



## **Lux Executive Summit Europe 2016: Practical Information**

Lux Executive Summit Europe 2016: General Information	3
Networking App for the Lux Executive Summit Europe 2016	4
Day 1: Networking Cocktail Reception / Dinner (June 1)	5
Day 2: Lux Executive Summit Europe 2016 (June 2)	6
1) Access to the Venue	6
2) Program	8
3) Speakers	11
4) One-on-One Meeting with a Lux Research Analyst	16
Contact	16

## Lux Executive Summit Europe 2016: General Information

### Ideation to Integration – Putting Together the Pieces to Drive Growth

Mövenpick Hotel Amsterdam City Centre

Amsterdam, Netherlands

June 1-2, 2016

Executives responsible for driving growth, setting strategy, and managing innovation are stuck between a rock and a hard place: they need to pursue ambitious and even transformative programs to ensure their organizations stay competitive in the long-term, but also face relentless pressure to deliver results that have a near-term impact. To manage a portfolio that balances these needs, companies have to be excellent at execution across the board, from generating ideas to developing products to entering the market.

The Lux Executive Summit showcases how some of the world's top companies and organizations have met these challenges. Leaders from diverse industries describe how they integrate the right market insight, technical capabilities, and strategic partnerships to create and grow new businesses:

- New business development and innovation leaders looking for untapped opportunities can start from unmet market needs, breakthrough technology innovation, or strategic vision of megatrends shaping the world – how do companies balance these approaches to generate and vet ideas?
- Business unit leaders seeking new ways to sustain performance know they need to integrate the voice of the customer with a strategic view of where the market is heading, while keeping a close eye on the competition – but how do successful firms see through the noise and provide clearly differentiated products and services?
- Executives responsible for manufacturing, supply chains, and infrastructure need to understand how emerging technology capabilities, shifts in market pull, and new business models will affect their ability to deliver results – how do leaders use data and insight to separate future winners from fads?

The 2016 Lux Executive Summits will highlight successful case studies with keynote presentations from top executives at leading global corporations and other innovative organizations, while introducing insights from Lux's analyst teams on which emerging technologies, growth markets, and commercialization strategies are most promising in various industries and fields.

This invitation-only event brings together executives responsible for innovation, new business development, and corporate strategy at leading multi-national corporations, along with selected leading entrepreneurs, policymakers, venture investors, and financiers. The 2016 Lux Executive Summit will take place in Amsterdam, Netherlands on June 1st - 2nd.

## Networking App for the Lux Executive Summit Europe 2016

To enhance your networking experience, we provide a mobile app for all attendees to use prior to and during the Lux Executive Summit Europe 2016.



The app brings convenience and portability to your experience and increases your networking opportunity by providing full access and a direct connection to all attendees and presenters. You can:

- Send direct messages to attendees and presenters\*
- Browse and search the agenda
- Exchange ideas with attendees and analysts in the Forum
- Access downloadable research and valuable information
- View hotel and event floor plans
- Take and share notes
- Participate in live session polls

### Download the Lux Executive Summit app by one of these methods:

- Locating the app in the App Store (iOS) or Google Play Store (Android) by searching for 'Lux Executive Summit'
- Copying and pasting the URL [ddut.ch/les2016](http://ddut.ch/les2016) into your phone's browser to automatically be navigated to the app within your respective store
- Using the handy QR code (seen in the picture embedded in this email) to navigate to the app within your respective store

To log in to the app:

- Enter the email address used when registering for the conference
- Enter the password: **les2016**

You'll be asked to verify access to the mobile app through a confirmation e-mail sent to the address you provide. If you used last year's Lux Executive Summit app, you will be asked to create a new password in the same manner.

Be sure to add a photo to your profile to make networking at the event easier. You also have the choice to load your photo and profile information via LinkedIn when you first sign on.

\*To use the private message networking feature go to the contact's profile and select 'Send Message' to send them a message that will be delivered to their professional email account (email address used for the Summit registration).

## Day 1: Networking Cocktail Reception / Dinner (June 1)

Lux Research is hosting a **Networking Cocktail Reception / Dinner** on June 1<sup>st</sup> at the **Lloyd Hotel & Cultural Embassy Restaurant** from 6:30 pm to 9:30 pm.

### Venue:

#### Lloyd Hotel & Cultural Embassy Restaurant

Address: Oostelijke Handelskade 34, 1019 BN Amsterdam

Phone: +31 20 634 4000

Website: <http://www.lloydhotel.com>

**Time:** 6:30 pm – 9:30 pm

### Access:

#### By Foot

It takes about 30 minutes from Amsterdam Centraal Station.

