

# Agenda

## June 23–24, 2020

**Venue:**  
Beurs van Berlage, Damrak 243,  
1012 ZJ Amsterdam, Netherlands



Tuesday, June 23, 2020 p.1

Stages	TopLine	Strategy	Marketing	Pricing	Sales
08:30–10:30	<b>Breakfast &amp; registration</b>				
10:30–10:45	<b>Welcome &amp; Introduction</b> Mark Billige, Co-CEO, Simon-Kucher & Partners				
10:45–11:30	<b>Keynote Marketing and Sales Management at a Top European Football Club</b> Carsten Cramer, CMO, Borussia Dortmund				
11:30–12:00	<b>Keynote panel discussion Lessons From the Unicorns</b> Vivek Sunder, COO, Swiggy Christoffer Rutgersson, VP, Portfolio & Growth Management, Ingenico Group	<b>Building a Global Luxury Brand: Lessons Learned From the Automotive Industry</b> Patrick Marinoff, Managing Director, Alpine	<b>Session to be announced</b>	<b>Driving Company Valuation Through Pricing: How PE Firms Unlock Value Creation Through Better Monetization Strategies</b> Matthias Sander, Managing Director, Operations Team, BC Partners Gunnar Clausen, Senior Partner, Simon-Kucher & Partners	<b>Session to be announced</b> Otto Schacht, Member of the Board, Kuehne + Nagel
12:00–13:30	<b>Networking lunch</b>				
13:30–14:00	<b>Master Class: Digitalization</b> Kelly Cooper, Senior Director, Simon-Kucher & Partners	<b>From Product to Service: How to Successfully Move into SaaS</b> Gautam Goswami, CMO, TeamViewer	<b>Panel Loyalty in Leisure and Travel: The War of Rewards, Experience, and Personalization</b> Rob Waddelow, Finance Director, Formula E Rosalind Hunter, Partner, Simon-Kucher & Partners	<b>Price Transformation: How to Successfully Implement it in a €25bn Organization?</b> Marcel Spijkers, Vice President Global Pricing & Marketing Excellence, Schneider Electric	<b>Sales Effectiveness: Effective Sales in Chemicals...When the Rubber Hits the Road</b> Andrea Maessen, Senior Partner, Simon-Kucher & Partners
14:10–14:40	<b>Master Class: Dynamic Pricing</b> Dimitris Hiotis, Partner, Simon-Kucher & Partners	<b>3D Cross-Selling: Learnings from the Insurance industry</b> Dirk Schmidt-Gallas, Senior Partner, Simon-Kucher & Partners Carsten Mangels, Manager, Simon-Kucher & Partners	<b>Picture of Success: How FMCG Companies Create Value at the Point of Sale</b> Guillermo Sagnier, Partner, Simon-Kucher & Partners	<b>The Next Revolution in Life Sciences: How to Commercialize a Cure</b>	<b>Support Sales to Get More and Better Deals: Experiences From the Telecommunications Industry</b> Ivan Zlatkov, CMO B2B, UPC Switzerland
14:50–15:35	<b>Keynote panel discussion Growth Strategies Across Industries</b> Ian Slater, SVP, Business Development, IMK Merchants, Mastercard Henk Siebren de Jong, Chief of International Markets, Philips Jumana Al-Sibai, Member of the Board of Management, Chassis Systems Control, Robert Bosch				

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15:35–16:05	<b>Coffee break</b>				
16:05–16:35	<b>Master Class: Commercialization</b> Simone Seiter, Partner, Simon-Kucher & Partners	<b>Successful Build-Ups and Commercial Efficiency: Achieving the Right Alchemy After a Merger</b> Thierry Bernard, President & CEO, CHRYSO Group Franck Brault, Senior Partner, Simon-Kucher & Partners	<b>Panel Growth Through Digital Solutions: Building a Digital Platform for Growth in Investment Management</b> Daniel Mewes, Board Member and Head of Investments, PostFinance Niranjan Vivekanandan, VP, Retail Term Investments & Savings Personal & Commercial Banking, RBC	<b>Value Trends That Reshape Fashion &amp; Luxury</b> Simon-Kucher & Partners	<b>The Future of Sales: Make your B2B Sales Future Proof</b> Grigori Bokeria, Partner, Simon-Kucher & Partners
16:45–17:45	<b>Keynote Nonstop Innovation at Amazon: Bold Bets and Continuous Experiments</b> Werner Vogels, CTO, Amazon				
17:45–18:00	<b>Closing Remarks</b> Mark Billige, Co-CEO, Simon-Kucher & Partners				
19:00–21:00	<b>Boat ride &amp; networking dinner at Harbour Club East</b>				

Wednesday, June 24, 2020

Wednesday, June 24, 2020

Stages	TopLine	Strategy	Marketing	Pricing	Sales
07:00–08:00	<b>Morning run</b>				
08:00–09:00	<b>Breakfast &amp; Registration</b>				
09:00–09:15	<b>Welcome &amp; Introduction</b> Mark Billige, Co-CEO, Simon-Kucher & Partners				
09:15–10:00	<b>Keynote Europe's Single Digital Market and its Effect on Competition</b> Neelie Kroes, Former Vice President of the European Commission				
10:10–10:40	<b>Master Class: Irrational Consumer</b> Enrico Trevisan, Managing Partner, Simon-Kucher & Partners	<b>Panel The Rating Economy: How Ratings Can Make or Break your Business</b> Miguel Afan de Ribera, Partner, Simon-Kucher & Partners Augusto Méndez de Lugo, Chief Executive Officer, Foodbox Ana Morillo, SVP Commercial Strategy, NH Hotels	<b>Consumer Health Marketing in the Digital Age</b>	<b>Price and Value Alignment: A Telecom Example as the Benchmark for Profit Boost</b> Pavel Daniman, CMO, Kyivstar	<b>Optimizing Trade Investments: How Premium Brands Pay for Performance Across Channels</b> Stefan Verhoeven, CEO, Miele, Netherlands
10:50–11:30	<b>Master Class: Monetizing Innovation</b> Madhavan Ramanujam, Partner, Simon-Kucher & Partners	<b>Entering New Ground: Commercializing Digital Therapeutics</b>	<b>Session to be announced</b>	<b>From Buzzword to Business Case: Applying Behavioral Economics to Banking</b> Nuria Pesquera, Global Head of Behavioral Economics, BBVA	<b>B2B2C Business Model Innovation</b> John Moloney, Head of Global Sales, Marketing & Brand Management – Automotive Division, Bose
11:30–12:00	<b>Networking Break</b>				
12:00–12:45	<b>Keynote Profitable Growth Has Never Killed a Company</b> Hermann Simon, Honorary Chairman and Founder, Simon-Kucher & Partners				
12:45–13:30	<b>Keynote SPACE is VIRGIN Territory</b> Stephen Attenborough, Commercial Director, Virgin Galactic				
13:30–13:45	<b>Closing Remarks</b> Mark Billige, Co-CEO, Simon-Kucher & Partners				
13:45–15:00	<b>Farewell Lunch</b>				