

EI CXO Innovation Forum

Driving Sustainable Enterprise Transformation: From Ideation to Implementation

One Farrer Hotel

28 February 2019, Singapore

Digital transformation is not only about integrating technology. C-suite discussions are now revolving around the process of ideation, identifying optimal resources and grooming them, changing the organization structure to absorb the transformative process, getting stakeholders' buy-ins, managing the change itself and finally choosing ideal technology/partners to work with.

But most enterprises, especially legacy and large MNC structures, face serious challenges: the size of their organization, its revenue generating commitments, the current digital culture or lack of it and an over emphasis on technology integration rather than on human connection, strangle their visions towards a sustainable transformation.

Questex Asia's **Enterprise Innovation CXO Innovation Forum** defines the digital DNA of successfully transformed or transforming enterprises as one that is innovative, evolving, connected, collaborated, agile and one which is continually able to reimagine its digital future.

In addition to defining and setting the DNA code for a digital enterprise, this year's forum will highlight the qualities of change management needed for the CXOs. It will be a platform for all C-suite stakeholders in operations, human resources, finance, marketing and technology to understand and collectively strategize for a sustainable enterprise transformation.

Key Topics:

- *Developing digital investment plans – defining, setting targets, resources and viable metrics*
- *Value creation: the new collective stratagem for CXOs*
- *Elevating consumer experience: the missed tricks*
- *Trends and technologies that will impact CXOs in 2019-2020*
- *Change, resource and technology obsolescence management*

Who Will Attend:

CEOs and Chiefs, COO's, Vice Presidents, General Managers, Directors, Heads of:

- Marketing
- Product & Brand management
- Human resources
- Sales & CRM Analytics
- Digital
- Enterprise Architecture
- HR
- Supply chain
- Customer Experience
- Engineering
- Enterprise
- Information Security
- Information Technology
- Infrastructure
- Strategy & Planning
- Technology
- Digital Transformation
- Innovation Management
- Fintech

Remarks: All topics listed in this leaflet are tentative topics, and are subject to change without prior notice

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QUESTEX

CONFERENCE AGENDA – 28 February 2019	
08:30	REGISTRATION AND WELCOME COFFEE
09:00	CHAIRMAN'S WELCOME REMARKS
09:10	ICE BREAKING SESSION
	Digital Enterprises – Redefining the Goals and the Transformation Journey
09:20	<p>Defining the New Age CXO: Moving from Traditional Roles to a Digital Leader</p> <ul style="list-style-type: none"> • Differentiating an agile and digital enterprise leader from conventional roles • Outlining the collaborative tools in creating a digital organization • The evolving perspectives, challenges and opportunities for both external and internal disruptions • Learning new decision making models for countering situations in digital journey <p>Shamsul Izhan Bin Abdul Majid, Chief Technology and Innovation Officer, Plus Expressway</p>
09.40	<p>Investing Resources for a Digitized Future: Developing a Sustainable and Comprehensive Strategy</p> <ul style="list-style-type: none"> • How to evaluate the readiness of an enterprise to embrace digitization: the parameters and metrics • Enumerating digital models and identifying the route for transformation: why one size does not fit all • Analyzing gaps in enterprise operations and resources before diversifying: where do we usually lose direction • Redefining roles and responsibilities to ensure successful implementation and continuance of a chosen model <p>Moderator: Srinivasan Venkita Padmanabhan, CFO, Olam International</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Ganesh Krishnaswamy, CIO, Natsteel • Frank Stevenaar, CFO & Co-founder, GoBear.com • Shabir Momin, MD & CTO, Zenga TV • Maneesh Sah, Executive Director, External Communications, Asia Pacific, Aon PLC • Puan Noramanaf, Board of Director, HR Head, Maybank
10:15	<p>Deploying Agile Technologies for Faster Solution Development and Shorter Route to Market</p> <ul style="list-style-type: none"> • What are broad-based technologies that successfully transformed enterprises deploy in improving agility • Identifying early the barriers and addressing the challenges to ideating, conceptualizing and converting to solutions to market
10:35	MORNING REFRESHMENTS AND NETWORKING