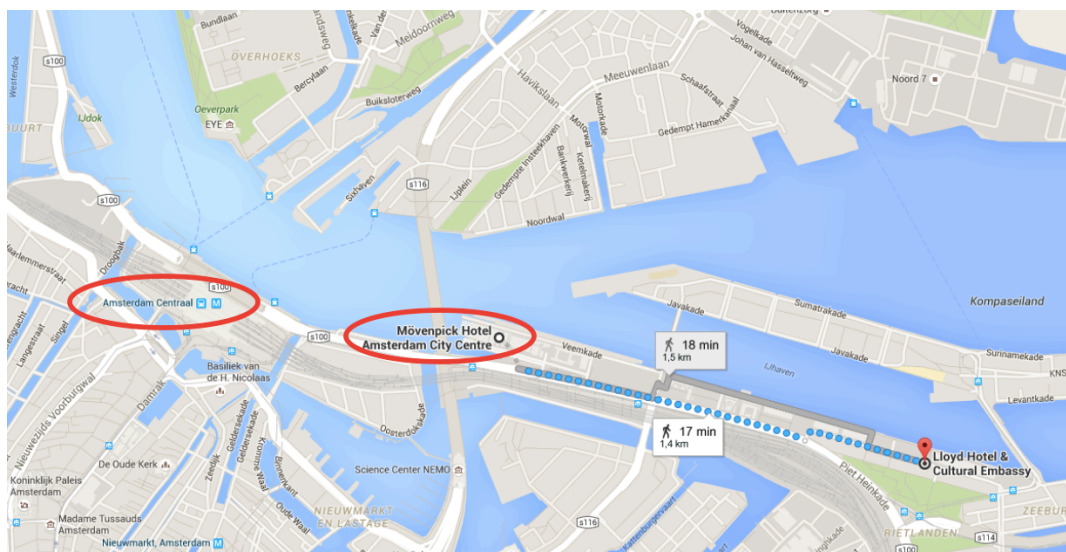
For the guests who stay at the Movēnpick Hotel Amsterdam City Centre, it will be about a 15-20 minute walk. Leave the hotel and turn left to follow the Piet Heinkade, and then take Oostelijke Handelskade. Or, you can also take Veemkade on the bay front and continue on, then turn right on Lloydplein.

#### By Taxi

It is about a 20 minute taxi ride from Schiphol Airport, a 10 minute ride from Amsterdam Centraal Station, and a 5 minute ride from the Movēnpick Hotel Amsterdam City Centre.

#### Parking

Parking is available at **Rietlandpark** on the **Oostelijke Handelskade 355** (one-minute walk from the hotel). The cost is € 3,00 per hour and € 25,00 for 24 hours.





## Day 2: Lux Executive Summit Europe 2016 (June 2)

### 1) Access to the Venue

Spectacular views over the city and the river IJ are just some of the highlights at Mövenpick Hotel Amsterdam City Centre. With its fantastic location in the heart of the city centre, the hotel is also within walking distance of Amsterdam's historical centre, its central station and many museums.

#### Access from the Schiphol Amsterdam Airport

**By Train:** The direct train from Schiphol Amsterdam Airport (AMS) to Central Station takes 20 minutes.

#### By Taxi:

**Taxi Electric:** It takes about 30 minutes from Schiphol Airport. Taxi Electric service operates 100% electric cars which are equipped with free WiFi access and a tablet. All electric cars will apply by-the-meter tariffs with a cap on Schiphol transfers (maximum EUR 45.50 per ride). Pick-up at the Schiphol Meeting Point is also possible. You can make a reservation [online](#).

There is a taxi stand outside the Schiphol Amsterdam Airport for regular taxis. And no reservation is required.

**By Car:** Take the A4 highway towards Amsterdam. Take the A10 Eastern Highway (Ringweg) and take the exit S114. At the end of the Piet Hein tunnel, turn right towards Central Station. Follow the signs P-Piet Hein / City Centre. The Piet Hein parking garage offers electric car drivers the possibility to recharge their cars at charge points.

#### Access from Amsterdam Centraal Station

There is a free shuttle bus from the Amsterdam Centraal Station to the Mövenpick Hotel Amsterdam City Centre (subject to availability; operation from 7:00am to 7:00pm only). Please **make your advance shuttle reservation to and from Amsterdam Central Station at the concierge desk at +31 20 519 1213.**

Hotel mini-van is a white Ford Transit for maximum eight people (including luggage space). Please give Mövenpick Hotel Amsterdam City Centre a call on +31 20 519 1213 when you know your exact arrival time at the railway station. We will be able to pick you up approximately 5 and 35 minutes after the hour. Please note this complimentary service is subject to availability.

Once you got down from the train platform, walk in the direction of platform 15 in order to exit the IJ-Zijde of the station. Follow the sign "Halen en Brengen" in order to reach the Kiss & Ride. You will find the shuttle which is a white Ford Transit and has Mövenpick signs on the front and sides.

#### Nearest Tram Stop

The "**Muziekgebouw/Bimhuis**" tram stop is in front of the hotel, which is adjacent to the Passenger Cruise Terminal. Take **tram 26** (direction IJburg) from Central Station and get off at the first stop.

