

The background of the entire poster is a photograph of Barcelona, Spain, at night. The city's lights are visible, and the Sagrada Família is the central focus, illuminated and standing out against the dark sky. The overall tone is purple and blue, suggesting twilight or night.

# MBA WORLD SUMMIT 2015.

## The Pinnacle Summit of the Global MBA Community

*March 25th - 28th, 2015 | Barcelona, Spain*

# - P R O G R A M -

*Shaping A Global Leadership Community*



# DEAR FRIENDS

And off we go: After a resounding success in 2014, the next edition of the MBA World Summit is here. This year the MBA World Summit 2015 will bring together 95 of the most inspiring MBA students from business schools worldwide. They will gather to chart the course for the Summit and experience an exhilarating time of high-impact exchange, best-practice sharing and creative strategizing.

Following our inaugural year in the breathtaking Asian city of Hong Kong, the Summit will congregate this time in magnificent Barcelona - a vibrating and fascinating European metropolis, the perfect venue for the pinnacle summit of the global MBA community. Our generous host, the IESE Business School, along with our carefully selected partner companies, complement this Summit as a creative laboratory of ideas where participants congregate to co-create strategies, solutions and experimental ideas pertaining to the future of business.

As such, the Summit is by far the only platform where the collective voice and wisdom of the most innovative and passionately collaborative MBA students is heard - our unique brand of curated „MBA crowdsourcing“! Our distinguished participants will conduct a series of SLS sessions on an eclectic range of topics, offering contrarian perspectives and multidisciplinary approaches to tackle the most pressing global problems. With the emergence of „wicked problems“ in a complex, interconnected and technologically advanced world, we have witnessed an increasing emphasis

towards the sharing of knowledge, cross-pollination of ideas across diverse fields and cross-functional collaborations across industries. The MBA World Summit is therefore poised to be at the forefront of this global exchange of high-impact ideas and to ride this wave well into the decade!

We are also pleased to partner with some of the most innovative companies to offer highly satisfying career opportunities to Summit participants. In addition, our participants are also given the chance to engage in ‘face-to-face time’ with top-executives, where they may discuss their career strategies openly and identify potential areas for future personal and professional growth.

We were truly overwhelmed by the attention the summit attracted in its second year - we received over 3,000 applications from MBA students worldwide. Our rigorous selection process has narrowed the final number to only the most charismatic, dynamic and visionary MBA students. Thus, we are confident that these exceptional individuals will contribute an innovative mindset and an indefatigable passion for intellectual and personal exchange with each other, forging strong bonds in a highly stimulating environment.

But the Summit is more than just an event; it is a gateway for MBA students to shape a powerful global leadership community comprising Summit participants - past, present and future.

Besides this annual touch point where new Summit participants and alumni are invited to attend, we also have ground-up initiatives, regional chapters and smaller events planned in

the near future to take this exciting community to an even higher level. Our goal is to build a truly global community of leaders with the same mind-sets and who are willing to shape a better future for our world.

We greatly look forward to exploring Barcelona with this inspiring group of extraordinary talents.

Let's shape the future together!

Cheers!

Yannick & Thomas



**Yannick Reiss**

Managing Director & CIO,  
QX-Quarterly Crossing



**Thomas Fuchs**

Founder & CEO,  
QX-Quarterly Crossing

Our deepest gratitude goes to our generous host, the IESE Business School, for providing us with an ideal premise for the MBA World Summit 2015. Special thanks to Nico van den Brink, Director of Career Services, for his amazing support.

Further, we would also like to convey our sincere appreciation to our partner companies for their resilient partnership and for sharing the vision of the Summit.

In addition, a huge “Thank You” to everyone spreading the message of the MBA World Summit - Career Centers, MBA Club Presidents and all our alumni.

Our greatest thanks, however, go to all those MBA students shaping the agenda of the MBA World Summit 2015 by sharing expertise and passion - in the end only you guys make the Summit to what it is.

