

Luncheon and talk

2nd talk - 10x series

ESADE Barcelona, Tuesday, May 29th at 13.45

Programme

- 13.45** Reception of guests at ESADE (Av. Pedralbes 60-62)
- 14.00** Welcome speech
Ivan Bofarull (Lic&MBA 97 / Vicens Vives 09), and **Gloria Batllori** (Lic&Master 85), co-directors of the Journey to Business Transformation programme
- 14.10** Talk by:
Cecilia Tham, Singularity University Barcelona Chapter Leader and Social Technologist at Alpha
- 14.15** Talk by:
TBC
- 14.25** Networking luncheon
- 15.25** Coffee and discussion
- 15.35** **Henry Chesbrough**, the “father” of open innovation, professor in the ESADE department of operations, innovation and data sciences, and professor at UC Berkeley.
Attendees will be able to talk to him about some of the key learnings about the transformation of companies in Silicon Valley.
- 15.50** Closing comments by:
Xavier Sanchez (Lic&MBA 97 / AMP 08), director of ESADE Alumni
- 16.00** End of event

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