#### Car Parking at the Mövenpick Hotel Amsterdam City Centre

Underneath the Mövenpick Hotel Amsterdam City Centre is a large, secure car parking, operated by the local authorities. The parking costs EUR 4,28 per hour, with a maximum of EUR 48,00 per 24 hours. The hotel guests will get a 15% discount on these rates when they will pay the fees at the reception of the hotel.

#### Alternative Parking at P+R Zeeburg

It is also possible to park your car at the **P+R Zeeburg** parking on the other side of the Piet Hein tunnel and take a tram from there.

**Address:**

P+R Zeeburg  
Zuiderzeeweg 46a, 1095 KJ Amsterdam (next to the entrance of the Piet Heintunnel)

**By car**

Take A10 - exit S114 Zeeburg - follow signposts for P + R Zeeburg

**By tram**

Take the tram 26 (IJtram, stop Zuiderzeeweg/Piet Heintunnel) to the Mövenpick Hotel Amsterdam (stop Piet Heinkade/Bimhuis/muziekgebouw) and Central Station.

**Prices**

- Enter on weekdays before 10:00: € 8 for the first 24 hours, then € 1 for subsequent 24 hour periods
- Enter on weekdays after 10:00: € 1 per 24 hours

Please [download the alternative parking facilities factsheet](#) for more information. Do not forget to scan the public transportation ticket to receive the discounted rate.

When staying at the Movēnpick hotel for more than five hours, it is also possible to use the Oosterdok parking. This garage is around a 10-minute walk from the hotel and the price for 5-24 hours is EUR 10.

**Bike**

Movēnpick Hotel provides a free parking area for bikes.

**From Amsterdam Central Station**, follow the Ruyterkade in the eastern direction and park your bike in the free bike parking underneath the hotel.

**From P+R Zeeburg**, follow the Zuiderzeeweg and turn right on the Zeeburgerdijk. Turn right on Th. K. van Lohuizenlaan and then left on the Zeeburgerpad. Turn right into Panamalaan and keep following this road onto the Piet Heinkade.

## 2) Program

Wednesday, June 1, 2015	
6:30 pm–9:30 pm	<p><b>Welcome Cocktail / Dinner &amp; Guest Registration</b></p> <p><b>Venue: Lloyd Hotel &amp; Cultural Embassy Restaurant</b> Oostelijke Handelskade 34, 1019 BN Amsterdam</p> <p>Please pick up your name badges at the registration desk in the restaurant.</p>
Thursday, June 2, 2015	
<p><b>Venue: Movēnpick Hotel Amsterdam City Centre (1<sup>st</sup> floor)</b> Piet Heinkade 11, 1019 BR Amsterdam</p>	
8:00 am–8:30 am	<b>Conference Registration and Information Desk Open</b>
8:30 am–8:45 am	<p><b>Welcome and Introductions</b> <i>Dennis Philbin, CEO, Lux Research</i></p>
8:45 am–9:15 am	<p><b>Building on Shifting Ground</b> <i>Mike Holman, Ph.D., VP of Research, Lux Research</i></p> <p>The increasing velocity and nature of change is requiring corporations to embrace new competencies, collapse idea to integration timelines, and drive growth across time horizons. This is forcing many to make hard decisions about who they are and what they should aspire to be. Some are reshaping entire businesses through M&amp;A, pinning hopes on growth through being a focused best in class player, while others are broadening out, believing that they can migrate value within or across existing value chains, or create shifts to entirely new value chains. Whatever the tools that are chosen, the vision for the destination better be right. We'll draw from Lux's range of coverage across physical, life and information sciences to help attendees position for growth even as the ground continues to move.</p>
9:15 am–9:45 am	<p><b>Ideas in Action</b> <i>Josef R. Wünsch, SVP Structural Materials &amp; Systems, BASF</i></p> <p>No matter whether they are big or small, established or recently founded, all companies around the world generate concepts and ideas on a highly frequent basis. Unfortunately, putting these ideas into action, meaning into monetary success, can remain as a great challenge. Josef will discuss how to foster promising ideas to make them vital and how big companies are participating in new developments outside their comfort zone. He will draw a BASF view on examples of how ideas have been put into action, and how they've targeted market needs with BASF's ideas and others.</p>
9:45 am–10:15 am	<p><b>A Company Transformation – from Light bulbs into Digital Health Solutions</b> <i>Richard Kemkers, Head of Program Office, Philips Research</i></p> <p>This year Philips celebrates its 125 year anniversary. During this period the company has undergone massive change and has been able to reinvent itself several times by making tough choices to force change for new directions. In this talk a perspective for change will be provided with innovation as the core theme in Philips' transformation. Today the focus is innovation in the continuum of care, utilizing assets and capabilities built up in previous decades. New solutions, especially in the digital health domain need to be provided in order to drive growth, the business potential as well as the company's challenges will be discussed.</p>
10:15 am–11:00 am	<b>Networking Break</b>
<p><b>IDEATION: Big New Ideas in Strategic Areas</b></p> <p><i>Four of the broad megatrends shaping business opportunities today are Energy and Infrastructure, Smart Home and Built Environment, Future of Manufacturing, and Health and Wellness – these tracks begin with keynotes by Lux Research's Analysts on how to think about opportunities in each area, highlighting some of the critical trends. Next, there will be moderated interactive sessions where we seek all attendees' participation in discussing key risks and opportunities that exist in each area.</i></p>	





