



**BERRY PROFESSIONALS INVITES YOU TO THE  
NEW WAY OF WORKING EXCELLENCE FORUM & HACKATHON**  
14<sup>th</sup> November 2019, Amsterdam, the Netherlands  
Novotel Schiphol Airport Amsterdam



**KEY TOPICS addressed by case studies, interactive presentation, round tables and panel discussions:**

**HR INNOVATION - TRANSFORMATION - CHANGE - LEAN**

■ **Digital transformation and its implications in organizational structure, corporate culture and leadership development**

- ✓ To which extent and how are HR departments designing agile settings and leading new ways of working and new ways of leadership development for the digital age?  
What are the most often challenges and pitfalls?

■ **HR innovations**

- ✓ Innovative HR tools and initiatives

- ✓ How HR itself proves to be agile
- ✓ How should HR be transformed

■ **Corporate culture transformation and HR initiatives**

- ✓ Employee engagement and ownership
- ✓ Diversity and inclusion

■ **New approaches towards mapping and reacting on employee experience**

**SPEAKER PANEL:**

■ **Adriana Baggio**

HR Director for Consumer Functions  
**Philip Morris International**



■ **Frej Bergnehr**

Vice President of People Experience  
**Volvo**



■ **Aleksandar Damchevski**

Diversity and Inclusion Manager  
**Japan Tobacco International**



■ **Martin Wilckens**

Senior Manager HR Digital & Innovation,  
former VP Group Strategy & Transformation  
**Deutsche Telekom**



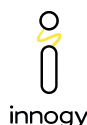
■ **Isaac Mazuelas Cascajosa**

Integrated Portfolio Manager  
**Repsol**



■ **Jolien van Dam**

Transformation Lead for Lean  
& Systemic Change  
**Innogy**



■ **Angela Mischnik**

Vice President Human Resources  
**Webfleet Solutions**  
- a Bridgestone company



■ **Kyla van der Hart**

People & Organizational Change  
Transformation Manager  
**FrieslandCampina**



■ **Maja Nottebohm**

Salesforce Implementation Lead  
**FrieslandCampina**



■ **Mark Vlaanderen**

Head of HR  
**Philips**



■ **Marije Lely**

Director COO, HR Strategy  
and Transformation  
**ING Group**



■ **Sergio Caredda**

HR, Global Digital  
Transformation Leader  
**VF Corporation**



■ **Susanna Colling**

Former Senior Continuous  
Improvement Coach  
**Volvo**



The event is bringing together top senior professionals globally from different industries and companies to share experience and challenges to find together new ideas and prototype projects.

## NO

- This is not a standard conference or summit
- This is not a roll of front line presentations with passive audience
- This is not an event based on theoretical presentations
- This is not an anonymous crowded event
- This is not a vendor driven event

## YES

- It is an event based on interactive and involving formats
- It is a senior gathering with huge personal level networking possibilities
- It is a practical and collaborative meeting
- It is an event offering inspiring case studies and workshops
- It introduces an innovative hackathon session

## PROGRAM OF THE SUMMIT

8.30 – 9.00



REGISTRATION & COFFEE

9.00 - 9.10

OPENING

9.10 - 9.50

CASE STUDY PRESENTATION

### Martin Wilckens

Senior Manager HR Digital & Innovation,  
former VP Group Strategy & Transformation  
**Deutsche Telekom**



#### ***“Agility within HR of Deutsche Telekom. Approach and Learnings”***

- Agility is on top of the agenda in almost all companys
- Deutsche Telekom is also driving agility, and therefore has developed a dedicated understanding of agility, the “agile blueprint”
- In addition, agility is anchored within HR as one of 7 priorities
- Now it is about implementation in HR: agile working methods are used to drive the priority topics
- We will share insights and most recent learnings from working agile

9.50 - 10.30

CASE STUDY PRESENTATIONS & ROUDN TABLE DISCUSSIONS

### Jolien van Dam

Transformation Lead for Lean  
& Systemic Change  
**Innogy**



#### ***Breaking down before breaking through - up for the challenge?***

***A case study demonstrating how can a sustainable change be achieved by implementing a new way of working.***

*While we live and work in a more than ever fast changing world, still a majority of organizational transformations do not result in a successful change. With all technologies, data insights and methodologies available, we still struggle to realize sustainable behavioral change in the way people work.*

*The innogy story shows how a structured and tailored approach combining Lean, Agile, and Systemic Change elements resulted in transforming the culture of a 40,000 employee organization and achieving over 250Mio yearly cash flow improvements. But ultimately all change starts with yourself! And my personal story took me across the ocean delivering a large scale behavioral change program in a data driven setting in the Silicon Valley.*



