Digital Transformation: a Force for a Better World?

Alumni Forum Europe 16-17 June 2017 Paris
INSEAD and INSEAD Alumni Association France wish to acknowledge the support of the following companies and individuals as partners of the Alumni Forum Europe:

Thomas Bittner MBA’75
François Hériard-Dubreuil MBA’75
Guillaume Loth Demay YMP S/F Sept’05
Dear friends,

Welcome to the 2017 Alumni Forum Europe in beautiful Paris. I am certain that by the end of this weekend, you will have a greater appreciation of the thriving network of technological start-ups that calls Europe home.

Paris now boasts the highest number of venture-capital funding rounds in the region, with the development of companies that are disrupting entire sectors of the economy through digital technology. Other European capitals quickly are following suit.

Many of these success stories have been written by INSEAD alumni like you. I look forward to the panel discussions when alumni will share their insights with c-suite executives at the Forum.

We also have a very interesting line-up of our leading faculty, who will provide much needed thought leadership as they put latest business trends into a global context.

Together with the networking and social events, these events will make for a memorable occasion to celebrate the INSEAD spirit and values of entrepreneurship, innovation and diversity.

I would like to extend my warmest gratitude to the Steering Committee for all their support, as well as to the organising team led by Thomas Bittner, MBA’75, Marc Julien, MBA’98J, and Guillaume Loth Demay, YMP S/F Sept’05, for their tireless efforts in organising this forum.

I wish you a fruitful and engaging weekend with your INSEAD friends and family.

Warm regards,

Ilian Mihov
Dean, INSEAD
Message from the Organising Committee

Dear members and friends of the INSEAD community,

It is our pleasure to welcome more than 400 alumni from over 30 countries to this first Alumni Forum in France where INSEAD began its journey in 1959.

We have chosen “Digital Transformation: a Force for a better World?” as our theme. It is so on trend that we were immediately overbooked and even had to change venue. We hope that on Saturday evening the question mark at the end of our theme will be somewhat less necessary and that we all will be more optimistic about what business can do to make the digital transformation a “good thing”.

And then we are obviously welcoming you to Paris!

We will meet in three iconic venues: the Yoyo in the Palais de Tokyo, also known as the Musée d’Art Moderne, the Palais de Chaillot at the Trocadéro and the Automobile Club de France on the Place de la Concorde!

The INSEAD Alumni of France, INSEAD and its faculty have done all that they can to ensure that this Forum is valuable and memorable for all of the INSEAD community.

Finally we would like to thank all our sponsors and our alumni who have decided to support this Forum. Without them this event would not have been possible.

Have a superb event!

Thomas Bittner  
MBA’75  
Co-president

Marc Julien  
MBA’98J  
Co-president

Guillaume Loth Demay  
YMP S/F Sept’05  
Co-president
Organisation

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MBA’74
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Jean-Marc Liduena
MBA’99J
Senior Partner, Consumer & Industrial Products Leader,
Deloitte
President, INSEAD Alumni Association France

Ilian Mihov
Dean of INSEAD

Organising Committee

Thomas Bittner
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Marc Julien
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Vice-President
IAA France

Guillaume Loth Demay
YMP S/F Sept’05
Treasurer
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Committee members and responsibilities

Speakers and programme:
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Bruno Dumont, MBA’86J
Ahmad Hassan, MBA’88D
Marc Julien, MBA’98J

Sponsorship:
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Jaume Gosalbez
Mylène Milenkovic
Jane Shelton, MAP’13Feb
Programme

Friday 16 June 2017

Discussion on the current and emerging technological trends and resulting major digital, social and technical disruptions.