Break into Tracks	Energy & Infrastructure Track	Smart Home & Built Environment Track	Future of manufacturing Track	Health & Wellness Track
11:00 am–11:15 am	<p><b>Track Keynote</b>  <b>The Distributed Grid: A Customer-Delighting Reinvention of the Power Sector</b></p> <p><b>Katrina Westerhof,</b>  Analyst, Lux Research</p>	<p><b>Track Keynote</b>  <b>Profiting from Health &amp; Well-Being in the Built Environment</b></p> <p><b>Alex Harceg,</b> Analyst,  Lux Research</p>	<p><b>Track Keynote</b>  <b>Bit by Bit: Manufacturing Goes Digital</b></p> <p><b>Kyle Landry,</b> Research Associate, Lux Research</p>	<p><b>Track Keynote</b>  <b>Wisdom of the Ages: Rethinking Ageing in Place</b></p> <p><b>Samhitha Udupa,</b>  Senior Consultant, Lux Research</p>
11:15 am–12:00 am	<p><b>Moderated Interactive Sessions:</b>  <b>Disrupting the Electricity Value Chain</b></p> <p>Moderator:  <b>Jaideep Raje,</b> Managing Consultant - EMEA, Lux Research</p>	<p><b>Moderated Interactive Sessions:</b>  <b>Capturing Value from Smart Home innovations</b></p> <p>Moderator:  <b>Arij van Berkel,</b> Ph.D, Research Director, Lux Research</p>	<p><b>Moderated Interactive Sessions:</b>  <b>What Makes a Factory Smart? From Industry 4.0 to Makerspaces</b></p> <p>Moderator:  <b>Mark Bünger,</b> VP Research, Lux Research</p>	<p><b>Moderated Interactive Sessions:</b>  <b>Shaping New Business Models for Digital Wellness</b></p> <p>Moderator:  <b>Arnold Bos,</b> Consultant, Lux Research</p>
12:00pm–1:15 pm	<p><b>Networking Lunch</b>  (Lunch will be provided at the <b>Silk Road restaurant</b> on the 2<sup>nd</sup> floor)</p>			
<p><b>DEVELOPMENT AND EXECUTION: Organizing for Excellent Development and Execution</b></p> <p><i>Planning to put together the right pieces for new business requires a clear vision of the future. In the afternoon tracks, we highlight new KPIs for 21st century businesses, where EBITDA and ROE are no longer sufficient to guarantee long-term success – as well as successful approaches to corporate venturing and technology scouting to bring in truly impactful partnerships to grow businesses. Followed by the keynote presentations by Lux Research Analysts, our guest speakers will present case studies on how their companies put in place new approaches in their organizations.</i></p>				
Break into Tracks	CVC & Tech Scouting Track	21 <sup>st</sup> Century KPIs Track		
1:15pm–1:45 pm	<p><b>Track Keynote</b>  <b>CVC/Tech Scouting 2.0: Demonstrating Added Value to the Corporate Bottom Line</b></p> <p><b>Jaideep Raje,</b> Managing Consultant - EMEA, Lux Research</p> <p>Most large companies today have deployed some formal corporate venture capital or technology scouting organization. Yet, the business impact of these initiatives is often questioned, and their workflow faces a lot of pressure from the business units. This track focuses on identifying examples of companies and CVC/Tech Scouting organizations therein that have engineered a workaround and are demonstrating tangible business impact. What are the common attributes of such teams? Can others glean some best practices from these case studies? Is there a need for a new thinking around these innovation-focused corporate functions – a CVC/Tech Scouting 2.0?</p>	<p><b>Track Keynote</b>  <b>21st Century KPIs and the Role of Analytics</b></p> <p><b>Ory Zik,</b> Ph.D., VP Analytics, Lux Research</p> <p>In the 21st century, corporations are facing unique multifaceted challenges: volatile commodity prices, strained natural resources, and competition over consumer trust, all this in a hyper connected world. What will be in your toolkit? What are the KPIs? And what will be the role of analytics in creating value (think Uber), while avoiding value destruction (think BP).</p>		



