

Design Conference

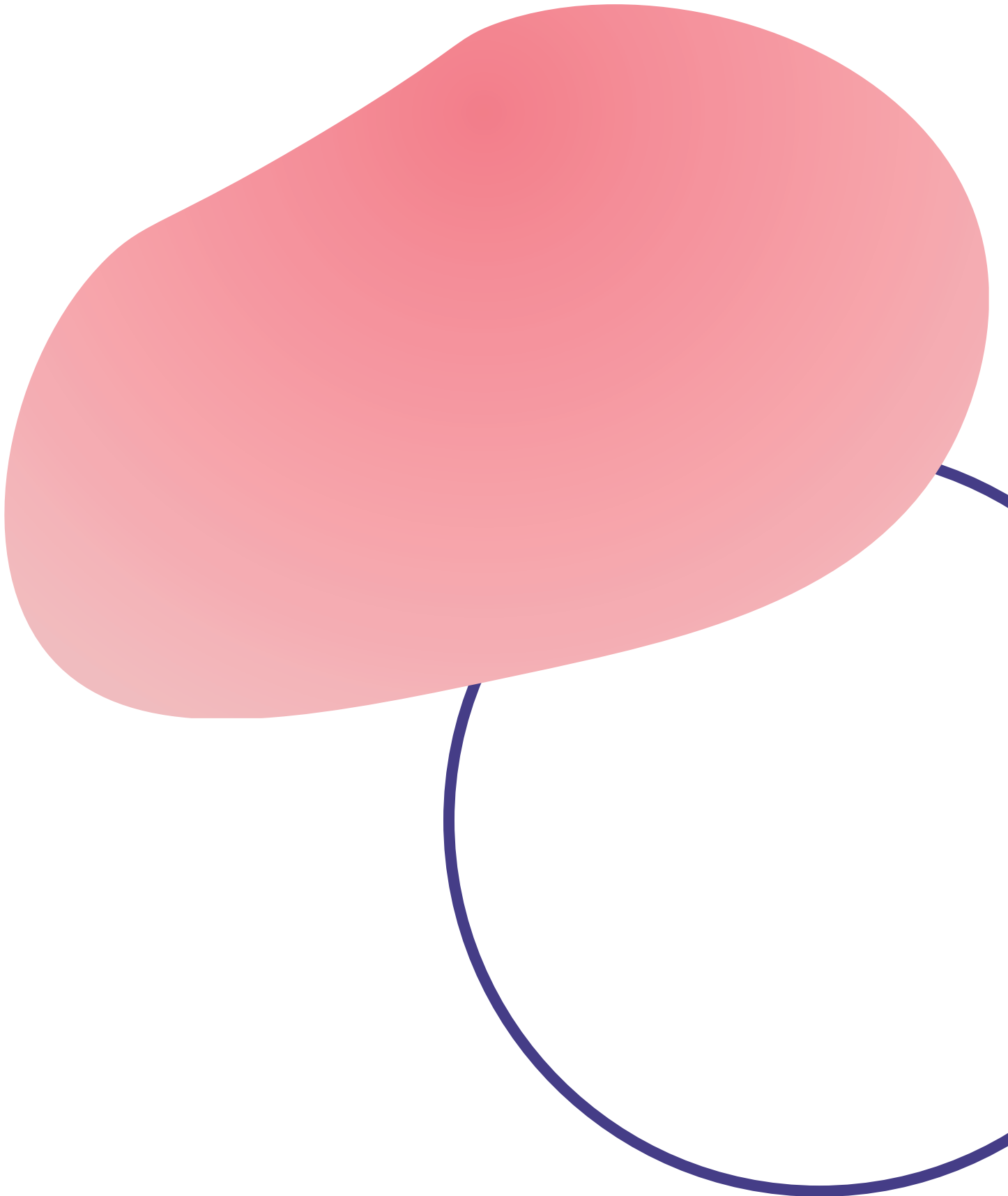
Leading Looks:

The Power of Design in Business

EU Geneva

May 3rd, 2019

Société de Lecture,
Grand-Rue 11,
1204 Geneva



WELCOME

EU Business School strongly endeavors to bridge the gap between theory and practice by serving as a platform for thought leadership and knowledge creation on cutting edge issues in business by creating collaborative synergies between academia, entrepreneurs, business and intergovernmental organizations, NGOs, and governments. EU Business School invites all to its first ever Design in Business Conference to further analyze the past, present and future prospects of design in business. While design is often associated with the world of art, it also plays a critical role in the world of business. Skillful design is not only a key factor in driving business success, but design can also be an effective problem-solving tool and a key driver for innovation.