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<p>11.00</p> <p>C-SUITE PANEL DISCUSSION</p>	<p>Change Management: How Successful Planning Can be a Powerful Tool in Enterprise Transformation</p> <ul style="list-style-type: none"> • Why is change being resisted and how have successful leaders overcome the resistance • Technology and human resources: the two tenets needing change management planning and the role of HR • The effective modes of communicating the change to internal teams: arriving at an ideal combination of listening-talking-informing • Addressing the fall-out in performance and cultural indifferences during implementation of change <p>Moderator: Ramachandran Narayanan, Deputy Chief Information Officer, National Library Board</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Sandeep Sreekumar, Global Head - Digital operations, Henkel Supply Chain Singapore • Manish Gupta, CIO, Diageo • Prasanth Thomas, Vice President - Innovation Platforms, Digital and Technology, Sembcorp Industries •
<p>Understanding, Engaging and Retaining the Digital Consumer</p>	
<p>11.35</p>	<p>Unravelling a Digital Consumer: Why is it Key to Your Transformation Plans</p> <ul style="list-style-type: none"> • Who is a digital consumer and what are the modern tools available for CXOs to understand the consumption behavior • Differentiating between traditional vs. digital stimulus and employing the factors for enhanced connectivity • How new communication channels to reach digital consumers shape organization structure • Mobility and connectivity trends: what CXOs should prepare for before charting the transformation and diversification plans <p>Manisha Seewal, CMO, Carro</p>
<p>12.00</p> <p>Panel Discussion</p>	<p>Consumer Experience Enhancement: the New Mantra to Work Towards to</p> <ul style="list-style-type: none"> • Understanding who your consumers are and what their perceptions about your enterprises are • Designing a perception management plan • The role of modern tools in decoding perception and experience design • Assigning a champion in-house to lead and orchestrate consumer experience with CXOs <p>Moderator Caitlin Nguyen, Global Customer Experience & Innovation Manager, Fonterra</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Avis Easteal, Regional head of consumer, Luxasia • Jefferson Wong, Director IT transformation, Volvo • Sudhir Panda, Group Digital Commerce, Digital Bank, Standard Chartered Bank
<p>12.30</p>	<p>Networking Lunch and Exhibition Visit</p>

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<p>13.30</p> <p>Technology Presentation</p>	<p>AI and Predictive Analytics of Consumer Behavior: Turnaround Case Studies</p> <ul style="list-style-type: none"> • How predictive modeling and advanced analytical methods can create value out of large data pools • Overcoming the barriers of legacy systems and siloed databases to increase data optimization • New techniques of data generation, collection, storage and analytics across format for demographic analysis
<p>14.00</p>	<p>Decoding Social Data and Employing Non-Discriminatory Behavior: the New Differentiators for Digital Enterprises</p> <ul style="list-style-type: none"> • Responsibilities that arise with growing digital presence for enterprises • Leveraging the emerging social media outlets and patterns • Smart utilization of social interactions, social signals and social data to create a robust social CRM • Nurturing strong differentiators like CSR and non-discriminatory practices in data collection, use and toward human resources <p>Mahmoud Dasser, Chief Marketing Officer, Telekom Malaysia (TM) ONE</p>
<p>14.25</p> <p>CXO Tactical Panel Discussion</p>	<p>Collaborations to Increase Market Share and in Creating New Revenue Opportunities</p> <ul style="list-style-type: none"> • Rethinking and redefining collective roles of CIO, CDO, CMO and identifying potential blindspots • Building and forging a new working relationship for fostering initiatives with a view for successful digital transformation • Setting shared goals, objectives and building metrics to measure collective performance • How new diversification and digital projects are evaluated and moved forward <p>Moderator: Paul Griffin, Associate Professor of Information Systems (Practice), Director, Financial Technology & Analytics, School of Information Systems (SIS), Singapore Management University</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Shamsul Izhan Bin Abdul Majid, Chief technology and Innovation officer, Plus Expressway • Mahmoud Dasser, Chief Marketing Officer, Telekom Malaysia (TM) ONE
<p>15.00</p>	<p>Networking Teabreak</p>
<p>HR – Building the Talent Backbone of Successful Transformation</p>	
<p>15.20</p>	<p>Defining and Building the Tech Talent Needs for Enterprise Transformation</p> <ul style="list-style-type: none"> • Discussing the objectives and metrics in developing digital culture • Digital talent vs. IT talent: where do we draw a differentiator • Drawing and implementing frameworks for succession planning • Change management in digitally driven enterprises and HR's new tools <p>Varun Bhatia, Chief People & Culture Officer, Airasia</p>

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<p>15.45</p> <p>HR Leaders Panel Discussion</p>	<p>Finding Digital People – New Tools to Engage and Retain</p> <ul style="list-style-type: none"> • Enhancing employee experience management to sustain talent • Creating a unique ecosystem to integrate people, processes and technology • Game changing digital practices to transform workplaces and augment productivity through world class employee experience management systems • Establishing benchmarks, performance criterion and monitoring mechanisms of virtual disperse teams <p>Moderator: Jaclyn Lee, CHRO, SUTD Academy</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Dheeraj Shastri, Global HR Strategy and Analytics, Abbott • Ajit Iyer, Managing Director - HR, WorldWide Operations, Applied Materials • Daniel Kusmanto, Global Head - HR Analytics, ASM • Varun Bhatia, Chief People & Culture Officer, Airasia
<p>16.20</p> <p>Technology Presentation</p>	<p>HR Analytics: The New Tool to Aid Swift Enterprise Digitization</p>
<p>16.45</p>	<p>Disrupting HR Function – Reaching Uncharted Paths to Stay Productive</p> <ul style="list-style-type: none"> • Moving from recruiter role to tech-oriented strategic role • How have expectations from CXOs have changed for HR functionality • Reaching new target groups: digitally, culturally and regionally inclusive • Digitalizing HR: incorporating AI technologies <p>Puan Noramanaf, Board of Director, HR Head, Maybank</p>
<p>17:10</p>	<p>CLOSING REMARKS AND END OF CONFERENCE</p>