

21 JANUARY  
2022

# AMBA & BGA BUSINESS SCHOOL LEADERS SUMMIT



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**Kortext**



**INSENDI**



**Welcome to the virtual AMBA & BGA Business School Leaders Summit 2022.**

This event brings together Business School decision makers to collectively discuss trends, issues, challenges and opportunities, which set the agenda for business education strategy and action for the short to medium term.

You will be joined by corporate trailblazers, industry thought leaders and business education heavyweights who will share their insight on issues including diversity; sustainability; impact; innovation; collaboration; and lifelong learning

AMBA & BGA is embracing the exciting and innovative new technology that's emerging in order to deliver an immersive and engaging event – namely, AI matchmaking for networking, virtual roundtables for collaboration and discussion, and ultra-high-definition live streaming for every session.

I would like to take the opportunity to thank our line-up of speakers, as well as our partners and sponsors, for their insight and support in making this event possible. Please take the opportunity to network with them – and each other – using the interactive tools we've provided for the duration of the summit.

I'm very much looking forward to having an inspirational conversation with you all during the event.

**Andrew Main Wilson**  
CEO, AMBA & BGA

With thanks  
to our sponsors



**PROGRAMME.**

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08.15 – 09.00 GMT

Registration and networking

09.00 – 09.05 GMT

Summit welcome

**Andrew Main Wilson**  
CEO, AMBA & BGA

09:05 – 09:45 GMT

Session 1

Innovation for success in business education, sponsored by Barco

Chair

**Simone Hammer**  
Head of Marketing, Learning Experiences, Barco

Panellists

**Maria Luciana Axente**  
Responsible AI & AI for Good Lead, PwC

**Tiffany Monaco**  
Global Business Development and Innovation Leader, IKEA Retail  
(Ingka Group)

**Miika Makitalo**  
CEO, HappyOrNot

09.45 – 10.00 GMT

Networking break

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10:00 – 10:40 GMT

**Session 2**

Developing a more diverse and inclusive future for all,  
sponsored by McGraw Hill Education

**Chair**

**Laura Pacey**  
Product Director, UK, HE & OUP, McGraw Hill

**Panellists**

**Steve Butler**  
CEO, Punter Southall Aspire

**Oluchi Ikechi**  
Partner, Head of Innovation for Strategy & Transactions APAC Capital  
Markets, EY

**Sofia Skrypnyk**  
Head of Equity, Inclusion & Human Rights, C&A

10.40 – 10.55 GMT

**Networking break**

10:55 – 11:35 GMT

**Session 3**

The importance of building strategic and rewarding partnerships,  
sponsored by Wharton Research Data Services (WRDS)

**Chair**

**Mireia Giné**  
Director of International Initiatives, Wharton Research Data Services  
(WRDS)

**Panellists**

**Ralitza Iordanova**  
Vice President, Global Partnerships, Luxury & Premium Brands, Accor

**Antonio Schuh**  
Director of Development & Projects, Strategic Alliances, Telefonica

**Sophie Trueman**  
Head of Business Development, Too Good To Go

11.35 – 11.50 GMT

**Networking break**

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11:50 – 12:30 GMT

**Session 4**

**Looking to the future: trends, skills and knowledge needed to keep ahead as leaders, sponsored by Kortext**

**Chair**

**Kevin Watt**  
Director of Academic Engagement, Kortext

**Panellists**

**Tim Ackermann**  
Director, Global Talent Acquisition, Oda

**Elisabetta Galli**  
Global Human Resources Business Partner and Learning & Development CoE Lead, Lightsource bp

**Heini Utunen**  
Head of Unit AI, Learning & Capacity Development Unit, Health Emergencies Programme, World Health Organization (WHO)

12.30 – 12.45 GMT

**Networking break**

12:45 – 13:25 GMT

**Session 5**

**It's our responsibility: understanding and broadening the awareness to a sustainable future**

**Chair**

**David Woods-Hale**  
Director of Marketing and Communications, AMBA & BGA

**Panellists**

**Adam Hall**  
Head of Sustainability, Internet Fusion Group

**Rita Monteiro**  
Head of Net Zero Programs, Amazon

13:25 – 13:30 GMT

**Closing remarks**

**Andrew Main Wilson**  
CEO, AMBA & BGA

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# AMBA & BGA EXCELLENCE AWARDS 2022

The AMBA & BGA Excellence Awards 2022 will bring together the leading lights of the global business education community to celebrate excellence, innovation, success, and determination, among the Business Schools, students, graduates, suppliers, and employers that share AMBA & BGA's values of ambition, impact and integrity.

