

# Chief Strategy Officer

**Balance Strategy Formulation & Ensure Flawless Execution**

**Strategic Planning Innovation**



# the experts...

There is no question that IEG. provides the gold standard summits in the industry and will connect you with decision makers within the strategy field. You will be meeting senior level executives from major corporations and innovative small to medium size companies.

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## Confirmed speakers include:

- Jonathan Ballon, *Chief Operating Officer*, **GE Capital**
- James Stikeleather, *Chief Innovation Officer*, **Dell**
- Jeremy Hill, *Chief Operating Officer*, **Societe Generale**
- Michael Miazga, *VP, Planning & Process Improvement*, **Tribune**
- Jessica Saperstein, *Division VP, Strategy*, **ADP**
- Ori Lapidot, *SVP, Strategy & Product Management*, **Cross Country Home Services**
- Ronald Luman, *Chief Strategy Officer & Assistant Director*, **Johns Hopkins University**
- Eric Okerstrom, *VP, Strategy Management*, **Hagerty**
- Melindah Sharma, *VP, Strategic Operations*, **DNB**
- Barry Margerum, *Chief Strategy Officer*, **Plantronics**
- Fred DiBlasio, *Chief Strategy Officer*, **SMC Networks**

# the content...

Effective strategic planning is central to business success. In the modern business environment technological developments and the advances of globalization have created unparalleled opportunities for businesses to expand their markets. But new opportunity has opened the door to new challenges.

This summit will focus on the solutions offered by innovative strategic planning and business forecasting. It will comprise of learning objectives, illustrated intermittently with a number of exploratory case studies, to include:

- Methods designed to deliver the most effective impact on your business through effective strategic planning.
- Tactics to optimize the role of Strategic Management in your organization.
- Learning how to transform the way you set strategy, align resources & effectively execute to deliver superior business outcomes with speed and scale.
- The essential balance between strategy formulation and ensuring flawless execution.

and much more.....

# who will you meet?...

Previous delegates (partial list):

- Chief Strategy Officer, **Xerox**
- VP, Strategy, **Charles Schwab & Co**
- SVP, Strategy, **Disney & ESPN**
- VP, Strategic Services, **Wells Fargo**
- SVP, Digital Strategy, **Brunner**
- VP, Strategic Planning, **Auto Zone**
- Director, Strategy, **Santander**
- Chief Strategist, **Prudential**
- Dir, Marketing Strategy, **Microsoft**
- Sr Dir, Strategy & Execution, **Merck**
- Sr Dir, Strategy, **Boeing**

- VP, Strategy, **GlaxoSmithKline**
- Head of Strategy **HSBC**
- Director, Strategy & Planning, **Best Buy**
- VP, Strategy, **Highwoods Properties**
- Director, Strategic Planning, **Intel**
- VP, Innovation Strategy, **Spigit**
- Director, Global Strategy, **Wrigley**
- Sr Dir, Strategy, **Pfizer**
- SVP, Strategy, **ESA**
- Sr Dir, Strategy & Planning, **Mitsubishi**
- Sr Dir, Strategy, **Rosetta Stone**

# confirmed speakers...



Jonathan Ballon,  
Chief Operating Officer  
**GE Capital**



James Stikeleather,  
Chief Innovation Officer  
**Dell**



Michael Miazga,  
VP, Planning & Process  
Improvement  
**Tribune**



Eric Okerstrom,  
VP, Strategy  
Management  
**Hagerty**



Ori Lapidot,  
SVP, Strategy  
**Cross Country  
Home Services**



Ronald Luman,  
Chief Strategy Officer  
**Johns Hopkins  
University APD**



Barry Margerum,  
Chief Strategy Officer  
**Plantronics**



Jeremy Hill,  
Chief Operating Officer,  
Research Department  
**Societe Generale**



Jessica Saperstein,  
Division VP, Strategy  
**ADP**



Fred DiBlasio  
Chief Strategy Officer  
**SMC**

# previous speakers...



Kerr Manson,  
Director,  
Strategic Planning  
**MillerCoors**



Antoine Walthour,  
Head of Strategic  
Planning  
**ING Americas**



Craig Hopkins,  
Vice President &  
Chief Strategy Officer  
**USAA**



Lauren Kramer-Dover,  
Exec Director, Strategy &  
Corporate Development  
**Dell**



Willow Lundgren,  
Chief Strategy Officer  
**PlanetRestore &  
PlanetReuse**



Christian Verstraete,  
Chief Technology Officer,  
Cloud Strategy Team  
**Hewlett Packard**



