



THE UNIVERSITY OF ARIZONA
GLOBAL CAMPUS

Thought Leader Summit

October 17, 2022 / 7:30am - 5pm PST

The Summit provides a platform for C-suite leaders to discuss the evolution and trends of business from a cultural, environmental, socio-economic, political, regulatory, and technological perspective. It's designed to provide insight and a collaborative "future vision", to the benefit of all participants, and it assists the Forbes Business School by ensuring it is in-sync with dynamic change and is appropriately preparing students for evolving business needs





2022 Forbes School of Business and Technology Thought Leader Summit:

**"Innovation, Change, and Success in
Thriving and Turbulent Environments."**





THOUGHT LEADER SUMMIT AGENDA

7:30AM	Registration (Networking - Breakout Room 1) Dr. Bill Davis Dr. Pete Limon
8:00AM	Welcome Dr. Jorge Cardenas - Summit Chair
8:05AM	Maja Zelihic - Introductory Comments - Summit Agenda
8:15AM	Keynote – Steve Forbes with Q&A- 5-Year Economic Forecast
9:15AM	Break
9:30AM	<p>Topic 1: Strategic Management: Flattening the Organization to Encourage Cooperation and Relationships</p> <p>Subtopics:</p> <ul style="list-style-type: none">• Building flatter organizational structures and making decisions on the “edge”• Building a strong supply chain through the lens of sustainability• Embracing cooperation over competition• Automation of tasks to promote relationship-building <p>Moderator: Dr. Katie Thiry</p> <p>Speakers: Dr. SarahB. Steinberg, Dr. Diane Hamilton, Susan Sly, Samantha Ettus, Dr. Laura Palmer-Noone</p>
10:25AM	<p>Topic 2: Financial, Planning, & Analysis: Information Overload Only Affects the Weak and Unprepared</p> <p>Subtopics:</p> <ul style="list-style-type: none">• Influence of decentralized financing on company mission and operations• Using blockchain technologies to support internal finance functions• Embracing big data to optimize financial performance• Increasing emphasis on ESG metrics; how will they coexist with traditional financial metrics?• How can higher education prepare tomorrow's workforce to embrace new FPA techniques and metrics? <p>Moderator: Dr. Jorge A. Cardenas</p> <p>Speakers: Carl Schramm, John Tamny, Rich Karlgaard, Marin Njavro</p>



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11:20AM	<p>Topic 3: Future of the Workforce: Changing Perceptions of Employment and Human Resources</p> <p>Subtopics:</p> <ul style="list-style-type: none">• Companies and workers opting for freelancing in lieu of full-time employment• Changing function of human resources including an emphasis on the dynamics of wellness Flexibility, work-life balance, and a shorter workweek• New focus on “fairness” in the workplace• Hybrid work environments may pose a threat to DEI progress <p>Moderator: Monique Cook Speakers: Dr. Iris Lafferty, Jayne Johnson, Dr. Tamar Elkeles</p>
12:10PM	<p>Guest Speaker, Keld Jensen: Learning to Negotiate over Lunch</p>
1:05PM	<p>Topic 4: Geopolitical Factors: Is Your Organization Prepared to Weather the Geopolitical Storm?</p> <p>Subtopics:</p> <ul style="list-style-type: none">• Learning from COVID to better position businesses to endure the next health crisis• Inflation, the role of central banks, and the ramifications for ordinary citizens• Increasing political polarity in the U.S. and internationally (including the war on Ukraine)• Is autonomy a good thing? The pros and cons of micro-economies creating new currencies• Failure to act on climate initiatives and other global environmental concerns <p>Moderator: Dr. Maja Zelihic Speakers: Dr. Victoria Garcia Wilburn, Larry Robertson, Mark Mills, Steve Kerr, Dr. Cidhinnia M. Torres Campos</p>
2:00PM	<p>Topic 5: Artificial Intelligence: They Are Getting Smarter; We Better Keep Up</p> <p>Subtopics:</p> <ul style="list-style-type: none">• Balancing the need for human intelligence with the efficiency of artificial intelligence• Moving beyond robotic process automation to focus on intelligent automation• Embracing automation and AI at the executive and mid-management levels• Preparing the workforce to build, support, and leverage AI through higher education <p>Moderator: Dr. Karen Ivy Speakers: Dr. Cindy Gordon, Dr. Tom Bourgeois, Dr. Sara Diamond</p>



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2:00PM	<p>Topic 6: Evolving Technology: Metaverse is the New Universe</p> <p>Subtopics:</p> <ul style="list-style-type: none">• Opportunities in the metaverse ecosystem• Using virtual reality for key business functions including onboarding and providing services• Recognizing the risks of virtual reality technology <p>Moderator: Dr. Lisa Sims</p> <p>Speakers: Andrea Sesum, Jessica Benson, Bob Fine, Bill Meyers, Walter Greenleaf</p>
2:55PM	<p>Topic 7: Corporate Culture: Promoting Authenticity and a Meaningful Purpose</p> <ul style="list-style-type: none">• Consumers and employees are looking for a culture of authenticity, honesty, and compassion• Organizations of the future will be expected to serve a meaningful purpose outside of profits (Tissa Richards; confirmed)• Defining the role of the Chief Purpose Officer (CPO) <p>Moderator: Brandy Havens</p> <p>Speakers: Tissa Richards, Vernice Armour, Megan Taylor Morrison, Dr. Margie Warrell, Dr. Michal Strahilevitz</p>
3:50PM	<p>Topic 8: Marketing: How to Market When You Are the Product</p> <p>Subtopics:</p> <ul style="list-style-type: none">• Using influencer marketing platforms to easily access micro and nano social media influencers• Consolidated marketing efforts through affiliate marketing networks• How a consumer focus on conscious consumption may affect marketing and branding <p>Moderator: Dr. Tony Farrell</p> <p>Speakers: Dr. Judith Briles, Dr. Pat Hafford, Jim Pisani, Camilita Nuttall</p>
4:45PM	<p>Closing Remarks- Paul Pastorek</p>

Thought Leader Summit Learning Objectives

- **Implement strategic management initiatives to flatten the organizational structure, enhance supply chain sustainability, and promote cooperation and positive relationships within organizations.**
- **Recognize current needs and future trends in financial planning and analysis including big data, blockchain technology, and sustainability metrics.**
- **Integrate changing perceptions of employment and human resources to build an optimal, dynamic workforce.**
- **Forecast the economic effects of geopolitical factors and trends as they relate to issues such as public health, political polarity, and environmental concerns.**
- **Transform tomorrow's workforce by leveraging new applications for artificial intelligence.**
- **Optimize opportunities to incorporate virtual reality into key business functions and address related risks.**
- **Develop a corporate culture that uses authenticity to promote meaningful purpose, fulfilment, and social responsibility.**
- **Create marketing strategies that effectively consider and use social media influencers, affiliate marketing networks, and consumer expectations.**

