

# Programme

Fri, Apr 13, 2018

● 12:45pm

## **INSEAD Women in Business lunch and discussion**

🕒 12:45pm - 2:15pm, Apr 13

📍 Microsoft Reactor, 680 Folsom St #145, San Francisco, CA 94107, USA

The IWIB club invites you to join a women in business thought leadership lunch. We will hear from guests speakers on the topics of gender balance, women in technology and entrepreneurship, and finance and venture capital, with an introduction from our host at the Microsoft Reactor.

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### Speaker:



**Magali DEPRAS**

President, NAA Canada



**Susan Neal**

CEO, Atacama



**Allie Lahnala**

Partner Technology Strategist, Microsoft

● 2:30pm

## **Alumni Hackathon on INSEAD North American strategy**

🕒 2:30pm - 3:45pm, Apr 13

📍 Salesforce Rincon Cafe, 121 Spear St, 94105 San Francisco

Join Deputy Dean Peter Zemsky for an interactive session on the design and execution of INSEAD's North American strategy. Come give us your inputs on key questions such as:

- How can we leverage the planned SF facility to drive INSEAD brand development?
- How should we best position INSEAD in the crowded North American market?
- What ideas do you have for a creative communication strategy for North America?
- How can we drive broad alumni investment in the project? What about corporates?
- How can we leverage the SF facility to enhance our alumni value proposition including through lifelong learning offerings?

And other strategic questions based on the interests of the group.

**Speaker:**



**Peter ZEMSKY**  
Deputy Dean, INSEAD

**4:00pm**

**Entrepreneurship Workshop**

🕒 4:00pm - 5:15pm, Apr 13

📍 Salesforce Rincon Cafe, 121 Spear St, 94105 San Francisco

The USIAA is pleased to hold a hands-on workshop session for alumni, from start-ups, new ventures and companies, to brainstorm, receive practical advice and feedback from experienced investors and mentors, and network with other INSEAD entrepreneurs.

**5:30pm**

**Alumni Forum Americas Official Launch and Reception**

🕒 5:30pm - 7:30pm, Apr 13

📍 InterContinental San Francisco - Pacific Terrace

**8:00pm**

**Networking Dinners**

🕒 8:00pm - 10:00pm, Apr 13

📍 More information soon!

Local alumni bring you to their favourite restaurants in town. What better way to socialise with participants and discover the city through their eyes. Dinner costs are pay-as-you-go.

Sat, Apr 14, 2018

**8:00am**

**Continental breakfast and registration**

🕒 8:00am - 8:45am, Apr 14

📍 InterContinental San Francisco - Grand Foyer

**8:45am**

## Opening remarks and overview of the day

🕒 8:45am - 8:55am, Apr 14

📍 InterContinental San Francisco - Grand Ballroom

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### Speaker:



**Caroline KAUFMANN**

Finance Director, Siemens



**Peter ZEMSKY**

Deputy Dean, INSEAD

## 8:55am

## A Founder's Story

🕒 8:55am - 9:25am, Apr 14

📍 InterContinental San Francisco - Grand Ballroom

Oren Zeev is a hidden gem. He is one of the most successful venture capital investors in the Silicon Valley, yet he maintains a low profile. Listen to the story of his journey as a one man VC and get a rare peak into the secrets of his success.

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### Speaker:



**Gopi RANGAN**

General Partner, Sure Ventures



**Oren Zeev**

Founding Partner, Zeev Ventures

## 9:25am

## Innovation in Venture Finance

🕒 9:25am - 10:10am, Apr 14

📍 InterContinental San Francisco - Grand Ballroom

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### Speaker:



**Claudia ZEISBERGER**

Senior Affiliate Professor of Decision Sciences, INSEAD



**Dominique Trempont**

Insead Alumnus



**Alan MACINTOSH**

Partner, Real Ventures



**Scott Barclay**

Insead

10:40am

**Keynote address**

🕒 10:40am - 11:00am, Apr 14

📍 InterContinental San Francisco - Grand Ballroom

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**Speaker:**



**Kirk KRAPPE**

Co-Founder, Chairman and CEO, Apttus

## Technology and Trust

🕒 11:00am - 11:45am, Apr 14

📍 InterContinental San Francisco - Grand Ballroom

Envy aside, swathes of society now regard tech with considerable scepticism and distrust. It's one thing to talk of "winners and losers;" now people talk of "winners and users." We can and should do better, no?

Technology is about innovation—both product and process. When the uses and consequences of innovation are regarded as proper and fair then trust in the underlying technology rises. And trust in the actors promoting or exploiting that technology also rises. That (with some exceptions no doubt) was our experience with tech during much of the 20th century. But now, with the advance and adoption of digital and data technologies, trust is teetering.

Trust is a product of the exercise of discretion and power. When the intentions and conduct of actors with discretion and power are regarded as fair and proper, then trust obtains. Trust in other words is about fairness—both procedural and distributive.

