



Marketing & Sales
Excellence Initiative

ESG Reporting and Monetization

with **Alex LHERITIER** (Co-founder & CEO, Koaloo.FI), **Soroush KHERADMAND** (Global Head of Sustainability, Schneider Electric), **David DUBOIS** (INSEAD Professor), **Wolfgang ULAGA** (INSEAD Professor), and **Christoph SENN** (INSEAD Professor)

25th – 26th September 2024, INSEAD Europe Campus



Overview: ESG Reporting and Monetization

Sustainability and Environmental, Social, and Governance (ESG) initiatives have become today a top management priority. Across industries, boardrooms witness a sense of urgency and pressure from new regulations and increased customer awareness. In line with these trends, a growing number of companies now pledge to track, report, and improve their sustainability metrics, often implemented by a Chief Sustainability Officer (CSO) directly reporting to the Chief Executive Officer (CEO). Yet, many firms still predominantly view sustainability and ESG as a constraint and cost of doing business, rather than an opportunity for building a competitive advantage, creating more value for (and with) customers, and transitioning to a more sustainable world overall.

Against this background, our Discovery Events seeks to explore customer-centric avenues for making the most from sustainability and ESG: How to create more value with (and for) customers? Which (new) value propositions resonate most with consumers and business clients? Which customer stakeholders to engage (next)? How to leverage sustainability for business growth? How to monetize ESG Reporting?

Keynote Speakers



Alex LHERITIER

Co-founder & CEO
Koaloo.FI

Alex Lheritier is a seasoned digital executive, entrepreneur, and public speaker deeply committed to fostering diversity, inclusion, and a culture of continuous improvement. Embodying this passion, he has recently co-founded Koaloo.FI, a trailblazing company dedicated to accelerating ESG transition by combining ESG performance and funding with a mission to promote SME/supplier inclusion and an open, global, and accessible financial system.

Alex's LinkedIn profile: <https://www.linkedin.com/in/alex-lheritier/>



Sorouch KHERADM

Global Head of Sustainability
Schneider Electric

Sorouch Kheradmand is a seasoned business executive whose aim is to enable Sustainability “at scale” by demystifying the topic and showing how companies can leverage it, across their organization, and through intentional and data-driven focus, to improve business performance while improving impact, both internally through leaner and more resilient operations, but also externally by using ESG as a business framework to improve the way they serve their current and potential new customers. He is a strong believer that bringing Sustainability in a business friendly and profitable way is also the best way to realize the change we need at the right speed while continuing creating wealth. Sorouch is currently an executive at Schneider Electric as Sustainability leader. He serves as an advisor to companies in the GreenTech space. He also regularly writes or talks on the topic.

Read articles written by Sorouch:

[Initiatives with business ecosystem to uncover emissions](#)

[Why Chief Sustainability Officers as we know them should disappear](#)

[Simplifying Ecodesign to serve business growth](#)

Sorouch's LinkedIn profile: <https://www.linkedin.com/in/sorouch/>

Keynote Speakers (continued)



David DUBOIS

INSEAD Associate Professor of Marketing

David Dubois (PhD, Kellogg School of Management) is one of the world's leading scholars on data-driven marketing, customer centricity and digital transformation. He helps professionals and organizations to unlock valuable customer insights from advanced data analytics, and to design and implement effective omnichannel strategies. David focuses on when and how companies can turn insights from digital technologies such as social media, IoT, AI or blockchain into long-term competitive advantages in the marketplace. He also helps business leaders unpack the steps they need to take to transform their organization and create long-term customer value from data analytics. David is also a global expert on luxury and fashion brand management. In his recent research, case writing, and teaching interests, he further focuses on sustainability and ESG.

David's LinkedIn profile: <https://www.linkedin.com/in/profdaviddubois/>

INSEAD faculty page: <https://www.insead.edu/faculty/david-dubois>

Recent case on Leveraging ESG for Sustainable Growth and Market Success:

[Salmon Evolution's IPO \(B\): Leveraging ESG for Sustainable Growth and Market Success | INSEAD Publishing](#)

Facilitators



Wolfgang ULAGA

INSEAD Professor of Management Practice in Marketing
Co-Director, INSEAD Marketing & Sales Excellence Initiative (MSEI)

Wolfgang works with senior executives and managers around the globe on building and growing competencies and skills in marketing and sales of products, services, customer solutions, and new digitally-driven cloud-based business models in both consumer and business-to-business (B2B) markets. His research focuses on how companies can unleash recurring revenue growth through offers integrating, hardware and software, data and analytics. He co-directs INSEAD B2B Marketing Strategies in a Digital World Executive Education open enrollment program, teaches in INSEAD MBA and Executive MBA classes, and directs the MSEI Subscription Business Bootcamp (SBB).