**THANK YOU** Sincerely Yours,  
The MBA World Summit Organizing Committee

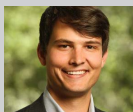




# THE VOICES

## LEADERS 1

11:30 - 12:30



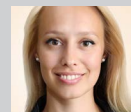
**Alexander Marliantes (1)**  
Stanford GSB,  
*Learnings from a failed attempt to buy an NBA team: Understanding public-private partnerships through the lens of game theory*



**Madhurima Bhattacharya (2)**  
Chicago Booth,  
*Disruption in business organizations*



**Bernhard Bonelli (3)**  
IESE Business School,  
*What an MBA student can learn from philosophy*



**Natallia Dzivakova (4)**  
MIT Sloan,  
*Work-life balance in the post-MBA careers: how can we improve our future?*



**Misha Vaswani (5)**  
INSEAD,  
*Social impact in combination with profit making*



**Kareem Edwards (6)**  
Stephen Ross School of Business,  
*Diversity & Inclusion: Buzzword or core competency*

## LEADERS 2

12:30 - 13:30



**Bernhard Stippig (7)**  
HEC Paris,  
*What I learnt about entrepreneurship from a great artist*



**Patrick Schilz (8)**  
INSEAD,  
*From investment banking to private equity to start-up - Lessons learnt and surprising insights*



**Sara Dolcetti (9)**  
MIT Sloan,  
*Negotiating at the deal table*



**Sunny Qing Zhang (10)**  
Columbia Business School,  
*Leader's voice*



**Markus Fleischer (11)**  
IESE Business School,  
*Career challenges faced by MBA graduates and how to approach them*



**Warren Kennard (12)**  
University of Stellenbosch,  
*Is there a business case for the learning organisation and what metrics could be used to measure its effectiveness?*



**Merck (13)**  
Company Presentation

## LEADERS 3

13:30 - 14:30



**Vikram Gupta (14)**  
Mannheim Business School,  
*The power of crowd sourcing*



**Raphael Thelen (15)**  
IESE Business School,  
*How to turn "stress" at work into positive energy*



**Chantal Ambord & Shruti Rai (16)**  
INSEAD  
School of Business  
*Managing the millennials*



**Dan Goldman (17)**  
Haas School of Business,  
*How a handful of food startups will replace McDonalds and the other fast food giants*

## LEADERS 4

14:30 - 15:30



**Stephan Schissler (18)**  
University of Hong Kong,  
*Human augmentation*



**Helen Shih (19)**  
HEC Paris,  
*How to use digital media to reach your desired audience*



**Parul Dubey (20)**  
Harvard Business School,  
*Role of geopolitical factors and changing demographics in shaping investment strategies*



**Adetayo Bamiduro (21)**  
MIT Sloan,  
*Building resilient logistics and last-mile delivery platforms in Emerging Mega-Cities*



**Samuel Rensing (22)**  
LBS London,  
*Queer business: Financial merits of LGBT inclusion and ways of implementation*

## LEADERS 5

15:30 - 16:30



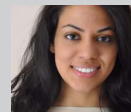
**Johannes Koeppel (23)**  
Haas School of Business,  
*What impact are MBAs looking for when choosing a job*



**Jared T. Murphy (24)**  
Stanford GSB,  
*Strategic philanthropy*



**Camille Frecaut (25)**  
SDA Bocconi,  
*How luxury impacts the business*



**Nilofer Ahmed (26)**  
Yale School of Management,  
*Does the "Double Bottom Line" really exist?*



**Goodgame Studios (27)**  
Company Presentation

## LEADERS 6

16:30 - 17:30



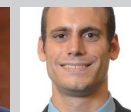
**Yang Sun (28)**  
Chicago Booth,  
*Why every MBA program should offer a concentration in talent management*



**Prashant Talwar (29)**  
LBS London,  
*Self-Realization*



**Panel: Disruptive innovation in healthcare (30)**  
Rohan Ganeshanathan, Harvard Business School  
Purvi Gupta, INSEAD  
Upendra Pratap Singh, CEIBS  
Buddhendra Shukla, UCLA Anderson  
Lorenzo Valacca, IESE Business School



**Big Idea Lounge (31)**  
Barcelonian entrepreneurs and entrepreneurial MBAs exchange and discuss ideas, challenges and strategies of Entrepreneurship



**Deutsche Bank (32)**  
Company Presentation

# AGENDA

## WEDNESDAY, 25<sup>th</sup> OF MARCH

19:00 - 21:00 Grand Hotel Central, Sky Bar We would like to invite you to a welcome drink reception at the Grand Hotel Central

## THURSDAY, 26<sup>th</sup> OF MARCH

8:30 - 9:45 IESE Business School Power-Breakfast & Registration

9:45 - 11:15 IESE Business School Welcoming: Thomas Fuchs & Yannick Reiss  
Keynote Speech

