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Alumni Forum Americas

**Innovation & Entrepreneurship:
Shaping the Future of the Americas**
28-29 April 2017, Montreal



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Message from the Dean

Dear friends,

Welcome to the 2017 Alumni Forum Americas in Montreal. In this beautiful city, we meet for an event on a continent several time zones away from the nearest INSEAD campus. Your participation in the forum strengthens my belief that we have one of the strongest alumni communities in the world.

Over the next two days, I look forward to presentations on "Innovation & Entrepreneurship: Shaping the Future of the Americas." We have an exceptional line up of speakers, including INSEAD faculty and alumni as well as prominent business leaders and successful entrepreneurs from the region.

More than 50 years ago, INSEAD was founded on the idea that business can be a force for good. That vision endures today. Perhaps it is more relevant than ever as countries all over the world are tempted to withdraw from the global economy and swathes of the population are growing uneasy about the powerful currents of technology disruption.

Now more than ever we need to reinforce what INSEAD stands for: bringing together people, cultures and ideas from around the world to transform individuals and organisations through business education. Innovation and entrepreneurship are key drivers of this vision. I invite you to discuss these topics with our speakers and fellow alumni during the many networking and social opportunities at the forum. I am confident that we all will benefit from these important conversations over the next few days.

I would like to extend my warmest gratitude to the team led by Magali Depras, IEP'07, IDP-C'14 and Kamal Hassan, MBA'93D for their considerable efforts in organizing this forum.

Thank you for joining us in Montreal.

Warm regards,



Ilian Mihov
Dean, INSEAD



Message from the Mayor of Montreal

C'est toujours un plaisir de recevoir, à Montréal, des organisations de qualité comme la vôtre. Je suis donc particulièrement fier qu'INSEAD ait choisi notre Métropole pour y tenir son Forum des Amériques 2017.

Particulièrement dans le contexte où Montréal vient d'être reconnue comme la première ville au monde où les étudiants étrangers souhaitent venir étudier par l'institut Quacquarelli Symonds (QS). Nos universités, nos écoles de gestion ou de génie et nos collèges sont à la fine pointe de l'enseignement post-secondaire, et en ce sens, s'inscrivent tout à fait dans le thème de votre rencontre « innovation et entrepreneuriat ». Montréal vibre au rythme de nos jeunes entrepreneurs et vous aurez sans aucun doute l'occasion de vous familiariser avec certaines de nos innovations. Sans toutefois perdre de vue que même les meilleures idées ne peuvent se développer sans une solide base en gestion des affaires.

Prenez également le temps de parcourir notre ville, qui célèbre cette année son 375e anniversaire. Découvrez ses atouts, ses attractions touristiques, ses restaurants et multiples endroits où vous amuser et vous divertir.

Bon forum et au plaisir de vous revoir bientôt à Montréal !

Montréal is pleased to welcome quality organizations such as yours. I am delighted that INSEAD has chosen our beautiful city to hold its 2017 Americas Forum.

Particularly in the context that Montréal has been recognized by the Quacquarelli Symonds Institute as the first city in the world where foreign students wish to come and study. Our universities, schools of management and engineering, as well as colleges, are at the cutting edge of educational training, and as such reflect this year's theme "Innovation and Entrepreneurship". Montréal is in tune with its young entrepreneurs, and you will be pleased to discover some of our latest innovations. Without losing sight however that even the best ideas cannot develop and grow without a solid business management foundation.

As Montréal celebrates its 375th anniversary, I hope that you will take the time to explore the city, discover its many attractions, restaurants and great entertainment.

I wish you a productive Forum and hope that you will return to Montréal.



Denis Coderre
Maire de Montréal
Mayor of Montréal



Message from the Organising Committee

Dear members and friends of the INSEAD community,

It is our pleasure to welcome you to Montreal for the 7th edition of the INSEAD Alumni Forum Americas.

This is a special year for us, between the 150th anniversary of Canada and the 375th anniversary of Montreal. What more appropriate time to host an INSEAD gathering than in the midst of a year-long celebration? We'll do our bit to keep you entertained, and share the famous Montreal party spirit with you.

Montreal has been more of a hidden secret when it comes to Innovation and Entrepreneurship, the theme of this year's Forum. As you will see and hear from our panelists, and our side events, Montreal hosts a vibrant entrepreneurial community and ranks among the top 20 global cities for entrepreneurship. It is also an innovation hub for larger companies in industries like aerospace, entertainment and artificial intelligence.