Wolfgang's LinkedIn profile: <https://fr.linkedin.com/in/wolfgang-ulaga-813a6916>

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Christoph SENN

INSEAD Adjunct Professor of Marketing
Co-Director, INSEAD Marketing & Sales Excellence Initiative (MSEI)

Christoph's passion is helping organizations build future-proof business relationships. His current research activities focus on high-performance business relationships, customer-centric leadership, and corporate and business strategy implementation. He has run 500+ sales organization improvement projects in cooperation with companies, such as ABB, BASF, Coca-Cola, DSM, Evonik, General Electric, Hoffmann-La Roche, Konica-Minolta, Maersk, Microsoft, Pfizer, Schindler, Schneider-Electric, Sonos, Swiss Re, Tetra Pak, Vodafone, WMF, and Zebra. He directs the INSEAD Research Consortium on «Breakthrough Business Relationships» and teaches in the INSEAD B2B Marketing Strategies open enrollment program.

Christoph's LinkedIn profile: <https://www.linkedin.com/in/christophsenn/>

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Programme Agenda: 25th to 26th September 2024

Date/ Time (CET)	Programme	Venue
25 th September 2024		
19:00 – 22:00	MSEI Pre-Event Welcome Dinner	Le Cercle, INSEAD Europe Campus
26 th September 2024		
08:30 – 09:00	Registration & Welcome Coffee	Amphi Loudon, INSEAD Europe Campus
09:00 – 09:30	Welcome & Introduction: ESG Reporting and Monetization: Customer Perspective David Dubois, Associate Professor of Marketing, INSEAD Wolfgang Ulaga and Christoph Senn, INSEAD MSEI Co-Directors	Amphi Loudon/Zoom
09:30 – 10:30	Company Spotlight 1: Why should Sustainability be seen as a Competitive Advantage? Sorouch Kheradmand, Global Head of Sustainability, Schneider Electric Q&A with Sorouch	Amphi Loudon/Zoom
10:30 – 11:00	Networking Coffee Break	Amphi Loudon
11:00 – 12:00	Break-Out Session 1: Discussion in small break-out groups, sharing in full group plenum	Breakout Rooms 0.01 – 0.06
12:00 – 12:30	Group Report-Outs & Discussion Discussion in plenary (full group)	Amphi Loudon/Zoom
12:30 – 13:30	Networking Lunch	Main Restaurant
13:30 – 14:30	Company Spotlight 2: The Greenium Quest: How can supply chains help Marketing/Sales move from Myth to Reality? Alex Lheritier, Co-founder & CEO, Koaloo.FI Q&A with Alex	Amphi Loudon
14:30 – 15:00	Networking Coffee Break	Amphi Loudon
15:00 – 16:00	Break-Out Session 2: Discussion in small break-out groups	Breakout Rooms 0.01 – 0.06
16:00 – 16:30	Sharing in full group plenum, wrap-up & outlook on next MSEI events Networking opportunity among MSEI Members following the event	Amphi Loudon

Please note that MSEI reserves the right to adapt or change the program agenda any time depending on current circumstances.

Pre-Event Preparation

Online Survey:

Please complete a simple diagnostic survey [here](#) by **20 September 2024**. We will share the results during our Discovery Event.

Suggested Further Reading:

- Witold Henisz, Tim Koller, and Robin Nuttal (2019), Five ways that ESG creates value: Getting your environmental, social, and governance (ESG) proposition right links to higher value creation. Here's why. McKinsey Quarterly (November).

Contacts

Many thanks in advance for joining us in this exciting in-person Discovery Event. We are already very much looking forward to meeting you soon!

For any question regarding your event participation, please contact:

- Marie DRUNAT (marie.drunat@insead.edu)
- Wai Yee FONG (waiyee.fong@insead.edu)

You may also reach out to the MSEI Co-Directors:

- Prof. Wolfgang ULAGA (wolfgang.ulaga@insead.edu)
- Prof. Christoph SENN (christoph.senn@insead.edu)

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