FRIDAY 21 JANUARY 2022

15.00 – 17.00 GMT

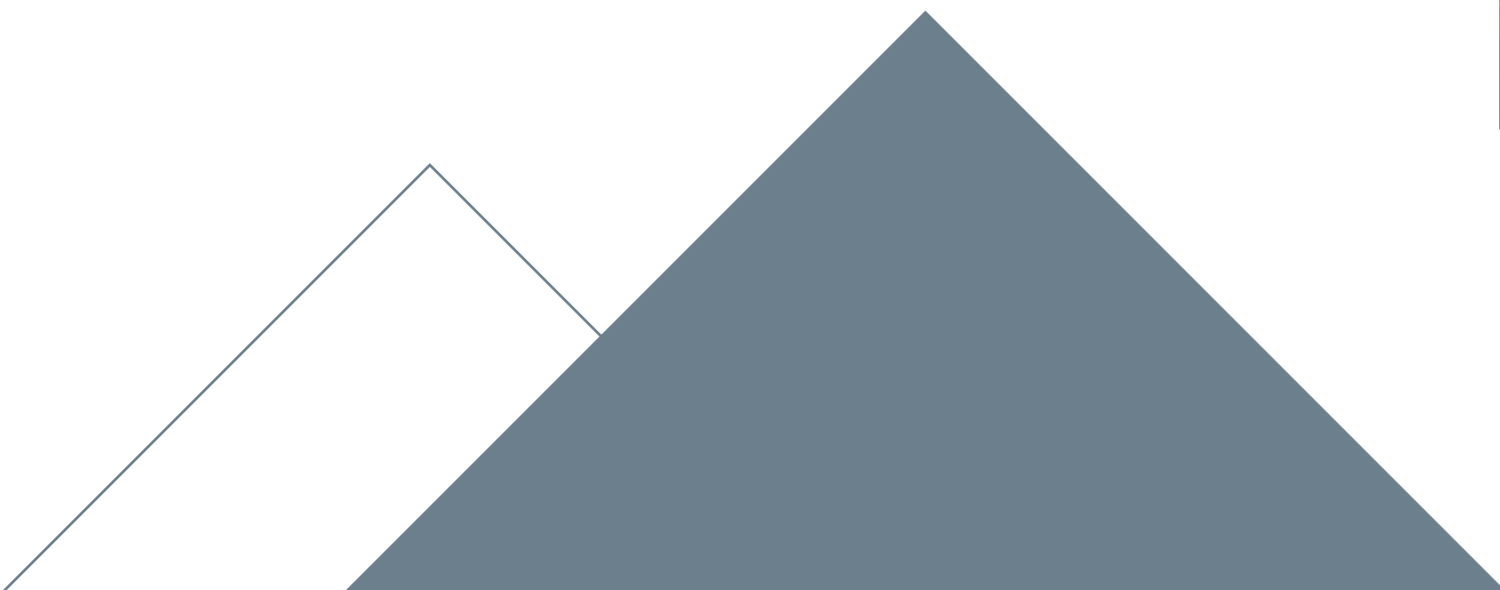
We will be recognising Business Schools, corporate partners, students and graduates in 10 hotly contested categories including:

- Best Innovation Strategy, in association with Barco
- Best Lifelong Learning initiative, in association with Kortext
- Best CSR & Sustainability initiative

- Best Business School Partnership, in association with Wharton Research Data Services (WRDS)
- Best Culture, Diversity and Inclusion initiative, in association with McGraw Hill Education
- BGA Business School Impact Award
- MBA Start-up of the Year
- MBA Entrepreneur of the Year
- MBA Leadership Award
- MBA Student of the Year, in association with insendi, a Study Group company

Join us from wherever you are in the world, to watch the award presentations and register using the link below:

[HTTPS://US02WEB.ZOOM.US/WEBINAR/REGISTER/WN\\_V7OLYA3ATEUYLY1WJ6UDXQ](https://us02web.zoom.us/webinar/register/wn_v7olya3ateuyl1wj6udxq)



# SESSION CONTENT

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## SESSION 1: Innovation for success in business education, sponsored by Barco

The world of business education looks very different to what it did at the beginning of the pandemic, with remote learning becoming a new normal.