Of course INSEAD, now the #1 MBA school in the world in the Financial Times ranking for the second year in a row, is no secret to you. INSEAD, and especially our alumni, is what this Forum is all about. Alumni created this event originally, alumni volunteers power this event, and meeting fellow alumni is what this event is all about.

INSEAD is about doing and having it all. It's all here for you: great speakers including three INSEAD professors and the Dean, great entertainment ranging from a private Chagall showing to a famous INSEAD-style party, and great people: you.

We are proud to share this weekend with you. Enjoy!



Kamal Hassan, MBA'93D
President, IAA Canada



Magali Depras, IEP'07, IDP-C'14
President, IAA Montreal Chapter



Organisation

Steering Committee



Ilian Mihov

Dean of INSEAD



**Daniel Labrecque,
MBA'81**

Chairman of the International Council, INSEAD
Chairman, DNA Capital



**Alan MacIntosh,
MBA'87D**

General Partner, Real Ventures

Organising Committee



**Kamal Hassan
MBA'93D**

President, IAA Canada
Host of the Alumni Forum Americas 2017



**Magali Depras
IEP'07, IDP-C'14**

President, IAA Montreal Chapter
Lead Organiser



**Genevieve Maltais-Boisvert
MBA'09J**

Forum Planning & Sponsorship



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MBA'14D**

Programme & Logistics
Saturday Forum Planning



**Frédéric Yale-Leduc
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Saturday Forum Planning



**Warren Levitan
MBA'99J**

Programme & Logistics
Saturday Forum Planning



**Angelique Mannella
MBA'08D**

Social Events, Notman House & Friday Cocktail



**Félix-Antoine Joli-Coeur
MBA'10J**

Social Events, Friday Cocktail



**Julia Bouvet
MBA'08J**

Social Events, Saturday Gala Evening



**Alexis Labrecque
MBA'14J**

Social Events, Saturday Gala Evening



**Philippe Charette
MBA'12J**

Social Events, Saturday Gala Evening



**Gina Montillet
MBA'92J**

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- 13.40 **Innovating Governance**
Ludo van Der Heyden, The INSEAD Chaired Professor of Corporate Governance;
 Academic Director, INSEAD Corporate Governance Initiative
Dan Pontefract, Chief Envisioner, TELUS Transformation Office
- 14.40 **Sustaining a culture of innovation**
 Panel discussion with:
Charles-Edouard Bouée, CEO, Roland Berger
Paul Desmarais III, MBA'10J, Vice-President,
 Power Financial Corporation
Robert Dewar, Vice President & General Manager
 CSeries at Bombardier Aerospace
Alex Hutchinson, Co-founder, Typhoon Studios
San Rahi, Head of Development, Sid Lee Studio
Moderator: Guthrie Stewart, MBA'85J, Senior Vice President,
 Global Head of Private Investments, PSP Investments
- 15.45 **Break** Foyer
- 16.15 **Artificial Intelligence:
 A Key Technology to Think About in Business** Picasso room
Jeremy Barnes, Chief Architect, Element AI
Moderator: Warren Levitan, MBA'99J, Co-founder and Director, Smooch
- 16.45 **How the #1 school is shaping the future of business**
Ilian Mihov, Dean of INSEAD,
 The Rausing Chaired Professor of Economic and Business Transformation
Peter Zemsky, Dean of Executive Education/Dean of Innovation, INSEAD
 The Eli Lilly Chaired Professor of Strategy and Innovation
- 17.20 **Final remarks**
Kamal Hassan, MBA'93D, President, IAA Canada
Ilian Mihov, Dean of INSEAD,
 The Rausing Chaired Professor of Economic and Business Transformation
- 17.30 **End of the forum**
- 17.45 **Dean's leadership reception** Monet room
(by invitation only)
- 21.00 **Putting on the Glitz - 1930s Party** Crew Collective
 360 St-Jacques
 Montréal
*Step back into 1930s eveningwear
 for a night of glitz, glamour and sparkles!*

Practical information

INSEAD Alumni Forum Americas event organisers will be wearing orange badges. They can provide information about the programme, and will help answer any questions you may have regarding the Conference.

Security: A name badge will be provided at registration. You are asked to wear your badge at all times. Please ensure you keep your valuables with you.

Media, filming and photography: Please be aware that the Forum sessions may be filmed. INSEAD will also engage professional photographers to take photos for this event and other adjacent events. We reserve the right to use any film and/or photography shot at the forum and other adjacent events in our print and digital marketing collateral. It is important that you let us know as soon as possible if you object to this in any way.