<p>1:45pm–2:15 pm</p>	<p><b>Corporate Venturing – Observations and Learnings over 15 years</b>  <b>Markus Moor, Partner, Emerald Technology Ventures</b></p> <p>Are there best practices for Corporate Venturing? Emerald has been working with corporations both as co-investors and as fund investors for over 15 years. Actively co-investing in dozens of companies and collaborating with over 30 strategic investors in multiple funds and mandates provide a wealth of experience on evolving strategies, investment behavior and various CVC models from which to identify best practices. Yet, we still believe there is no “one size fits all” model in corporate venture capital. Making your CVC organization fit your corporate strategy and culture is key for success.</p>	<p><b>External Keynote Keynote</b>  <b>Catarina Englund, Sustainability Innovation Manager, Ikea Group</b></p> <p>Sustainability is the key driver of business innovation and transformational changes at IKEA Group, as the company is determined to have a positive impact on people and the planet by enabling millions of people to live a more sustainable life at home, striving for resource and energy independence, and creating a better life for people and communities. In this presentation, Catarina Englund will first present IKEA’s vision on sustainability, then discuss how the sustainability innovation team within IKEA Group identifies, enables and builds new sustainability related business opportunities that drive value for the Group, for its customers and for the society as a whole.</p>
<p>2:15pm–3:00 pm</p>	<p><b>Networking Break</b></p>	
<p>3:00pm–3:30 pm</p>	<p><b>Lux Research Keynote: Creating and Leveraging Cooperation on Technology Platforms</b>  <b>Arij van Berkel, Ph.D, Research Director, Lux Research</b></p> <p>Joint business creation and innovation are a given in today's complex value chains. Many companies have embarked on open innovation and creating innovation ecosystems around their core technologies and businesses, with highly varying results. Innovating in an ecosystem is a delicate balancing act between fostering and encouraging creativity and retaining enough control to still capture a significant part of the value. It seems that optimizing value creation and value capture is a trade-off. Or is it? This presentation will look at ways in which technology platforms can be created that will accelerate new applications while maintaining sufficient earning power.</p>	
<p>3:30pm–4:00 pm</p>	<p><b>Why and How to Vaccinate your organization against cyber threats?</b>  <b>François Lavaste, Head of Cybersecurity, Airbus Defense and Space</b></p> <p>Cyber threats are becoming the main diseases for any company. Damages can be small wounds as well as lethal ones, and can come in many forms. Those fast evolving risks are fortunately not a fatality. François Lavaste will explain that is it possible to prevent and treat these wounds, and will present how Airbus DS CyberSecurity helps its customers, including the Airbus Group itself, to secure them from being harmed in the first place, and maintain this protection at the right level of efficiency over time. “Cyber Vaccination” is a prerequisite for sustainability and longevity for 21st century businesses.</p>	
<p>4:00pm–4:30 pm</p>	<p><b>Lux Research Keynote: Birth, Death, and Immortality – Can People and Companies Live Forever?</b>  <b>Mark Büniger, VP Research, Lux Research</b></p> <p>Our youth- and innovation-crazed culture focuses hard on What’s New – the latest technology, trend, and startup. But there are organizations and organisms that live incredibly long lives, thriving at 100 and even 1000 years old. What are the secrets? What’s scarier, exposure or isolation? Is risk-taking really more dangerous than playing it safe? This talk will explore the possibility of life extension, hyperlongevity, and maybe even immortality – for human persons and legal ones – and see why serious scientists are starting to study the end of life, and how to avoid it indefinitely.</p>	
<p>4:30pm–4:40 pm</p>	<p><b>Wrap Up</b>  <b>Dennis Philbin, CEO, Lux Research</b></p>	
<p>4:40pm–5:30 pm</p>	<p><b>Afternoon Reception / Refreshments</b></p>	

### 3) Speakers



**Arnold Bos**  
*Consultant, Lux Research*

Arnold Bos is a Consultant at Lux Research, where he leverages his experience in life sciences and his knowledge of emerging technologies to help clients make informed strategic decisions. At Lux Research, Arnold has contributed to various projects in material and processing sciences, as well as bio-based chemicals and materials, food and nutrition, healthcare, energy markets, and advanced materials and electronics. Besides his work on client projects, Arnold has also represented Lux Research at key speaking engagements on topics such as alternative fuels, mobile health, and 3D bioprinting, and has been cited in several publications.

Prior to joining Lux Research, Arnold worked as a scientist for several years at both the Spanish and Dutch National Cancer Institutes investigating posttranscriptional gene regulation and epigenetics. Additionally, Arnold was a Product Specialist with Roche Diagnostics, advising clients on the use of applied science products. With a broad background in life sciences, physics, psychology, and automotive engineering, Arnold leverages his broad interests and education to advise Lux Research clients on a variety of topics.

Arnold graduated with honors from the University of Amsterdam with a M.S. and B.S. in Biomedical Sciences.



**Mark Büniger**  
*VP of Research, Lux Research*

Mark Büniger joined Lux Research in 2005. As a VP of Research he focuses on strategic planning and advanced technologies in bio-, aero-, and energy domains. Over 20 years and across 40 countries, he has worked as a management consultant, technology analyst, and entrepreneur at Accenture, Forrester Research, and several startups. He has served as chairman of the Swedish-American Chamber of Commerce, and guest lectures at the University of California Berkeley.

Mark studied business at Mälardalen Polytechnic (Sweden) and the University of Texas at Austin, and studied and worked in neurology and bioengineering labs at the University of California San Francisco (UCSF). He is an avid linguist, athlete, and Maker.