Educational Institutions – like businesses – have had to adapt to comply with restrictions to be able to maintain a quality service. Although this has been challenging, the pandemic created opportunities for digital innovations within Business Schools and wider education.

Digital technology has played a vital role for faculty and students alike. Platforms like Zoom and Teams have replaced the traditional classroom and the tech industry has been quick to react.

From start-ups to multi-nationals, these companies are working to improve the world of online learning, developing education technology at a rapid pace.

This gives Business Schools an opportunity to reflect on how these innovations will affect the day-to-day delivery of teaching going into the future.

Will hybrid teaching be the future?

It falls on Business Schools to continue to be flexible and adapt to the post Covid-19 world, taking the valuable skills and lessons learned and developing them further.

In this session we ponder the future of Business Schools in this digital landscape; and ask how a leading Business School should position itself in a changing environment.

### SPEAKERS

#### Chair

**Simone Hammer**  
Head of Marketing,  
Learning Experiences,  
Barco

#### Panellists

**Maria Luciana Axente,**  
Responsible AI & AI for  
Good Lead, PwC

**Tiffany Monaco**  
Global Business  
Development and  
Innovation Leader, IKEA  
Retail (Ingka Group)

**Miika Makitalo**  
CEO, HappyOrNot

## SESSION 2: Developing a more diverse and inclusive future for all, sponsored by McGraw Hill Education

The success of Business Schools is increasingly aligned to leadership efforts to become inclusive and develop a progressive strategy that has diversity at its core.

Generation Z call for it and, with equality movements such as LGBTQ+ and BLM continuing to gain momentum, it is imperative that Business Schools continue to meet these demands. Simply put; 'the winning formula is a diverse one'.

Change is happening but at a pace that has been historically too slow across all sectors. With the momentum that has been generated it is vital for Schools to prioritise inclusivity or face being left behind.

Schools must look to a mix of backgrounds within their talent pool. Business School leaders, student recruitment and HR must collaborate to build inclusive strategies that support diversity. This should focus on groups that may otherwise be marginalised.

We have an opportunity to take note of the work that is being done to create, incorporate and develop culture, diversity, and inclusion practices in Business Schools, while campaigning for fair working environments across the world.

### SPEAKERS

#### Chair

**Laura Pacey**  
Product Director, UK, HE  
& OUP, McGraw Hill

#### Panellists

**Steve Butler,**  
CEO, Punter Southall  
Aspire, Author of  
Inclusive Culture,  
Advisor to The Diversity  
Project, and CIPD  
Academic Member

**Oluchi Ikechi**  
Partner, Head of  
Innovation for Strategy  
& Transactions APAC,  
Capital Markets, EY

**Sofia Skrypnik**  
Head of Equity, Inclusion  
& Human Rights, C&A



# SESSION CONTENT

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## **SESSION 3: The importance of building strategic and rewarding partnerships, sponsored by Wharton Research Data Services (WRDS)**

Business Schools have created links with the corporate world to build networks that allow them to create innovative solutions for some of their biggest challenges. This includes attracting talent, as well as sourcing advisors and partners that will champion the Business School with strategic alignment and cross industry collaboration.

After all, creation is an act of collaboration.

In saying that, Schools still face mounting challenges that have been amplified by recent global events in an ever-changing world.

This session will showcase organisations that share AMBA & BGA's passion for building networks and have adopted a proactive, innovative approach to strategic collaboration.

### **SPEAKERS**

#### **Chair**

**Mireia Giné**  
Director of International Initiatives, Wharton Research Data Services (WRDS)

#### **Panellists**

**Ralitza Iordanova**  
Vice President, Global Partnerships, Luxury & Premium Brands, Accor

**Antonio Schuh**  
Director of Development & Projects, Strategic Alliances, Telefonica

**Sophie Trueman**  
Head of Business Development, Too Good To Go

## **SESSION 4: Looking to the future: trends, skills and knowledge needed to keep ahead as leaders, sponsored by Kortext**

Business changes continually, as do individual career paths and the labour market.

In a volatile world, even MBAs are challenged to keep abreast of trends and issues constantly, and make sure they are nurturing and enhancing the skills they need, in order to succeed in their career trajectories.