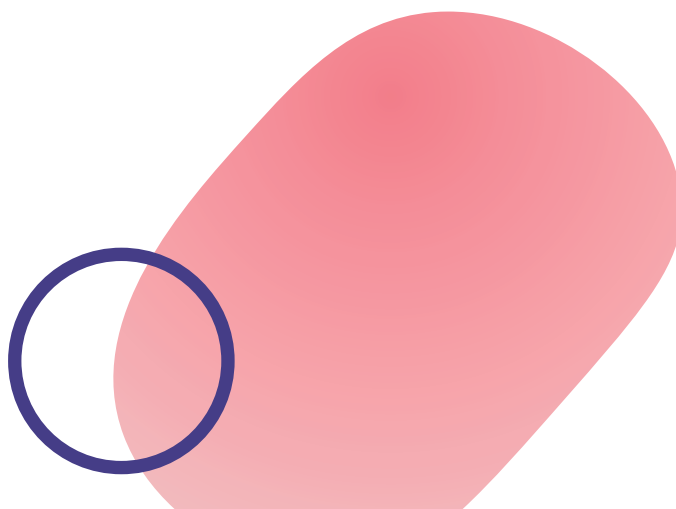
JOIN KEY INDUSTRY LEADERS, DESIGNERS, INNOVATION EXPERTS, AS WELL AS EU BUSINESS SCHOOL STUDENTS AND FACULTY, FOR AN AFTERNOON OF IMPACTFUL DISCUSSION ON A TOPIC WHICH MOST HAVE YET TO BRING TO LIGHT.

It is common practice to separate design and business in most organizations, as well as in most curricula. Design has traditionally been viewed as “creativity,” and deployed as the final component in the production process. However, design contributes to creating Products, Processes and Profiles: it is both a transversal function across all staff support functions, and a line function, where Looks Lead and influence that bottom line. Design is integrative, and those firms and organizations that have Leading Looks apply design throughout, from product and service development to designing market appearance and communications, while using design as the system for the continuous development of their very organizational structure and operations. Leading Looks are both comprehensive and unique.

The conference highlights the importance of design in business. Hosting this conference allows EU Business School to serve as a platform to reach a wider audience and form a nexus between different players and synergies. It is our commitment to introduce research and provide thought leadership in a novel field that is yet to be considered by most business schools. Importantly, the event will form a community between the methodic and professional and the curious and creative.

AGENDA

- 14.00-14.10 WELCOME MESSAGE
Luc Craen, Managing Director & Vice President, EU Business School
- 14.10-14.40 KEYNOTE MESSAGE
Xavier Dietlin, Owner, Dietlin Swiss Showcases
- 14.40-15.10 FROM MASS-DESIGN TO CUSTOMIZATION, FROM PRODUCTS TO EXPERIENCES – THE NEW PARADIGM OF DESIGN AND VALUE CREATION IN LUXURY
Laurent Perves, Chief Marketing Officer, Vacheron Constantin, Branch of Richemont International
- 15.10-15.40 DESIGN AT WIPO LEVEL
Marina Foschi, Legal Officer, Policy and Legislative Advice Section, Department for Trademarks, Industrial Designs and Geographical Indications, World Intellectual Property Organization (WIPO)
- 15.40-15.50 **BREAK**
- 15.50-16.20 DESIGNING DIGITALIZATION FOR PEOPLE AFFECTED BY CONFLICT
Yannick Heiniger, Partnerships Manager, Office for Digital Transformation and Data (DTD), ICRC
- 16.20-16.50 THE BUSINESS OF BRANDING
Lisa Parenti, Founder and Managing Director, Parenti Design : The Branding Studio
- 16.50-17.30 **PANEL DISCUSSION**
- 17.30-18.30 **COCKTAIL**



SPEAKER PROFILES



Xavier Dietlin

Xavier Dietlin was born on November 5, 1969. Following a serious injury that brought his footballing career to an end (3 official selections with the Swiss national team under Roy Hodgson), he joined the family business in the metal construction industry. In just 10 years, he had shifted the company's focus towards display cases, with a strong emphasis on innovation.

The company made its key breakthrough in 2005 on behalf of Hublot, with the Raptor display case with no glass that is nevertheless secure: through the use of sensors, the object on show is retracted into the base of the case in only a few tenths of a second as soon as a foreign body comes near.

The watchmaking industry began to entrust him with a number of hugely complex projects around the world, closely followed by jewelers, prestigious museums and multinationals including Mercedes Benz, Nestlé and Philip Morris.



Yannick Heiniger

How to protect people is one of core passions for Yannick Heiniger, Partnership Manager at the International Committee of the Red Cross (ICRC). The ICRC is a humanitarian organization mandated by States parties to the Geneva conventions to bring assistance and protection in places affected by conflict.