**Catarina Englund**  
*Sustainability Innovation Manager, IKEA Group*

Catarina joined IKEA of Sweden in 2011 as Business Leader at a corporate level and was responsible for a part of the IKEA Home Furnishing business. She later was a Range Manager for IKEA Food Services and she joined the Sustainability Innovation team as Sustainability Innovation Manager in the IKEA Group one year ago. The aim of this group is to build new transformational businesses for IKEA with innovation and sustainability as a base.

Catarina has a long history in marketing, sales and product development in Fast Moving Consumer Goods in retail and discrete manufacturing. She has spent half of her professional life working with research & development, starting off as the European Project Manager for the development of food products and later as R&D Director for Northern Europe. During the second half of her career she worked as a Marketing Manager and Business Development Manager in different European countries. She has worked for companies such as Nestlé, HJ Heinz and Leaf/Cloetta.

Catarina holds an MSc in Chemical Engineering from the Faculty of Engineering at Lund University, Sweden, and has completed further studies in Economics and Marketing at Lund University.



**Alex Herceg, P.Eng.**  
*Analyst, Lux Research*

Alex Herceg leads the Intelligent Buildings research practice at Lux Research. He regularly analyzes technologies, strategies, and business models of emerging companies related to energy use in buildings. In this role he advises Lux's large corporate clients on issues related to innovation, strategy, investments and partnerships, and product development. He has delivered strategy workshops to senior executives, and regularly delivers briefs to clients around the globe.

Alex joined Lux Research after working as a green building consultant for Canada's leading sustainability consultancy MMM Group Ltd., based in Toronto. In this role, he advised real estate development clients on sustainability issues related to commercial and residential development projects. Prior to this, Alex spent time at MCW, where he held various positions in

business development, engineering design, and energy consulting through MCW Custom Energy Solutions, an energy services company (ESCO).

Alex holds a B.Sc. in Mechanical Engineering from Queen's University and is a licensed Professional Engineer. He also holds the Leadership in Energy and Environmental Design (LEED) accredited professional designation, with the Building Design and Construction (BD+C) specialization.



**Mike Holman, Ph.D.**  
*VP Research, Lux Research*

Michael Holman is VP of Research at Lux Research, helping to lead a research team that assists clients, primarily large global corporations, with identifying and capitalizing on new business opportunities in emerging technology areas by providing market and technology insight and analysis. He also runs Lux Research's work on benchmarks and best practices in technology scouting and open innovation, and its research on corporate venture capital, advising clients on how they can better run and organize their innovation programs. He manages Lux's Client Value organization, which helps clients make the best use of Lux's research and facilitates analyst interactions.

Michael has also been deeply involved in public policy issues in emerging technologies. He has been a member of the President's Council of Advisors on Science and Technology (PCAST) Nanotechnology Technical Advisory Group and the U.S. and EU Perspectives on the Future of Science and Technology program, and helped the U.S. Department of Energy (DOE) run its Nanomanufacturing for Energy Efficiency Workshop and research roadmap. Michael is frequently quoted in the press, and has been cited in publications like *The Economist*, *The Guardian*, and *Congressional Quarterly* on the commercialization of emerging technologies.

Michael earned his Ph.D. in Chemistry from Columbia University, where he worked at Columbia's Nanoscale Science and Engineering Center. He also holds a B.A. in Chemistry and Philosophy from Rice University.



**Richard Kemkers**  
*Head of Program Office, Philips Research*

Richard Kemkers is the Head of the Program Office at Philips Research. He started his career at Philips Medical Systems, developing novel 3D imaging solutions for the interventional x-ray business. After some years working in the Netherlands, he moved to North America to build a network of clinical thought leaders tasked to improve Philips innovations in medical imaging. In his next role, for Philips Ultrasound, he transitioned to the M&A team to lead a project to acquire an image guided navigation company. When the acquisition and integration activities were completed, Richard returned to the Netherlands and joined Philips Research, as department head for patient monitoring solutions.

As of April 2015, Richard joined the global Philips Research management team as Head of Program Office, responsible for portfolio management, new business development and external partnerships. He is based at the High Tech Campus, Eindhoven.

Richard holds an Electrical Engineering degree from the University Twente as well as an MBA from the University of Washington, Seattle, USA. On occasion, he teaches a business strategy class at the ESSEC business school in Paris, France.



**Kyle Landry**  
*Research Associate, Lux Research*

Kyle Landry is a Research Associate at Lux Research and is based in Boston. As a member of the Autonomous Systems 2.0 service he conducts research and market analysis for clients interested in Autonomous Systems, with representative topics including autonomous vehicles, robotics, unmanned aerial vehicles, and artificial intelligence.

Prior to joining Lux Research, Kyle received a dual B.S./M.S. in Mechanical Engineering with a focus in Mechanics from Northeastern University.



