Making innovation "A Natural Act": Overhauling Whole Management Systems for Constant Ingenuity

It's not just about launching special initiatives or setting up incubators off to the side—truly progressive organizations have gone beyond isolated efforts to reinvent their management systems, from how decision rights are distributed, to how capital gets allocated, to how performance is measured.

Chair **Yoshikuni Takashige** Senior Advisor, Ridgelinez Limited, Fujitsu

Speakers **Ike Nwankwo** Chair of PMI Board of Directors

Antonio Nieto-Rodriguez Thought Leader in Project Management

Fabian Kesicki Head of Corporate Development, Wien Energie

Wendy Tan Managing Partner, Flame Centre, psychologist, researcher and practitioner

17:20 – 18:20 DEEP DIVE DIALOGUE — WINTERGARTEN

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Can You Manage Ingenuity?

Innovation depends on people willing to challenge assumptions, speak up, experiment, and learn from failure. Yet many organizations struggle to create the conditions that encourage these behaviors while maintaining high standards of performance and accountability. How can leaders build the trust, psychological safety, and collaborative cultures that turn human ingenuity into meaningful results, particularly as AI reshapes how teams work and decisions are made?

Johnny C. Taylor, Jr. SHRM-SCP, President & CEO, SHRM

in conversation with **Amy Edmondson** Professor of Leadership & Management, Harvard Business School

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19:30 – 23.00 GALA EVENT — FESTSAAL

with Drucker Challenge Award Ceremony

19:30 **Aperitif**

20:00 **Gala Dinner**

Host **Stefan Stern** Journalist; Visiting professor in management practice at Bayes Business School

Dinner speech **Gary Hamel** Director, Management Lab; Visiting Professor, University of Oxford

DRUCKER CHALLENGE AWARDS CEREMONY

Master of Ceremony **Mark Kennedy** Partner, Chief Client & Markets Officer, Forvis Mazars Group

Finalists of the Drucker Challenge Essay Contest

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09:00 – 10:00 PANEL — ZEREMONIENSAAL

We Can Rebuild It. We Have the Technology ...

The famous opening line from the boomer TV series "The Bionic Man" applies to businesses and other large organizations today. The pairing of human and machine capabilities creates a bionic superpower … but only if we rebuild processes, structures, and systems to leverage it.

Chair **Robin Speculand** CEO of Bridges Consultancy Int; Co-founder Strategy Implementation Institute

Speakers **Markus Reitzig** Professor for Strategic Management, University of Vienna (Opening statement)

Doris Birkhofer Managing director Siemens for France, BeLux, Maghreb

Kevin Nolan President & CEO, GE Appliances, a Haier Company

09:00 – 10:00 INTERACTIVE SESSION — GEHEIME RATSTUBE

Scaling the Innovation Advantage

"Next-Gen Innovation" means going beyond targeted initiatives to make the quest for new value creation constant and enterprisewide. It means looking strategically at portfolios, capabilities, platforms, and roadmaps—and there's also that small matter of getting clear on purpose …

Chair **Carla Arellano** Operating Partner, InTandem Capital Partners

Speakers **Jürgen Reiner** co-CEO Europe, Managing Partner at Uvance Wayfinders, Fujitsu

Julien Villalongue Managing Director of Leonard, Vinci Group

Loes Bresseleers Global Head of HR at argenx

09:00 – 10:00 DEEP DIVE DIALOGUE — WINTERGARTEN

Where Will the Next Health Breakthroughs Come From?

Healthcare has a long history of life-changing innovation. But will next-gen breakthroughs come from inside its ranks? Explore how cross-fertilization of ideas from many quarters might yield trusted solutions at scale.

Chair **James Mountford** Executive coach and editor

Speakers **Carolyn Paul** Global Managing Director, Health and EMEA Health Chair, Edelman

Adam Sewell-Jones Group Chief executive Officer Mid and South Essex NHS Foundation Trust

Martin Curley Professor of Innovation at Maynooth University; Director of the Digital Health Ecosystem at the Innovation Value Institute

09:00 – 10:00 YOUNG GENERATION FIRESIDE CHAT — RITTERSAAL

It's Up to Us: The AI and Accountability Challenge to Millennials, Gen Y, Gen Z

Recent arrivals to managerial ranks face an exciting opportunity-and unprecedented responsibility-to rethink work for an AI-filled future. Is it possible to balance the imperatives to deploy smarter machines and deliver human-centered outcomes?

Moderator **Julia Kirby** Senior Editor, Harvard University Press

Speakers **Peter G. Kirchschläger** Professor of ethics and Director of the Institute of Social Ethics, University of Lucerne

Brian Solis Head of Global Innovation at ServiceNow; Futurist and Digital Anthropologist

10:00 –10:10 – ***Change Rooms***

10:10 – 11:10 PANEL — ZEREMONIENSAAL

Purpose-Driven Innovation

You're asking your people to be more innovative and take initiative—yet you can't allow the enterprise to be pulled in a hundred different directions. How do you get both focus and progress? It takes a strong, shared sense of purpose.