There are many opportunities for Business School professionals and students alike to further their knowledge and develop the skills they need in their chosen profession and also throughout life. And with a myriad of learning and development opportunities available in a saturated market, students need to embrace learning from other facets that can be integral to their growth.

Knowledge can be acquired and skill sets developed anywhere in everyday life. Lifelong learning requires a positive attitude towards learning both for personal and professional development.

Lifelong learners are motivated to learn and develop because they want to continuously better themselves and this mindset needs to be acknowledged by education providers – so how do we as Business School Leaders provide lifelong learning to our students and community?

This session will look at the needs and preferences of today's lifelong learners.

We will also consider programme options and format. Stackable courses, for example, can offer a favourable solution for those who cannot afford to leave their jobs behind and for whom time is a crucial issue. In this way, learners may collect courses step by step in a way that suits their individual needs and can even study with different Schools.

This session will explore strategies and opportunities for Business Schools that are reinventing teaching and learning among students, graduates, alumni networks, and in their custom and executive education offerings.

### **SPEAKERS**

#### **Chair**

**Kevin Watt**  
Director of Academic Engagement, Kortext

#### **Panellists**

**Tim Ackermann**  
Director, Global Talent Acquisition, Oda

**Elisabetta Galli**  
Global Human Resources Business Partner and Learning & Development CoE Lead, Lightsource bp

**Heini Utunen**  
Head of Unit AI, Learning & Capacity Development Unit, Health Emergencies Programme, World Health Organization (WHO)



# SESSION CONTENT



## SESSION 5: It's our responsibility: understanding and broadening the awareness to a sustainable future

Sustainability and CSR is an approach to the management of organisations which is focused on long-term economic, social and environmental value.

It is a response to the challenges of the modern world facing organisations from all sectors and people from all-walks of life.

A business can be a force for good, if its purpose is not just about the bottom line and is willing to serve its community and satisfy societal needs sustainably.

There is a growing consensus that business leaders have a responsibility not only to shareholders, but also to wider society – customers, employees, suppliers, communities, and the environment.

But how does this affect business education?

Understanding the impact of decisions and barriers to progress are steps in the right direction towards the development of sustainable and socially just economies.

Leaders of today are in a privileged position, as technology and their global reach gives them more power to create social and sustainable value than ever before. A real movement for a green-based recovery that will deliver superior returns over traditional fiscal stimuli has gathered real momentum.

The current transition to this is green recovery provides its own challenges and opportunities.

This should not be something that frightens leaders but inspires them and their cause – as we will find out in this session, which has been designed to demonstrate how Business Schools can deliver a positive impact on communities and the wider economy.

This session will promote the values of positive impact, innovation, sustainability, and responsible management.

We will also look at the role of Business Schools and how sustainability and social impact should be integrated into every MBA programme; how MBA students can learn the key skills required to become forward-thinking leaders; and how we can challenge the business models that have resulted in the unintended consequences of today.

## SPEAKERS

### Chair

**David Woods-Hale**  
Director of Marketing and Communications,  
AMBA & BGA

### Panellists

**Adam Hall**  
Head of Sustainability,  
Internet Fusion Group

**Rita Monteiro**  
Head of Net Zero  
Programs, Amazon

## ANDREW MAIN WILSON

► CEO, AMBA & BGA

Andrew Main Wilson is Chief Executive of AMBA & BGA – the Association of MBAs and the Business Graduates Association.

AMBA accredits 291 Business Schools in 75 countries and also provides membership to 60,000 MBA students and graduates in 150 countries.

A total of 195 Business Schools have joined BGA since its launch in January 2019 – the organisation's most significant launch in more than 50 years. BGA champions practical, entrepreneurial and socially responsible management education, offering membership, validation and accreditation to Business Schools that can demonstrate impact and commitment to BGA's vision. Like AMBA, students and graduates of BGA Schools are eligible for free BGA membership.

Andrew commenced his career with Thomson Holidays (now TUI), then the world's largest travel tour operator. He became Marketing and Commercial Director of Thomas Cook and then Sales and Marketing Director of Citibank Diners Club. He subsequently joined the Institute of Directors (IoD) as Chief Operating Officer. He was also Chairman of United Nations PRME (Principles for Responsible Management Education) for three years, from 2016 to 2018.