10.30 - 11.05

CASE STUDY PRESENTATIONS & ROUDN TABLE DISCUSSIONS

**Isaac Mazuelas Cascajosa**  
Integrated Portfolio Manager  
**Repsol**



**From Envisioning to Real Business - Transforming I+D Culture through NWoW**

Since 2017 Repsol has been involved in a very hard and critical Transformation Project. We are changing the organization in the 3 aspects: working with **people, portfolio** and **process**. Our slogan "From envisioning to real business" through:

- **Systematic Innovation**  
All the processes follow a fast-paced, agile methodology (short and rapid envisioning, prototyping, testing...), achieving results in one year
- **Smart Monitoring**  
We have defined technological KPIs and indicators that are continuously shared with the business and hierarchy, etc.
- **Radical Lean**  
Faster, high-performance company improvement: revisions of processes in 3 weeks, daily quick wins, and quarterly implementation

11.05 - 11.35



COFFEE BREAK & SPEED DATING "Get to know others' expertise fast"

11.35 - 12.05

CASE STUDY PRESENTATIONS

**Sergio Caredda**  
Senior Director Human  
Resources, Global Digital  
Transformation Leader  
**VF Corporation**



**The role of HR In Digital Transformation**

VF is a global multi-brand apparel (think of Vans, The North face, Timberland...) organization, and has started an official Digital Transformation process. In this journey, it immediately realized that Digital Maturity is not just about more technology, but by changing culture across the organization. For this reason, HR has been pulled into one of the leading roles of this Transformation. How are we achieving results into this new strategic partnership?

12.05 - 12.35

CASE STUDY PRESENTATIONS

**Marije Lely**  
Director COO, HR Strategy and Transformation  
**ING Group**



**ING's agile story, 'what are you willing to give up?'**

The world is changing rapidly, organizations need to adapt quickly. The financial sector is confronted with changing customer behaviour, legislative pressure and a sprint towards digitalization. To keep up and deliver a simpler, more intuitive and more relevant offering, we needed to transform and reinvent ourselves. To get there, our time to market needed to improve by drastically changing our way of working. Inspired by known innovators like Google, Spotify, Netflix and Zappos who's experience we gratefully learned from, we embarked on our digital transformation.

**In this story we share our experience, challenges and lessons learned, and highlight the role of HR in this transformation.**



12.35 - 13.05

CASE STUDY PRESENTATION

**Mark Vlaanderen**

Head of HR

**Philips**

**PHILIPS**

**How digital disrupts the philips way of doing business and enabling talent**

*'Digital' disrupts the way Philips does business in many ways; Digital marketing changes the relation with consumers, new business models require completely new ways of thinking, and advances in AI change the nature of healthcare. **The presentation will highlight the impact this has on the company's talent approach.***

13.05 - 14.05



LUNCH

14.05 - 14.45

CASE STUDY PRESENTATION / ROUND TABLE DISCUSSIONS

**Kyla VanderHart**

People & Organizational Change

Transformation Manager

Maja Nottebohm, Salesforce

Implementation Lead

**FrieslandCampina**



**Maja Nottebohm**

Salesforce Implementation Lead

**FrieslandCampina**

**Digital Transformation – Who's in the lead?**

*A traditional Dutch company, FrieslandCampina has struggled to move meaningfully into the Digital age. Working from an IT perspective in the commercial realm, we see the clear needs in capabilities, mindset and behavior between the traditional today and digital future, but are neither empowered nor expected to take the lead in the Digital transformation. HR is slowly starting to look into potential digital solutions, but is reactive rather than proactive in its approach. With minimal knowledge, how are HR, IT and Commercial working together to take the next steps?*

14.45 - 15.20

CASE STUDY PRESENTATION

**Frej Bergnehr**

Vice President of People Experience

**Volvo Cars**



**Designed Around You- Creating A People Centric Culture**

**New approaches towards employee experience**

- Bring Out The Best
- Purpose Driven Leadership
- Digital Work Life
- Workplace Experience

15.20 - 16.05

PANEL DISCUSSIONS

**Panel Discussion Leader:**

**Aleksandar Damchevski**

Diversity and Inclusion Manager

**Japan Tobacco International**



16.05 – 16.35



COFFEE BREAK

16.35 - 17.20

## CASE STUDY PRESENTATION/ WORKSHOP

**Adriana Baggio**

HR Director for Consumer Functions

**Philip Morris International**



### ***Driving a Consumer Centric Organization and Innovating Ourselves***

*During this interactive session, I will be sharing the business transformation PMI is going through and the need for the organization to innovate themselves to innovate. We will be Ideating on Organizational Strategies to drive Innovation, New Capabilities to drive Innovation and sharing HR Challenges and Opportunities to drive Innovation and Consumer Centricity*

17.20 - 17.40

## LIGHTENING PRESENTATION

**Angela Mischnik**

Vice President Human Resources

**Webfleet Solutions**

- a Bridgestone company



### ***How to keep HR services personal in the digital age***

*HR Departments today are required to be set up efficiently & transnationally  
... while the individual customer desires tailored and personal advice without fuzz,  
... HR professionals on all levels want to do meaningful work,  
...and the number of communication channels have increased in irresponsible ways.*