Rob Pike,  
Chief Strategy Officer  
**Hitachi**



Roland Pan,  
Head of Strategy  
**Skype**



Imtiaz Patel,  
Vice President, Global  
Strategy & Operations  
**Dow Jones**



Ann Neir,  
Senior Manager,  
Strategy & Planning  
**Cisco Systems**



John Coyle,  
Senior Director,  
Innovation & Strategy  
**USCellular**



Michael Hawkins,  
Chief Strategy Officer  
**Zwanger Pesiri**

# the presentations...

Ori Lapidot, SVP, Strategy & Product Management, Cross Country Home Services



## The Ultimate Opportunities

Change affects everyone (customers, suppliers, partners, etc.). How you choose to embrace this change can be the difference between success and failure. Leveraging significant shifts within the marketplace is crucial to grow your business. Typical approaches to major disruptive change in the marketplace have been to 'run for the hills', freeze expansion, freeze expenses, reduce staffing and other cut backs. We will discuss how to take these cyclical downturns and turn them into strategic opportunities for explosive growth. Content will include simple formulas and strategies to navigate through these 'game changing' events, as well as setting the stage for unparalleled success during times of constraint and turmoil.



Mr. Lapidot is a Business Development & Marketing Executive with more than fifteen years of domestic and international experience identifying and developing new markets and strategic alliances, markedly increasing productivity and positioning companies for dramatic market share and profit enlargement. He has served on the Board of Directors of several companies and held the position of Executive Vice President – Strategic Alliances. He also held the position of Global Managing Director at Assurant Group, a Fortune 500 company, with responsibility for their market expansion into European and Latin American Markets. He has an outstanding record of success in delivering dramatic revenue growth and improved cost performance through strategic and operational insight with creative and tactical execution.

Michael Miazga, Group Director, Planning, Tribune



## Turning Around Tribune: Thriving in Bankruptcy & Beyond



Tribune Publishing, a \$2 billion media company responsible for managing the Los Angeles Times, Chicago Tribune and six other daily newspapers, was forced to redefine itself amidst a three-year Chapter 11 bankruptcy and treacherous decline of print advertising revenues. This story chronicles the definition and implementation of over \$100 million in strategic initiatives and cost reduction efforts, including growing digital revenue and expanding B2B (business-to-business) media services to turn around the Publishing division.

Mike Miazga is the Group Director of Planning at Tribune, where he leads and oversees a number of different strategic initiatives for the Publishing division, which is responsible for \$2 billion in annual revenue and management of eight daily newspapers including the Chicago Tribune and Los Angeles Times. Mike has 14 years of diversified strategy, process improvement and consulting experience across industries. Before Tribune, he worked at Ernst & Young, Capgemini and Northwestern Memorial Hospital. Mike received his BS in Electrical Engineering from the University of Notre Dame and his MBA from the Kellogg School of Management.

Jessica Saperstein, Division VP, Strategy, ADP



## Tapping into the Strategic Growth Potential from the Mid-Market



Within the business-to-business sector, many companies are focused on capturing demand from either large enterprises or small businesses. However, the middle market segment often gets overlooked despite its significant scale and stability. Harnessing the potential of the middle market can drive significant opportunities for companies if they are aligned with the diverse and unique needs of this segment. We will discuss recent research results about what is on the mind of mid-market sized companies from a strategy perspective and case studies on how to drive growth based on these insights.

Jessica Saperstein leads strategic planning, business development and growth initiatives for APD's Major Accounts business serving mid-size clients. Jessica joined ADP as VP of Corporate Strategy. In this role, she was instrumental in driving ADP's Corporate Strategic Agenda and leading ADP's market entry into new adjacencies and vertical business segments. Jessica is a seasoned strategist, with over 20 years of strategy development and innovation experience as a management consultant and on the client side. She received her MBA from Columbia Business School and completed undergraduate degrees in Business and Communications at the University of Pennsylvania.