Chair **Eduardo P. Braun** Leadership expert and consultant

Speakers **Kitty van der Heijden** Deputy Executive Director, UNICEF

Bill Anderson CEO, Bayer AG

Josef Aschbacher Director General of the European Space Agency

George Q. Daley Dean, Harvard Medical School

10:10 – 11:10 INTERACTIVE SESSION — GEHEIME RATSTUBE

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New Trends in Creative Collaboration

No one would deny that, if new ideas need to be hatched and developed, richer collaboration should be encouraged. The quest continues, though, to discover the kinds of workplaces, tools, and techniques that are most generative. Here's a look at new ones inspired by research and showing promise in practice.

Chair **Katarina Roder** Head of People Development & Culture, OEBB-Infrastruktur AG

Speakers **Nilofer Merchant** Co-Founder, The Intangible Labs (TIL), Author *"Our Best Work"*

Mark Mortensen Associate Dean, Middle East Campus INSEAD

Cornelia Choe CEO, The Leaders Alliance

10:10 – 11:10 DEEP DIVE DIALOGUE — WINTERGARTEN

Epic Changes: Stories of Breakthrough Solutions to Existential Challenges

Delve into cases of AI applications that have really delivered, reinventing solutions and solution approaches in cybersecurity and other realms of existential importance to twenty-first century organizations.

Chair **Melinda Lee Ferguson** VP of Sales Acceleration, EMEA, Palo Alto Networks

Speakers **Thomas Masicek** Senior Vice President of Cyber Security at T-Systems

Christine Mueller Executive Partner & Head of IBM CyberSecurity Services DACH

11.10 – 11:40 – ***Networking Break***

11:40 – 12:40 PANEL — ZEREMONIENSAAL

Growing Global Companies from European Ecosystems

Europe has no shortage of talent, ideas, and public support for innovation, yet ventures struggle with the journey from idea to industrial business. What are the missing conditions? Using Europe as a concrete starting point, this session will draw broader lessons.

Chair **Stefan Wagner** Chair for Technology and Innovation, University of Vienna

Speakers **Alex Adamopolous** Chairman & Chief Executive Officer, Emergn

Povilas Sabaliauskas Co-Founder and CEO, Pulsetto

Franz Zöchbauer Managing Director of VERBUND X

11:40 – 12:40 INTERACTIVE SESSION — GEHEIME RATSTUBE

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Doubling Down on Human Ingenuity: The Future of High Performance

In an AI-filled world. leaders will drive exceptional performance with human strengths—and will build them with focus, trust, and clarity rather than relentless optimization. What remains uniquely human in leadership will be judgment, psychological safety, and the ability to sustain innovation and energy across organizations.

Chair **Simone Ahuja** Innovation Strategist, Bestselling Author & Founder, Blood Orange

Speakers **Annastiina Hintsa** CEO, Hintsa Performance

Maud Bailly CEO Sofitel Legend & Sofitel, MGallery & Emblems – Accor Luxury & Lifestyle

Thomas Bubendorfer Solo climber and author

11:40 – 12:40 CO-CREATION SESSION — RITTERSAAL

"Re-Teaming" in Motion – Experiencing Dynamic Shared Ownership

No stage, no slides—ownership of this session is dynamic and shared. Pose a question, walk to a circle that holds appeal (nobody assigns you), and get to work. It's a cycle that takes 90 days in real life, but experiencing it for an hour could make you a believer.

Speakers & Hosts
Michael Lurie Chief Catalyst, Bayer
Bill Anderson CEO, Bayer
Michele Zanini Co-founder, Management Lab
Rita McGrath Professor of Strategy, Columbia Business School

12:40 – 14:00 – ***Lunch Break***

14:00 - 15:00 PANEL — ZEREMONIENSAAL

Can You Be a Powerful Nation without Being a Powerful Innovator?

The countries most able to shape outcomes on the world stage – and to weather large-scale shocks – have built their military and economic strengths on technologic advantages. In the midst of a new industrial revolution, how might the global power balance shift?

Chair
Monika Rosen Vice President Austro-American-Society

Speakers
Adrian Wooldridge Global Business Columnist at Bloomberg Opinion
Mehran Gul Author of The New Geography of Innovation
Ravi Kant Former Managing Director and Vice-Chairman, Tata Motors; key leader in the Jaguar Land Rover acquisition and subsequent turnaround

14:00 - 15:00 PANEL — GEHEIME RATSTUBE

Governing for the Upside

Governance is not everyone's job but everyone feels the pain when it isn't done responsibly … boards tend to be very risk aware … no director ever gets sued because innovation doesn't get funded … In the typical organization, board members don't see it as their job to spur on innovation.

