

TRANSFORMATIVE CEO SUMMIT

The Seminal Confluence of Transformative CEOs Collaborating to Solve Today's Most Pressing Issues

Date February 25, 2021

Time 11 a.m. - 1 p.m. EST Video Conference

Part A: 5 CEO mini keynotes projecting the potential future

Part B: 9 Thought leader facilitated workgroups

Part C: 9 Facilitators present their solutions

Attendees 40-50 Transformative CEOs (list attached)

“A Transformative CEO creates new value that reinvigorates a company, reinvents an industry or reboots society.”

—Robert Reiss, CEO, *The CEO Forum Group*, Co-author, *The Transformative CEO* (McGraw-Hill 2012)

Sponsor Package

Approved sponsors will be thought leaders who will directly lead 4-5 CEOs to help solve one of the world's most pressing issues.

Before: Create and share a abstract (with CEOFG guidance) with the Transformative CEOs signed up for your workgroup

During: Moderate one-hour breakout workgroup on your topic with 4-5 Transformative CEOs, there will be a graphic recorder to visually capture your solutions

After: Present workgroup solutions to all attendees

Specifics

- Rare opportunity to demonstrate excellence in the highest level of thought leadership facilitating and problem-solving with a top CEO team
- DVD of workgroup and presentation to full group can be used post event with unlimited license to use materials for your marketing and outreach in future (imagine the value if one of your solutions becomes a societal standard)
- Company information in event program prior and post-event CEO gift box
- Digital branding during virtual teleconference
- Coverage in The CEO Forum Magazine and appropriate media i.e. Forbes.com

One thought leader sponsor will facilitate each workgroup

1. Reinventing Retail
2. Reinventing Travel
3. Reinventing Education
4. Reinventing Healthcare
5. Reinventing Manufacturing
6. Reinventing Financial Services
7. Reinventing Commercial Real Estate
8. Reinventing Hybrid Workforce Security
9. Reinventing E-Commerce
10. Rebooting Society: Preventing Future Pandemics
11. Rebooting Society: Corporate Citizenship
12. Reboot Society: Transforming with Digital to Emerge Stronger

TRANSFORMATIVE CEOs INVITED • FEBRUARY 25, 2021 • 11AM – 1PM

2019 Customer Experience Award

Robert A. DiMuccio, Chairman, President & CEO, Amica
 Melissa Reiff, CEO, The Container Store
 Erik Anderson, Executive Chairman, Topgolf
 Robin Hayes, CEO, JetBlue
 James Parker, CEO, Masergy
 David Nelms, CEO, Discover Financial
 Jeff Motske, Founder & CEO, Trilogy Financial
 Dan Streetman, CEO, TIBCO
 Herve Humler, Co-founder & Chairman Emeritus, Ritz-Carlton
 Nigel Travis, Chairman, Dunkin' Brands

2019 Healthcare Award

Howard P. Kern, President & CEO, Sentara Healthcare
 Michael J. Dowling, President & CEO, Northwell Health
 Kathleen Silard, President & CEO, Stamford Health
 Tom Mihaljevic, M.D. President & CEO, Cleveland Clinic
 Robert C. Garrett, CEO, Hackensack Meridian Health
 Warner Thomas, President & CEO, Ochsner Health System
 Frans van Houten, CEO, Royal Philips
 Kathleen Ruddy, CEO, St. Baldrick's Foundation
 John M. Hauptert, President & CEO, Grady Health System
 Dawn Zier, President & CEO, Nutrisystem

2019 Innovation Award

Charles Phillips, CEO, Infor
 Barbara Humpton, CEO, Siemens, USA
 John Chambers, CEO, Jc2 Ventures
 Karen Ignagni, President & CEO, EmblemHealth
 Matthew Moynahan, CEO, Forcepoint
 Scott Moorehead, CEO, Round Room
 Juliet Scott-Croxford, CEO, Worth Media
 Risto Siilasmaa, Chairman, Nokia
 Bill Amelio, CEO, Avnet
 Chris Miglino, CEO & Founder, SRAX

2019 Leadership Award

Jo Ann Jenkins, CEO AARP
 Farooq Kathwari, Chairman, CEO & President, Ethan Allen
 Teresa White, President, Aflac U.S.
 Joe Hart, President & CEO, Dale Carnegie
 "Tiger" Tyagarajan, President & CEO, Genpact
 John P. Davidson, CEO, Options Clearing Corporation
 Michal Ippolito, Vice Chairman, Newmark Knight Frank
 Ellen Kullman, CEO, Carbon
 Julio Portalatin, Vice Chair, Marsh & McLennan Companies
 Frances Hesselbein, Chairman, Frances Hesselbein Leadership
 Rabbi Menachem Genack, CEO, OU Kosher
 Bill Stemper, President, Comcast Business

2020 Customer Experience Award

Mehran Assadi, Chairman, CEO & President, National Life Group
 Bill Marriott Jr., Executive Chairman, Marriott International
 Asma Ishaq, CEO, Modere
 Dan Helfrich, Chairman & CEO, Deloitte Consulting LLP
 Henrietta H. Fore, Executive Director, UNICEF
 Martin Fritsches, President, Rolls-Royce Motor Cars NA
 Sharon Price John, President & CEO, Build-A-Bear Workshop
 Gavin Finn, PhD, President & CEO, Kaon Interactive
 Brian Rolapp, Chief Media & Business Officer, NFL
 Kay Koplovitz, Founding CEO USA Networks, CEO, Springboard Enterprises

2020 Healthcare Award

Dr. Steven J. Corwin, CEO, New York-Presbyterian
 Jeffrey Flaks, President & CEO, Hartford Healthcare
 Gary Terrinoni, President & CEO, The Brooklyn Hospital Center
 Alan B. Miller, CEO & Chairman, Universal Health Services
 Richard Ashworth, President & CEO, Tivity Health

2020 Innovation Award

Tami Erwin, CEO, Verizon Business
 Rob Johnson, CEO, Vertiv
 Mohamed Kande, Vice Chair, PwC US
 Ken Lamneck, CEO, Insights Enterprises
 Salene Hitchcock-Gear, President, Prudential Individual Life Insurance

2020 Leading Through Crisis Award

Sharon Prince, CEO & Founder, Grace Farms Foundation
 Brian A. Gallagher, President & CEO, United Way Worldwide
 Carly Fiorina, Founder & Chair, Carly Fiorina Enterprises
 Kathy Ireland, Chair & CEO, kathy ireland Worldwide

2020 Leadership

Dr. Robert Redfield, Director, CDC
 Toni Townes-Whitley, President, Regulated Industries Microsoft
 Marc B. Lautenbach, President & CEO, Pitney Bowes
 Ronan Dunne, CEO, Verizon Consumer
 Lt. General Nadja West, Surgeon General, U.S. Army
 Edie Fraser, CEO, Women Business Collaborative
 Michael Houston, CEO, Grey Group
 Dottie Herman, CEO, Douglas Elliman Real Estate