For more information, contact us at [info@theiegroupp.com](mailto:info@theiegroupp.com)

# the schedule...

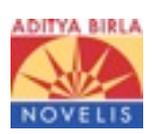
## December 6 Day One

|               |                   |
|---------------|-------------------|
| 08.30 - 10.00 | Session One       |
| 10.00 - 10.30 | Coffee Break      |
| 10.30 - 12.00 | Session Two       |
| 12.00 - 13.30 | Lunch             |
| 13.30 - 15.00 | Session Three     |
| 15.00 - 15.30 | Coffee Break      |
| 15.30 - 17.00 | Session Four      |
| 17.00 - 19.00 | Networking Drinks |

## December 7 Day Two

|               |               |
|---------------|---------------|
| 08.30 - 10.00 | Session One   |
| 10.00 - 10.30 | Coffee Break  |
| 10.30 - 12.00 | Session Two   |
| 12.00 - 13.30 | Lunch         |
| 13.30 - 15.00 | Session Three |
| 15.00 - 15.30 | Coffee Break  |
| 15.30 - 17.00 | Session Four  |
|               | End of Summit |

### Previous Companies



# the information...

## Chief Strategy Officer Summit

Date: December 6 & 7, 2012  
Location: New York, NY  
Hotel: [Conrad Hotel New York](#)

## Registration Pricing

| Early Bird Price: |        | Regular Price: |        |
|-------------------|--------|----------------|--------|
| Silver Pass:      | \$1395 | Silver Pass:   | \$1595 |
| Gold Pass:        | \$1695 | Gold Pass:     | \$1895 |
| Diamond Pass:     | \$1895 | Diamond Pass:  | \$2095 |

### Pass Descriptions:

**Silver Pass:** Access to all sessions & networking events

**Gold Pass:** Access to all sessions, networking events & annual subscription to IEG membership worth \$800

**Diamond Pass:** Access to all sessions, networking events, annual subscription to IEG membership & Strategic Analysis Report

## Group Discount Offers

3 tickets: \$3600 (\$1200 per attendee)

5 tickets: \$5500 (\$1100 per attendee)

For special opportunities for groups, contact us at [info@theiegroup.com](mailto:info@theiegroup.com)

## Three Ways to Register

Phone +1 415 692 5514

Fax +1 323 446 7673

Website <http://strategy.theiegroup.com/cso-newyork/registration>



# REGISTRATION FORM

Chief Strategy Officer Summit

December 6 & 7, 2012 | Conrad Hotel | New York

## Before October 12 only:

Silver Pass - \$1395

Gold Pass - \$1695

Diamond Pass - \$1895

For registration or more information on the program, please call Sean Foreman on +1 415 692 5514, or fax this registration form to +1 (323) 446 7673

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COMPANY

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CITY

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ZIP/POSTAL CODE

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EMAIL OF EACH ATTENDEE

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### Early Bird Pricing Offer until October 12, 2012

Early Registration Silver Pass: \$1395 Attendees \_\_\_\_\_

Early Registration Gold Pass: \$1695 Attendees \_\_\_\_\_

Early Registration Diamond Pass: \$1895 Attendees \_\_\_\_\_

3 Tickets \$3600 (\$1200 Per Attendee)

5 Tickets \$5500 (\$1100 Per Attendee)

Prices are exclusive of VAT. Places are transferable without any charge to another Summit occurring within 12 months of the original purchase. Cancellations before November 9, 2012 incur an administrative charge of 50%. If you cancel your registration after November 9, 2012 you will be charged the full fee. You must notify IE Group in writing of a cancellation, or you will be charged the full fee. IE Group reserve the right to make changes to the program without notice. NB: FULL PAYMENT MUST BE RECEIVED BEFORE THE EVENT.

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May 16 & 17, 2013  
San Francisco, CA

Chief Supply Chain  
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Nov 29 & 30, 2012  
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Chief Strategy  
Officer Summit  
October 18 & 19, 2012  
Barcelona, ES

Chief Strategy  
Officer Summit  
April 25 & 26, 2013  
London, UK

Chief Strategy  
Officer Summit  
Octr 18 & 19, 2012  
Hong Kong, HK

FP&A Innovation  
Summit  
Nov 26 & 27, 2012  
Mumbai, IN

## Contact Information

|                       |                   |                      |                          |
|-----------------------|-------------------|----------------------|--------------------------|
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| Sponsorship Director: | Pip Curtis        | Tel: +1 415 992 5349 | <a href="#">Email me</a> |
| Delegate Manager:     | Sean Foreman      | Tel: +1 415 692 5514 | <a href="#">Email me</a> |
| Hotel Information:    | Customer Services | Tel: +1 415 692 4481 | <a href="#">Email me</a> |

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## *Learn from leading companies including:*



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- Access to our extensive training library. Whenever your team needs to benchmark or gain some key actionable ideas, they just watch a quick video.
- Monthly newsletters with industry insights and important news - vital for up-to-date info and methodology.

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