14:00 Welcome
Auditorium
Andreas Jacobs, MBA’90D, Chairman of INSEAD, Member of the Board of Jacobs Holding AG
Jean-Marc Liduena, MBA’99J, President, INSEAD Alumni Association France, Senior Partner, Consumer & Industrial Products Leader, Deloitte

14:15 Introduction
Valérie Coscas, MBA’08D, Head of Strategy – France, Amazon Web Services
Peter Zemsky, Deputy Dean of INSEAD, Dean of Executive Education/Dean of Innovation, Professor of Strategy, The Eli Lilly Chaired Professor of Strategy and Innovation

14:30 Opening Keynote Dialogue: Digital and technological transformation and their disruptive impact on economies and businesses
Omar Abbosh, MBA’95D, Chief Strategy Officer, Accenture
Eric Labaye, MBA’87J, Senior Partner, McKinsey & Company
Peter Zemsky, Deputy Dean of INSEAD, Dean of Executive Education/Dean of Innovation, Professor of Strategy, The Eli Lilly Chaired Professor of Strategy and Innovation

15:15 Business Leaders Dialogue: The main evolutions of cognitive sciences/artificial intelligence and internet and their impact on products and business models
Dialogue with: Alexandre Cadain, Founder & CEO Anima.ai
AI XPRIZE Ambassador, Co-Lead Postdigital Programme ENS Ulm
Jean-Philippe Desbiolles, Vice-President Cognitive Solution - Financial Services, IBM Watson Group
Moderator: Eric Labaye, MBA’87J, Senior Partner, McKinsey & Company

16:15 Coffee break and networking
Foyer

16:45 Faculty Presentation: Boards facing the digital transformation: Implications for Strategy, Skills and Culture
Auditorium
The lecture will discuss the digital disruption of industries and the digital transformation of companies. Digital disruption will affect some industries, but not all. They will be severely disrupted by new digital entrants which will capture a large share of the value. The lecture will look at which industries will be disrupted, why, at the reasons why the new digital entrants gain such dominant positions and at strategies incumbent companies can follow to survive the disruption. Digital transformation on the other hand will affect all companies, also those which are not disrupted. It will fundamentally affect the way companies are run. Not only core processes such as R&D, production, distribution, sales and marketing will change drastically but also the way the company set up. Organizational structure, decision making processes, internal communication and culture must adapt to the new world. The lecture will give an overview of the key changes and discuss how senior management and boards can recognise and guide this change.

Annet Aris, MBA’86D, Adjunct Professor of Strategy, INSEAD
This session will explore how these disruptions impact business models, leadership and management practices, employees and broader society, as well as social forces fuelled by anxiety with economic dislocation, lost privacy and lack of security but also by new opportunities in terms of new jobs, new skills to be developed and more knowledge, services and goods to be proposed to populations who have not been reached up until now.
10:05 **Keynote Address: Digital transformation: Beyond business impact...**
On the next generation of leaders (Millenials and Gen Z) who view the business positively, but also believe that multinationals are not realising their potential to alleviate society’s biggest challenges... How future leaders will use Digital Transformation to ensure positive change and maximal impact.

#DigitalMakesBusinessBetter

Jean-Marc Liduena, MBA’99J, President, INSEAD Alumni Association France, Senior Partner, Consumer & Industrial Products Leader, Deloitte

10:25 **Coffee break and networking**
Foyer

10:55 **Business Leaders Dialogue: On how digital transformation is forcing incumbents to change their business models faced with new unicorns**
Dialogue with: Maximilian Bittner, CEO, Lazada Group (Alibaba)
Mark Dixon, Chief Executive Officer, Regus plc
Christel Heydemann, Executive Vice President, France Operations, Schneider Electric, Member of the Executive Committee, Schneider Electric
Frédéric Mazzella, MBA’07D, Founder & Executive Chairman, BlaBlaCar
**Moderator:** Jean-Marc Liduena, MBA’99J, President, INSEAD Alumni Association France, Senior Partner, Consumer & Industrial Products Leader, Deloitte

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Frédéric Mazzella, MBA’07D, Founder & Executive Chairman, BlaBlaCar
**Moderator:** Jean-Marc Liduena, MBA’99J, President, INSEAD Alumni Association France, Senior Partner, Consumer & Industrial Products Leader, Deloitte

12:05 **Keynote Address: What we can learn from paleoanthropology to understand how people and businesses will adapt to digital transformation and disruption**
Pascal Picq, Paleoanthropologist & Member of Collège de France

12:40 **Dean’s Address**
Ilian Mihov, Dean of INSEAD, The Rausing Chaired Professor of Economic and Business Transformation
Peter Zemsky, Deputy Dean of INSEAD, Dean of Executive Education/Dean of Innovation, Professor of Strategy, The Eli Lilly Chaired Professor of Strategy and Innovation