### Summit Laboratory Sessions

Leaders	Start time	Slot 1	Slot 2	Slot 3	Slot 4	Slot 5	Slot 6	Slot 7
#1	11:30	1	2	3	4	5	6	
#2	12:30	7	8	9	10	11	12	13
#3	13:30	14	15	16	17			Lunch
#4	14:30	18	19	20	21	22		Lunch
#5	15:30	23	24	25	26	27		
#6	16:30	28	29	30	31	32		

Company interviews  
(in parallel)

18:00 - 19:15 North-Campus Terrace @ IESE Business School Sunset Cocktail Reception & Tim-Eisenmann-Award Presentation

20:30 - 22:30 La Flauta Sumptuous Catalán Tapas Dinner

## FRIDAY, 27<sup>th</sup> OF MARCH

09:00 - 12:45 Cultural expeditions

### Cultural Expeditions

Cultural Expedition Nr. 1: Camp Nou	Cultural Expedition Nr. 2: Gaudi Tour	Cultural Expedition Nr. 3: Chilled City Tour
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14:00 - 18:00 Fosbury Café, Castelldefels Networking Lunch & Beach Club Party

21:00 - open end „CDLC“ Resolution, Dinner and Party

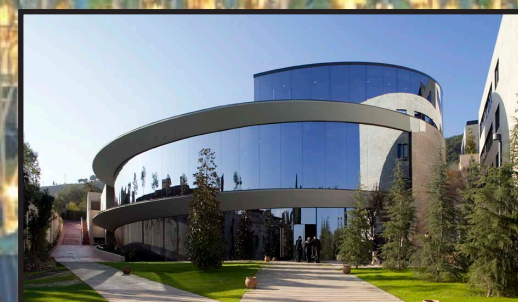
## SATURDAY, 28<sup>th</sup> OF MARCH

11:00 abba Garden Hotel Farewell Brunch

# MAIN VENUE

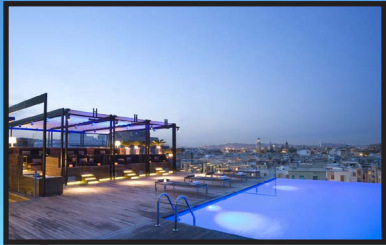
## IESE Business School

The MBA World Summit 2015 will take place at the IESE Business School's lush hillside campus in Barcelona. IESE Business School is committed to the development of leaders who contribute equitably to business and society by developing innovative business thinking, integrity, a spirit of service and a well-informed global perspective.





# THE SPOTS in detail



## Grand Hotel Central, Sky Bar - *Welcome Drink*

Set in the heart of Barcelona the Sky Bar boasts a spectacular view of Barcelona. A place where the amenities and luxuries of a five-star hotel are combined with a sense of style, elegance, great tunes and fantastic cocktails - an ideal place to open up the MBA World Summit 2015.

## Gaudi Tour - *Cultural Expedition*

Explore the architectural legacy of one of Barcelona's most famous sons, Antonio Gaudi.

On a short panoramic tour of the city we will pass some of the most stunning creations of Gaudi including a visit to one of his most remarkable masterpieces, the Sagrada Familia - It stands as a witness to Gaudi's creative, although controversial genius. Our tour will end at the Park Güell designed by Gaudi in the early part of the 20th century. Take a leisurely stroll through this beautiful hillside garden suburb of Barcelona, fashioned after the English model of a 'Garden City'.



## La Flauta - *Networking Dinner*

A visit to Barcelona would not be complete without experiencing one of the famous traditional Catalán tapas bars. La Flauta, is a landmark when it comes to tapas in Barcelona. It combines the culinary and atmospheric soul of the city in its well-known small dishes - you will fall in love with this unique Catalán taste at the first bite.



## Camp Nou - *Cultural Expedition*

Visit the prestigious home of F.C. Barcelona - one of the biggest clubs in Europe and Europe's largest football stadium. Known locally as the Barca, Camp Nou, has been the place for unforgettable victories and defeats of the world's richest football clubs with more than 100.000 members. Walk through this historical side, take a gaze at the impressive stadium accommodating up to 98.000 seated fans and visit the fascinating museum showing memorabilia and trophies.





## Chilled City Tour - Cultural Expedition

To discover the pulsing city of Barcelona we arrange a relaxed city tour. We will start the day with a panoramic walk through this vibrant city, visiting some of Barcelona's monumental sights, drifting through the city's historic center and its markets - experience Barcelona's way of life and beauty up close.



## Fosbury Café - Networking Lunch & Beach Club Party

The Fosbury Café, directly located on the jaw-dropping Mediterranean beach of Castelldefels: A global mecca for people who know how to have a good time - sexy blend of Mediterranean cuisine, chilled beach atmosphere, stunning ocean views, world music and gorgeous people create an unforgettable experience.