Andrew has a strong interest in global leadership excellence. He has interviewed more than 100 of the world's most influential leaders, in the fields of business, politics, sport, and entertainment, including Bill Gates, Baroness Thatcher, HRH The Duke of Edinburgh, Archbishop Desmond Tutu, Jack Welch, Sir Richard Branson, and Sir David Attenborough.

Andrew has visited 178 of the world's 200 countries, on a global journey to become the first person to visit all 200 countries and tell the story, in images and words, of the most inspiring travel experiences on Earth. He was educated at Dulwich College and the University of Birmingham in the UK and Harvard Business School in the US.



### BARCO

Barco designs technology to enable bright outcomes around the world. Seeing beyond the image, Barco develop visualisation and collaboration solutions to help you work together, share insights, and wow audiences. Their focus is on three core markets: Enterprise (from meeting and control rooms to corporate spaces), Healthcare (from the radiology department to the operating room), and Entertainment (from movie theaters to live events and attractions). In 2020, Barco realised sales of 770 million euro. They have a global team of 3,300 employees, whose passion for technology is captured in 430 granted patents.

[www.barco.com/weConnect](http://www.barco.com/weConnect)



### MCGRAW HILL

McGraw Hill is a global pioneer in educational content, assessment, training, and platform innovation; and is one of the world's largest educational companies, with products and services in more than 60 languages and 130 countries. It is focused on creating solutions that deliver real value and support your teaching and learning goals whether at primary, secondary, tertiary levels or beyond.

McGraw Hill's most recent innovation is a digital teaching and learning toolkit to support MBA programmes – Total MBA. Powered by Connect®, Total MBA helps your institution orientate your MBA cohorts into their journey, understand their needs in those critical early weeks and pinpoint gaps in understanding. To go beyond and

foundations of your programme, Total MBA Plus offers a complete solution to support teaching and learning across your entire MBA course, no matter the pathway or specialism. With Plus, academics are able to pick and choose end-to-end resources to support delivery of a complete MBA programme.

[www.mheducation.co.uk](http://www.mheducation.co.uk)



### KORTEXT

Kortext is a student learning content and engagement platform. It is a personalised learning space with access to more than 2 million digital textbooks and learning content from over 4,500 leading publishers. Thousands of universities in more than 100 countries partner with Kortext to deliver digital learning materials directly to their students.

Kortext's purpose is simple: to empower universities to educate the next generation of difference makers. It aims to make this happen through:

- providing the learning tools and content, via a smart platform, to enable, study, connection, and collaboration
- developing advanced functionality for academics, students, and librarians
- integrating workflows that aid the discovery, acquisition, access and use of learning content
- delivering insightful data on study patterns, behaviours and content usage to academics, librarians, course leaders, university administration and leadership

All of the above is focussed on better supporting student experience, retention, progression and outcomes.

[www.kortext.com](http://www.kortext.com)



### WHARTON RESEARCH DATA SERVICES (WRDS)

Wharton Research Data Services (WRDS)

provides business intelligence, data analytics, and a research platform to global institutions – enabling comprehensive thought leadership, historical analysis, and insight into the latest innovations in research.

WRDS democratises data access so that all disciplines can easily search for concepts across the data repository. Universities looking to revolutionise their digital strategies.

WRDS' unique array of services includes access to a suite of Analytics tools and Learning Pathways – providing curated, guided resources for researchers, Instructors, and information professionals.

Supporting more than 75,000 commercial, academic, and government users at 500+ institutions in 35+ countries, WRDS is the global gold standard in data management, innovative tools, analytics, and research services – all backed by the credibility and leadership of the Wharton School.

<http://whartonwrds.com>



### INSENDI, A STUDY GROUP COMPANY

Insendi, a Study Group Company, is an innovation-led, learning experience platform, designed to enable Business

Schools and universities to deliver premium online and blended courses.

The platform's unrivalled functionality allows educators to craft engaging and highly effective 'human centred' learning experiences. With learning pedagogy at its heart, the platform blends taught, experiential and social elements for optimum learner progression.

Originally created for online MBA courses at Imperial College Business School, an increasing number of global Business Schools now partner with Insendi for the provision of their higher and executive education programmes. Its partners include HEC Paris, IE Business School, and Johns Hopkins University.

[www.insendi.com](http://www.insendi.com)



ASSOCIATION  
OF  
**AMBA**<sup>S</sup>

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**BUSINESS GRADUATES**

ASSOCIATION

LEADERS NEVER STOP LEARNING