13:20 **Networking lunch**
Foyer

**Discussions will focus on how businesses will have to translate current and emerging technological possibilities into strategies, commercial success in the global market in terms of new innovative business models, jobs, types of employment, education and life-long learning.**

14:15 **Overview of the morning’s discussions**
Peter Zemsky, Deputy Dean of INSEAD, Dean of Executive Education/Dean of Innovation, Professor of Strategy, The Eli Lilly Chaired Professor of Strategy and Innovation
Valérie Coscas, MBA’08D, Head of Strategy – France, Amazon Web Services

14:25 **Faculty Presentation: Technology and Inequality: reasons for concern, reasons for optimism**
Income inequality has increased in much of the western world over the past 50 years. Among the explanations for this increase are globalisation, changes in politics and public policy and technological change that has benefited some and left others behind. This lecture will address these issues. It will begin by examining the trends in inequality and the consequences of these trends for social mobility. It will then turn explicitly to the relationship between technology and inequality. It will explore the historic economic relationship between technology and inequality as well as recent concerns around automation, the future of work and the consequences for inequality going forward.

Mark Stabile, The Stone Chaired Professor in Wealth Inequality, Professor of Economics, INSEAD
14:45 Business Leaders Roundtable: On how disruption denial of incumbents can be analysed and transformed comparing two successful companies adapting to digital transformation

Discussion with: David Guillebaud, MBA’75, Author, Disruption Denial
Sylvie Ouziel, Global Assistance CEO, Asia Pacific CEO, Allianz Worldwide Partners
Polly Sumner, Chief Adoption Officer, Salesforce

Moderator: Mark Stabile, The Stone Chaired Professor in Wealth Inequality, Professor of Economics, INSEAD

15:35 Coffee break and networking

16:05 Keynote Dialogue: How associations can optimise new technologies, new financing, new business models to make the world a better place

James Chen, Owner, Clearly

Moderator: Ahmad Hassan, MBA’88D, Partner, Technology & Digital Transformation, Heidrick & Struggles

16:35 Business Leaders Roundtable: On how digital innovation but also digital transformation applied to people, social communities and youth consciousness can be a force for a better world

Dialogue with: Tariq Fancy, MBA’08D, Founder & Executive Director, Rumie Initiative
Catherine Lucet, MBA’87J, CEO, Editions Nathan
Kate Robertson, Founder, One Young World

Moderator: Thomas Bittner, MBA’75, Director, INSEAD Alumni Association France

17:25 Bringing it all together

Peter Zemsky, Deputy Dean of INSEAD, Dean of Executive Education/ Dean of Innovation, Professor of Strategy, The Eli Lilly Chaired Professor of Strategy and Innovation

17:45 INSEAD Alumni Global Entrepreneurship Award

Presented by: Sadia Khan, MBA’95D, President IAA, CEO, Selar Enterprises (Pvt)
Ilian Mihov, Dean of INSEAD, The Rausing Chaired Professor of Economic and Business Transformation

18:30 Handover ceremony

Jean-Marc Liduena, MBA’99J, President, INSEAD Alumni Association France, Senior Partner, Consumer & Industrial Products Leader, Deloitte

18:35 Final remarks

Jean-Marc Liduena, MBA’99J, President, INSEAD Alumni Association France, Senior Partner, Consumer & Industrial Products Leader, Deloitte
Ilian Mihov, Dean of INSEAD, The Rausing Chaired Professor of Economic and Business Transformation

18:45 Networking Cocktail

20:00 Gala Dinner
Alumni Forum Europe 2018
The Netherlands, 8-10 June 2018

Reserve your place now for the INSEAD flagship event in Europe to enjoy first priority when ticket sales open!

inse.ad/europeforum2018
Practical information

INSEAD Alumni Forum Europe organisers will be wearing black badges. They can provide information about the programme, and will help answer any questions you may have regarding the forum.

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.

*Cocktail Dînatoire (Friday 16 June): Unfortunately due to space constraints at the Palais de Chaillot, only participants with tickets for the Cocktail Dînatoire will be admitted.

Media, filming and photography: Please be aware that the forum sessions may be filmed. INSEAD and INSEAD Alumni Association France 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.

Wifi access: Select the network “INSEAD Alumni Forum”, no password will be required.

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