Chair
Isabelle Grosmaitre Founder & CEO of Goodness & Co

Speakers
Mathilde Lemoine Group Chief Economist Edmond de Rothschild & Member of the Global Investment Committee
Angelica Kohlmann Co-founder and Chairman of the Kohlmann & Co. Family Office
Michael Kramarsch President of the Financial Experts Association (FEA) and CEO of Merlin Beteiligungs- und Beratungs GmbH

14:00 - 15:00 DEEP DIVE DIALOGUE — WINTERGARTEN

Revolutionizing How We Innovate: Moving Past Purely Human Methods

The future of innovation isn't something we'll discuss. It's something you'll experience. Step into a world where humans and AI work together. AI does much of the work. You make the decisions. Navigate the innovation journey from idea to customer ***in a live simulation****. Watch the room's choices unfold in real time. Experience how bottlenecks shift, discover new challenges, and explore how the innovation process must adapt to this new reality. Bring your phone.*

Facilitator/Designer **Lalit Karwa** Head, TCS PACE, Tata Consultancy Services, Europe

Speakers **Wendy Tan** Managing Partner, Flame Centre, psychologist, researcher and practitioner

14:00 - 15:00 INTERACTIVE SESSION — RITTERSAAL

Taking Cues from Customers

No innovation goes far if it doesn't solve a real customer problem. But there are different schools of thought on how to spot those pain points, sift through data, learn from input and feedback, and get customers on board with new ideas.

Chair **Giuseppe Stigliano** Entrepreneur & Strategic Marketing professor

Speakers **Menaka Gopinath** Chief Marketing Officer, PMI

Gonzalo Brujó Global CEO & President at Interbrand

Melinda Ferguson VP of Sales Acceleration EMEA, Palo Alto Networks

15:00 – 15:10 – ***Change Rooms***

15:10 – 16:10 PANEL — ZEREMONIENSAAL

When Societal Strength Demands Innovation: What Policymakers Miss

In regions hoping for more innovation-driven economic growth, the perennial debates are about regulations—but those are only the start of how governments throw up barriers to positive change.

Chair **Josée Touchette** International Senior Executive, Independent Director, Member of the Québec Bar, and CPA

Speakers **Anna Pietikäinen** Head of the Regulatory Policy Division, Public Governance, OECD

Tom Tugendhat Member of Parliament of the United Kingdom; Former UK Minister

Emily M. Dickens Chief Administrative Officer, SHRM

Veit Dengler Independent Member of the Austrian National Council

15:10 – 16:10 INTERACTIVE SESSION — GEHEIME RATSTUBE

Getting to Resilience and Future-Readiness

Innovators are always forward-looking, working to create what hasn't existed before. But some are especially focused on how the world around them is changing, and what has to be done now to make it through.

Moderator **Christian Lüdtke** CEO, Bryck Startup Alliance/RAG Foundation

Speakers **Howard Yu** Professor of Management & Innovation, IMD

Valerie Hackl Managing Director of Gas Connect Austria

Guido Kerkhoff Chairman of the Management Board (CEO), Klöckner & Co SE

Ali Jehangir Siddiqui CEO, OnZero Holdings AG

15:10 – 16:10 INTERACTIVE SESSION — WINTERGARTEN

Managing Yourself as an Innovator: Taking Your Ideas to Impact

Every meaningful improvement begins with a novel thought. Are you and your team good at generating ideas? Insights from cognitive psychology research may get your creative juices flowing.

Chair **Stefan Stern** Journalist; Visiting professor in management practice at Bayes Business School

Speakers **Guila-Clara Kessous** UNESCO Peace Ambassador; Executive coach

Eva Asselmann Professor of Differential and Personality Psychology at HMU Health and Medical University in Potsdam

John Lam Design Strategist, Researcher & Author

16:10 – 16:30 – *Coffee Break*

16:30 – 17:00 PLENARY — ZEREMONIENSAAL

Charles and Elizabeth Handy Lecture

recommended > for people leaders

Management in an Uncertain World: Unlocking the Discipline of Innovation

In times of great uncertainty, you can't have innovation without failure. But you can have failure without innovation. Trained to think in certain ways about performance, most managers don't see how innovation is threatened, consciously and unconsciously, all around them. If we want to keep driving positive change, we need to think differently. The discipline of innovation must be built on a deeper understanding of failure.

Chair **Jyoti Guptara** Bestselling Author, Storytelling Expert, MD momenta Europe

Speaker **Amy Edmondson** Professor of Leadership & Management, Harvard Business School

17:00 – 17:10 PLENARY — ZEREMONIENSAAL

Closing

Speaker **Richard Straub** Founder and President, Global Peter Drucker Forum