*How can we solve these dilemmas and take a value-driven stance as HR Leaders?  
This session will present a possible solution as implemented at TomTom Telematics  
and opens the floor for discussing experiences with other solutions, challenges and trade-offs*

17.40 - 19.25

## HACKATHON SESSION

*Participants themselves suggest topics and specific challenges which they want to discuss and work on with other peers, forming teams based on individual interests, experience and expertise. Practical outcomes will be shared at the end.*

*An opportunity to discuss both proven and innovative approaches and come up with new ways of optimizing processes and fighting challenges.*

20.00



NETWORKING DINNER



# REGISTRATION

## Registration Fee:

Standard Price	Euro 990 + VAT
Early Bird 20% Discount (till 16th August)	Euro 792 + VAT
Group 3+ Discount 30%	Euro 702 + VAT

## Group Discount Available!

Delegates from outside of European Union are not charged VAT.  
EU delegates from VAT registered companies pay without VAT - as Reverse Charge.

Fees are inclusive of the 1-day conference/workshop, materials, lunches, snacks, refreshments and networking dinner. Please Do NOT pay the VAT on the online payment option if you are EU company have VAT number or any company out of European Union.

Please complete this form and send to:

**Stephanie Johnson**

Email: [stephanie@berryprofessionals.com](mailto:stephanie@berryprofessionals.com)

Tel.: +44 203 868 6967

## Delegate(s) Information:

Ms. ☐ Mrs. ☐ Mr. ☐ Name: \_\_\_\_\_

Surname: \_\_\_\_\_

Job Title: \_\_\_\_\_

Email: \_\_\_\_\_

Ms. ☐ Mrs. ☐ Mr. ☐ Name: \_\_\_\_\_

Surname: \_\_\_\_\_

Job Title: \_\_\_\_\_

Email: \_\_\_\_\_

Ms. ☐ Mrs. ☐ Mr. ☐ Name: \_\_\_\_\_

Surname: \_\_\_\_\_

Job Title: \_\_\_\_\_

Email: \_\_\_\_\_

## Company Information:

Organisation: \_\_\_\_\_

VAT Number: \_\_\_\_\_

(VAT No. for EU members / Tax number for non-EU members)

Mobile Number: \_\_\_\_\_

Office Phone Number: \_\_\_\_\_

Fax Number: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

Country: \_\_\_\_\_

## Payment:

Payments are accepted through our secure online payment gate on our website [www.berryprofessionals.com](http://www.berryprofessionals.com)

If you wish to pay via bank transfer, please fill in the details above and send the registration form back to us to issue you a proforma invoice.



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### Terms and Conditions:

By submitting this signed booking form, I agree that the following terms and conditions have been read and the content is well understood.

### Payment Conditions:

Payment should be made in after submitting the signed booking form either via online payment gate [www.berryprofessionals.com](http://www.berryprofessionals.com) or bank transfer. and should always be made in Euros, including VAT for companies inside European Union not having VAT number. VAT payment is not requested for companies within European Union having VAT number (Reverse Charge applies) and any company outside European Union. If you wish to pay via bank transfer please request Proforma Invoice.

Fees are inclusive of the 1-day conference/workshop, materials, a lunch, snacks, refreshments and a networking dinner but do not include hotel accommodation and travel expenses. However Berry Professionals will negotiate and offer the best possible hotel rates for its delegates in the same hotel in which the event takes place.

**Substitution of delegate** is possible at any time without any extra fees but must be announced at least 3 working days before the event.

### Cancellation Policy:

In case a delegate has to cancel his/her participation due to unexpected eventualities, such request must be submitted in written latest 1 months prior to the event in order to obtain a full credit note for attendance of any future event organized by Berry Professionals. If not announced as specified the compensation mentioned above will not be applied. The fees charged are strictly non-refundable. If Berry Professionals would decide to cancel an on-going event, the delegate would receive a 100% refund of their payment. Berry Professionals will not be held responsible for events cancelled for reasons beyond its control such as natural disasters, accidents, sabotage, trade or industrial disputes, outbreak of disease, hostilities, terrorism, etc. However, a full credit note for future event would be given in each of these cases.

### Data Protection:

Berry Professionals agrees to keep all clients' information confidential in its database. The client gives Berry Professionals the authority to keep their information in its database and use the information in any way necessary in connection with the event.

### PLEASE NOTE:

By Submitting this form, the place is reserved and payment needs to be done. Berry Professionals reserves the right to postpone the event to a later date or make changes to the location or confirmed speakers. If a client decides to cancel their participation due to these reasons the client will receive a full credit note to attend any future event organized by Berry Professionals. The hotel specification may not be provided at the time of booking but should be ready at least one month prior to the event.

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Name: \_\_\_\_\_

Date: \_\_\_\_\_

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