**François Lavaste**  
*Head of CyberSecurity at Airbus Defence and Space*

François Lavaste has been appointed Head of CyberSecurity at Airbus Defence and Space effective August 1st, 2015. As Head of CyberSecurity, he holds the overall responsibility of the cyber activities of the division. From October 2013, François Lavaste was appointed Head of Arkoon Netasq, subsidiary of the CyberSecurity entity of Airbus Defence and Space. As part of its growth strategy, Airbus Defence and Space had acquired Netasq in November 2012 and Arkoon in April 2013. Before the acquisition, François has been Head of Netasq's board of directors since early 2007. In 2006, he served as General Manager EMEA of Tricipher, a specialist in secure access and strong authentication management (acquired in 2010 by VMware).

From 1996 to 2006, François Lavaste was active in Silicon Valley where he joined Intuit, the worldwide leader in accounting and personal finance management tools for SMEs. He then contributed, as Vice President of Marketing and Strategy, to the success of Brightmail, a pioneer in anti-spam filtering technologies (acquired by Symantec in 2004); as well as to the success of Cyanea Systems, an application performance measurement software publisher (acquired by IBM in 2004); and that of Mindjet, the publisher of the MindManager software program and specialist in solutions for improving collaboration. François started his working career in technology in 1992 as a partner in the creation of Eneide, a CRM software publisher, which was acquired by Coheris in 2000.

François Lavaste is graduated from ESCP- Europe and holds an MBA from the Harvard Business School. He is general secretary of the ACN (Alliance pour la Confiance Numérique) and a member of the investment committee of a venture capital fund and involved in several entrepreneurship related programs, including the Founder Institute and the mentoring program of the Paris Chamber of Commerce.



**Markus Moor**  
*Partner, Emerald Technology Ventures*

Based in Emerald's Zurich office, Markus Moor is a Partner with Emerald Technology Ventures, a leading venture capital fund focused on industrial technology investments. He currently serves on the boards of Enocean GmbH (leading smart home and IoT module platform), O-Flexx Technologies GmbH (advanced thermoelectric modules) and TerraLUX Inc. (LED lighting solutions). In the past he was among others involved in the investments in Pemeas (fuel cell MEAs sold to BASF), Cellex Power (fuel cell drive train sold to Plug Power), Hyradix (industrial gas production equipment sold to Eden Energy) and Evergreen Solar (solar modules NASDAQ listed).

Since joining the team in Zurich in 2001 he spent several years in Emerald's North American office and is leading the team of Sector Specialists. Prior to this position Markus worked for SAM Sustainable Asset Management focusing on public equity investments in the energy sector. Previous to joining SAM, he held different operational positions by working with Miteco AG, a Swiss based firm specialized in the development of process equipment and turn-key plants which was later acquired by Tetra Pak. This included initially R&D positions followed by project manager roles to lead customer projects from start to commissioning on site. In this position he gained broad experience in designing and setting up new manufacturing processes in Europe and Asia.

Markus holds a degree in Mechanical Engineering with Honor from the University of Applied Sciences Solothurn in Switzerland and a MS in Economics and Technology & Innovation Management with Honor from the University of St. Gallen in Switzerland. Markus is fluent in German and English.



**Jaideep Raje**  
*Managing Consultant - EMEA, Lux Research*

Jaideep Raje is a Managing Consultant-EMEA at Lux Research. Jaideep has advised a wide selection of entities, from Global 1000 corporations to start-ups to financial institutions and regulatory bodies, on effectively harnessing science-driven innovation in the physical and life sciences for strategic advantage. These projects have spanned several energy and environmental technologies, including photovoltaics, alternative power and energy storage, water, waste, sustainability, and green buildings, as well as nanotechnology. Jaideep has also been interviewed as a subject matter expert by media sources like Bloomberg, NPR, Financial Times, and Red Herring.

Jaideep joined the Lux Research team after working on cutting-edge nanotechnology problems at the University of California, Santa Barbara (UCSB), where he was involved with research in molecular engineering of nanomaterials for biotherapeutic applications. During his stint at UCSB, he also acquired a Certificate in Technology Management under UCSB's Graduate Program in Management Practice.

Jaideep holds an M.S. in Chemical Engineering from UCSB and a B.S. in Chemical Engineering from the Institute of Chemical Technology, University of Mumbai (formerly known as U.D.C.T., Mumbai).



**Samhitha Udupa**  
*Senior Consultant, Lux Research*

As a Senior Consultant at Lux Research, Samhitha's contributions in advisory projects have facilitated commercialization of technologies in advanced building materials, nanomaterials manufacturing processes, building-integrated photovoltaics, novel drug-delivery technologies, and nano-catalysts, to name a few. Prior to her consulting work at Lux Research, Samhitha was a major contributor to the Biosciences Intelligence team, where she has conducted extensive primary and secondary research in biofuels, biomaterials, targeted delivery, synthetic biology, and other areas of emerging biosciences.