Wifi access: Access codes and instructions to connect will be displayed at the venue.

Follow us on Twitter: @INSEADAlumni for event updates and join in the conversation using #INSEADForum.

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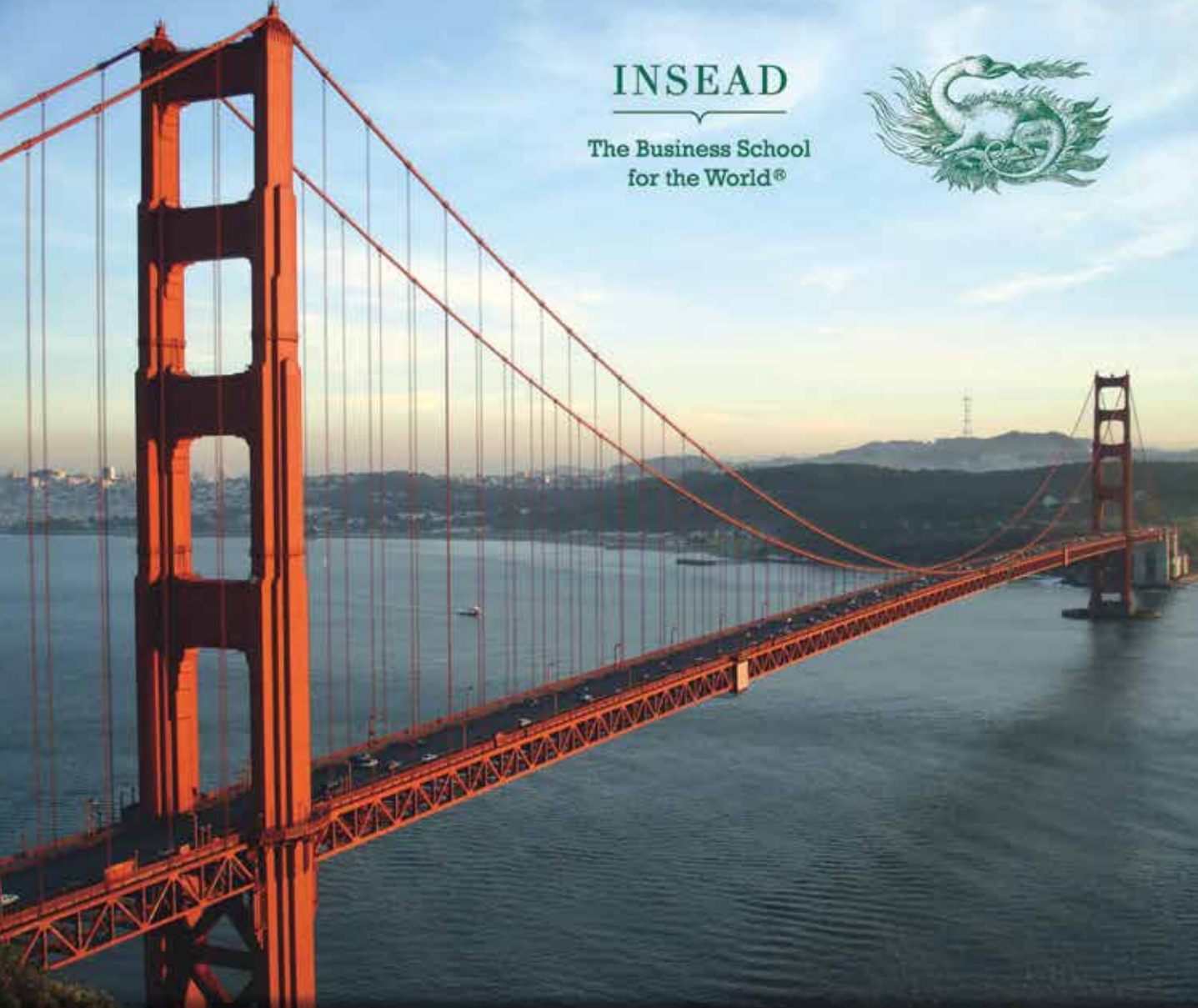
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Hong Kong

INSEAD Forum Asia

Reimagine Asia: The New Digital Frontier
Hong Kong 17 – 19 Nov 2017

Save the Date

For More Info:
inse.ad/forumasia2017



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