When trust erodes, dynamism erodes. Politics and law rather than technology and economics come to the fore. Regulations rise and bring in their wake compliance costs and lobbying (and even corruption). Uncertainty rises, and risk taking, innovation, adoption, and valuations decline.

For technology to be accompanied by trust, it must drive not only performance but also progress.

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### Speaker:



**Subramanian RANGAN**

Professor of Strategy and Management, INSEAD



**Vivienne MING**

Managing Partner, Socos LLC



**Geoff Ralston**

Partner, Y Combinator



**Mika SALMI**

Senior Advisor, Raine Group

### Keynote Address

🕒 11:45am - 12:05pm, Apr 14

📍 InterContinental San Francisco - Grand Ballroom

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#### Speaker:



**Alex DAYON**

President and Chief Product Officer, Salesforce

## 12:05pm

### Networking lunch

🕒 12:05pm - 1:30pm, Apr 14

📍 InterContinental San Francisco - Pacific Terrace

## 1:30pm

### Gender Negotiations

🕒 1:30pm - 2:15pm, Apr 14

📍 InterContinental San Francisco - Grand Ballroom

This session will address a few issues around this very sensitive and timely topic to hopefully enable the audience to developed a more sophisticated understanding of the research on gender in the workplace and in negotiations. With such a view, we trust that the audience will have a more nuanced appreciation of what is truly the problem, how big it really is, what are some of the factors that contribute to it, what can be done to tackle it and what are some strategies that have proven or become less effective.

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#### Speaker:



**Horacio Falcao**

Senior Affiliate Professor of Decision Sciences, INSEAD

## 2:15pm

### Women in tech

🕒 2:15pm - 3:00pm, Apr 14

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**Speaker:**



**Jennifer Azapian**  
Partner, Mighty Capital



**Susan Neal**  
CEO, Atacama



**Axelle GIRARDOT**  
Vice President, Corporate Strategy, Hewlett Packard Enterprise



**Patrick Mork**  
Chief Storyteller, madmork stories

**3:00pm**

**Breakout sessions**

🕒 3:00pm - 4:00pm, Apr 14

📍 InterContinental San Francisco

**Speaker:**



**Claudia ZEISBERGER**  
Senior Affiliate Professor of Decision Sciences, INSEAD



**David CROSBIE**  
Lecturer, University of Pennsylvania



**Randel Carlock**  
Berghmans Lhoist Chaired Professor Of Entrepreneurial Leadership. Senior Affiliate Professor of Entrepreneurship, INSEAD

**3 Subsessions**

● **Crypto Economics & Blockchains Applied**

🕒 3:00pm - 4:00pm, Apr 14

📍 InterContinental San Francisco - Grand Ballroom

- **Workshop: Five Steps to More Happiness in Your Life**

🕒 3:00pm - 4:00pm, Apr 14

📍 InterContinental San Francisco - Union Square

- **Career Development: Overcoming Immunity to Change**

🕒 3:00pm - 4:00pm, Apr 14

📍 InterContinental San Francisco - Telegraph Hill

- **4:20pm**

**Business & Society and Digital Disruption in Management Education**

🕒 4:20pm - 4:50pm, Apr 14

📍 InterContinental San Francisco - Grand Ballroom

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**Speaker:**



**Ilian MIHOV**

Dean, INSEAD



**Peter ZEMSKY**

Deputy Dean, INSEAD

- **4:50pm**

**Dialogue with the Deans: INSEAD, Looking to the Future**

🕒 4:50pm - 5:20pm, Apr 14

📍 InterContinental San Francisco - Grand Ballroom

An interactive and informal dialogue with the Deans to learn more about their thoughts, plans and vision for INSEAD and society.

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**Speaker:**



**Ilian MIHOV**

Dean, INSEAD



**Peter ZEMSKY**

Deputy Dean, INSEAD





**Nida JANUSKIS**

Associate Dean of Advancement, INSEAD

## 5:20pm

### Closing remarks

🕒 5:20pm - 5:30pm, Apr 14

📍 InterContinental San Francisco - Grand Ballroom

### Speaker:



**Mike DAVIS**

Chief Investment Officer & Co-founder, MPOWER Financing



**Ilian MIHOV**

Dean, INSEAD

## 9:00pm

### The World is Your Oyster Gala Party

🕒 9:00pm - 11:55pm, Apr 14

📍 The Pearl, 601 19th Street, San Francisco

## Sun, Apr 15, 2018

## 10:30am

### Napa Valley Wine Tour

🕒 10:30am - 5:00pm, Apr 15

📍 InterContinental San Francisco

Napa Valley is probably the best known American Viticultural Area, with over 500 wineries dotting the picturesque valley. The tour we offer includes a visit and wine tasting at both the [Tres Sabores](#) and the [Robert Mondavi](#) wineries.

The bus will leave at 10:30 on Sunday 15 April from the InterContinental San Francisco, 888 Howard St, San Francisco, CA 94103. Return to San Francisco is scheduled around 17:00. Lunch will be provided.

Speaker:



**Sture Linden**

Founder & Senior Guide, Stu Linden Wine Experience

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