## CDLC - Resolution, Dinner & Party

The top high gloss and glitterati hang out in town. After a tasteful dinner it will offer the most exclusive night ambient promising a memorable night to end the last day of the Summit.



## ACCOMMODATION

The abba Garden Hotel is a specious 4 star hotel located at the end of Avenida Diagonal.

**ABBA GARDEN HOTEL \*\*\*\***

C/ Santa Rosa, 33

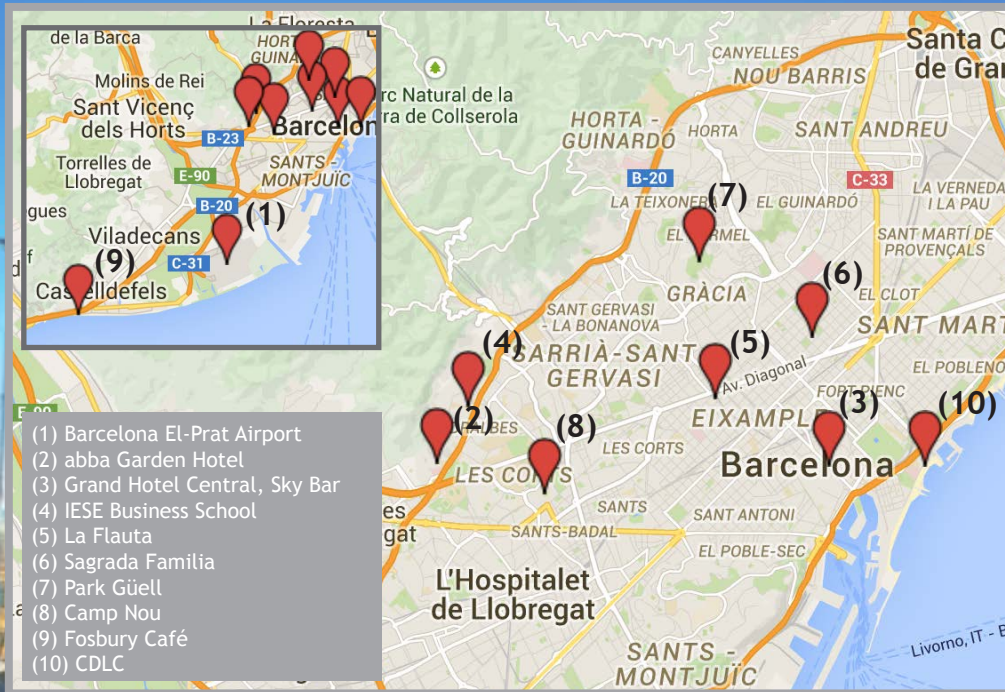
08950 Esplugues de Llobregat, Barcelona, Spain

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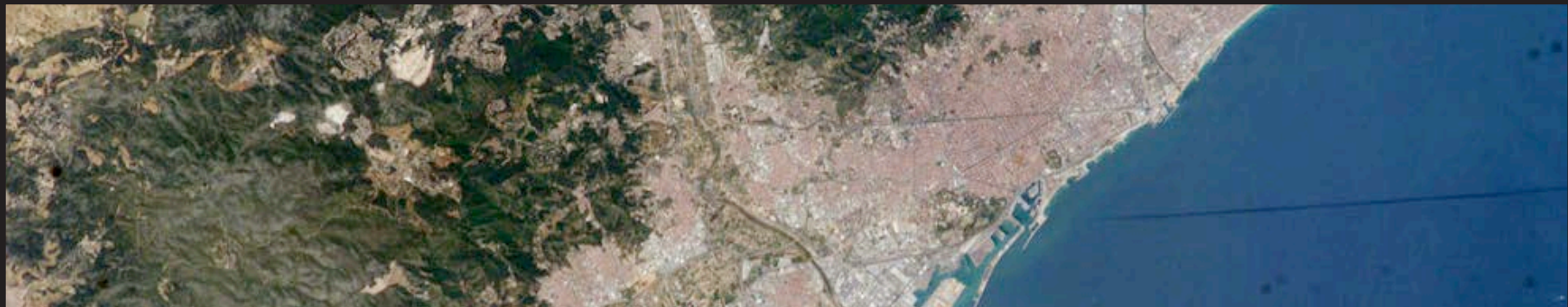


# LOCATION MAP



# OUR PARTNERS

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