At ICRC, Yannick Heiniger is a part of a team working on the digital transformation of our humanitarian response. For an organization like ICRC, a neutral and impartial humanitarian organization, we need to ensure that new technologies are not creating an additional (digital) vulnerability. As we embrace technologies, we need to ensure they are allowing ICRC to enhance its neutrality and impartiality, and eventually protect people and respond to their needs.

A BA alumnus from Lausanne and MA from Geneva, Yannick is also incoming Curator of the Geneva Hub of the Global Shapers Community, an initiative of the World Economic Forum.



Marina Foschi

Marina Foschi is Legal Officer in the Policy and Legislative Advice Section, Department for Trademarks, Industrial Designs and Geographical Indications, Brands and Designs Sector, World Intellectual Property Organization (WIPO), in Geneva, Switzerland.

She holds a Master of Laws (1996), an LL. M in European Law (1997) and an LL. M in Intellectual Property Law (2001).

Before joining WIPO in 2008, she worked as an IP lawyer at the Brussels Bar (in Belgium) for more than ten years, in IP departments of international law firms (Stibbe, Jones Day and Liedekerke Wolters Waelbroeck Kirpatrick).



Lisa Parenti

Creative and passionate about graphic design, Lisa Parenti began her career in Milan with Tosi Comunicazione, then continued to New York with Doyle Partners and Pentagram, until in 1995 she founded her branding agency Parenti Design in Geneva.

A born entrepreneur and trilingual, Lisa lives in Switzerland and in Tuscany with her husband and son, thriving in the cross-fertilization of ideas and cultures her lifestyle affords her. She currently sits on the boards of Cave de Genève and MVT Architectes and chaired the Career Women's Forum for many years.



Laurent Perves

Laurent Perves, Chief Marketing Officer of Vacheron Constantin joined the Maison in December 2016. As a member of the Maison's Executive Committee, he leads the Product Marketing, Communication, Heritage and Digital teams as well as Vacheron Constantin's integrated Creative Center.

He has 15 years of experience managing global brands, building product portfolios and holistic communication campaigns as well as developing business in the fields of beauty and luxury goods.

Laurent began his career at the LVMH group as Change Manager, focusing on Business Intelligence training programs and corporate communication. He then worked for ten years in the Prestige Products Division of Procter & Gamble, where he occupied various functions in Market & Consumer Intelligence, Product and Communication Management, Commercial Management and Regional Business Development on a wide portfolio of brands, before reaching a Global Brand Leadership position on Gucci Parfums.

He joined the watchmaking industry in 2014 as Head of Brand Communication for Audemars Piguet, building specific capabilities in digital and trade marketing while reinventing the brand communication campaign through innovative executions and channels. Moreover, he is a Visiting Professor at Paris Dauphine University where he owns and conducts Communication & Artistic Direction seminars for the "Luxury Management" Masters program.

Laurent Perves graduated from ESSCA (Ecole Supérieure des Sciences Commerciale d'Angers) with a Master in Economics & Marketing, he completed his education with a Master in Processes Engineering & Project Management at Angers University (ISTIA) as well as a Master in Political Sciences & Organization at Paris Dauphine University.

PANELISTS



Stef de Jong

Stef de Jong is the Academic Dean for the Swiss Campuses of EU Business School. He has thirty years of corporate experience in international business, private banking, retail, and executive search.



Lesley Lawson Botez

Lesley Lawson Botez is the professor of design and communications at EU Business School. Her communications experience spans copywriter at Saatchi, founder of LB Communications specialized in industrial design, director of communications at Republic National Bank and responsible for field publications at the International Committee of the Red Cross.



Antoine Wasserfallen

Antoine Wasserfallen is the professor of design at EU Business School and a Head of constructions Verbier (Val de Bagnes). He is a design consultant and a former lecturer at EPFL (Lausanne Federal Institute of Technology) and at Politecnico di Milano. He was a member of Swiss Academy of Technical Sciences (SATW) scientific board and a founding member of Y-Parc SA the first Swiss Science Park.

MODERATOR



Suddha Chakravarti

Suddha Chakravarti is the Head of Research at EU Business School and Editor-in-Chief for ON RESEARCH. Suddha Chakravarti is passionate about international development issues, and previously, has worked as a researcher for the Commonwealth Secretariat.





Save the Date

RESEARCH FORUM 2019

TRUST IN INSTITUTIONAL INTERACTIONS

Bridging the Gap: Partnership,
Resources and Innovation

Wednesday, October 16th 2019
FER, rue de Saint-Jean 98, 1201 Geneva

EU Geneva

**THANK YOU
FOR YOUR PARTICIPATION**

EUOnResearch

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