Samhitha joined the Lux Research team from University of Pennsylvania where she co-designed a diagnostic instrument that measures torque and range-of-motion of rotator cuff muscles in patients suffering from chronic shoulder pain (patent pending).

Samhitha holds a B.S. in Bioengineering from the University of Pennsylvania.



**Arij van Berkel, Ph.D.**  
*Research Director, Lux Research*

Arij van Berkel joined Lux in the Amsterdam office in 2015 and currently oversees the Intelligent Buildings Intelligence and the Sustainable Building Materials Intelligence practices. He and his team provide strategic insights in innovation for the building and construction sector ranging from smart cities to new insulation and construction materials.

Prior to joining Lux Research, Arij worked for Shell and TNO, the public research and technology organization of The Netherlands. At Shell, he conducted research into process safety and combustion. At TNO he worked on a variety of topics including food preservation, emission reduction and biomass conversion. Just before joining Lux, Arij held the position of Director Chemical Industry at TNO, responsible for all projects and interactions with the Dutch and EU governments related to the chemical industry.

Arij holds an MSc. degree in mechanical engineering from Twente University and a Ph.D. in biomass gasification from Eindhoven University in The Netherlands.



**Katrina Westerhof**  
*Analyst, Lux Research*

Katrina Westerhof is an Analyst at Lux Research in the Distributed Generation practice, where she advises clients on emerging developments related to distributed energy resources. Katrina's research and analysis focuses on the evolution of the grid, including technologies for distributed power generation, grid integration, financing structures, changing utility business models, and microgrids. Katrina has previously supported clients as a member of Lux's consulting team, leading custom projects to identify and evaluate opportunities, build business cases, and assess partnership candidates, among other topics.

Prior to joining Lux, Katrina was a strategist and engineer for a small energy startup, where she led the development of a novel petroleum processing facility that outperforms traditional plants in economics, safety, and reliability. Additionally, Katrina has deep experience in manufacturing processes and operational excellence in the oil & gas and coatings industries, including on-site work in the Canadian oil sands as an operations consultant. She has also contributed to the development of a polymeric nanoparticle drug delivery system, a food-grade pigment produced in yeast, and a protein polymer hydrogel for tissue scaffolding.

Katrina holds a B.S. in Chemical Engineering from MIT, where she worked as a research assistant in the Langer Laboratory.



**Josef R. Wünsch, Ph.D.**  
*Senior Vice President Structural Materials & Systems, BASF SE*

Dr. Josef R. Wünsch is the Senior Vice President Structural Materials & Systems at BASF SE, where he leads BASF's global competence center for research in the field of structural materials and systems based on thermoplastic and duroplastic materials.

Dr. Wünsch started his career in 1992, holding different positions within BASF Group. Most recently, he served as the Senior Vice President, Formulation, Mathematics, Modelling & Technology Incubation, and as the Chief Technology Officer and Managing Director of BASF Venture Capital GmbH.

Dr. Wünsch studied chemistry at University of Göttingen, where he also obtained his Ph.D. in Chemistry.



**Ory Zik, Ph.D.**

*VP of Analytics, Lux Research*

Ory Zik is VP of Analytics at Lux Research, assisting research teams and clients in various areas such as sustainability, resiliency and resource consumption, especially with respect to distributed generation and exposure to price volatility of energy and water.

Ory has a deep entrepreneurial and environmental background. In 2010, he founded Zik Energy Points Inc., a leader in quantitative metrics, data and analytics for environmental impact. The company was acquired by Lux Research in the beginning of 2015. Prior to Energy Points, Ory was the founding CEO of HelioFocus Inc. HelioFocus develops solar thermal solutions to augment conventional power plants. Ory led the company as CEO from 2007 to 2010 and currently serves on its board of directors.

Prior to HelioFocus, Ory was the founding CEO of QuantomiX Inc., which he led as CEO from 2000 to 2006. The company was the first to visualize cells and tissues in their native wet state using an electron microscope. It was sold to El-Mul Technologies in 2006.

Ory holds a B.Sc. (cum laude) in Physics and Mathematics from Tel Aviv University and an M.Sc. (cum laude) and Ph.D. in Physics from the Weizmann Institute of Science, where he received the National Amos De Shalit Physics prize. He holds worldwide patents and has extensive experience in founding startups based on university innovations (Weizmann Institute, Stanford, Harvard, Boston University and Purdue).

#### 4) One-on-One Meeting with a Lux Research Analyst

For those who requested a thirty-minute complimentary one-on-one meeting with a Lux Research analyst when registering for the Summit, Lux Research will send a separate confirmation email. Meeting time and room will be provided when you register to collect your name badge on June 1<sup>st</sup> or June 2<sup>nd</sup>.

Please note that due to the overwhelming number of meeting requests, we are unable to change the meeting time. If you would like to cancel the meeting for any reasons, please kindly send an email to Hisako Toguchi ([hisako.toguchi@luxresearchinc.com](mailto:hisako.toguchi@luxresearchinc.com)).

### Contact

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