

Bloomberg Breakaway CEO Summit 2018

June 20 - Wednesday

5:00 pm

Opening Night Dinner Cocktail Reception

Welcome to Bloomberg Breakaway 2018! We'll kick off this year's summit at Bloomberg Headquarters with cocktails and an engaging dinner program.

6:00 pm

Opening Night Dinner

The dinner program will feature fireside chats with author and entrepreneur Martha Stewart and Endeavor's Patrick Whitesell.

In Conversation With Martha Stewart

Author and entrepreneur Martha Stewart sits down with Bloomberg's Carol Massar for a candid fireside chat.

Speaker

[Martha Stewart](#)

Chief Creative Officer and Member of the Board of Directors, Sequential Brands Group

Interviewer

[Carol Massar](#)

2018 Breakaway CEO Summit Co-Chair, Anchor, Bloomberg

In Conversation with Patrick Whitesell

A fireside chat with Endeavor Executive Chairman Patrick Whitesell and Bloomberg's David Westin.

Speaker

[Patrick Whitesell](#)

Executive Chairman, Endeavor

Interviewer

[David Westin](#)

Anchor, Bloomberg Television

June 21 - Thursday

7:30 am

Registration Opens

8:30 am

Welcome

The 2018 Bloomberg Breakaway Summit continues at the Apella with your co-hosts Mark Bonchek and Carol Massar.

Speakers

[Mark Bonchek](#)

2018 Breakaway CEO Summit Co-Chair, Founder and Chief Epiphany Officer, Shift Thinking

[Carol Massar](#)

2018 Breakaway CEO Summit Co-Chair, Anchor, Bloomberg

8:45 am

Banking on the Future: In Conversation With Tim Sloan

The Wells Fargo CEO sits down with Carol Massar for a frank conversation about what strong leadership really means, the importance of building a culture of resiliency, and what he sees as the most important issues facing executives in the coming year.

Speakers

[Timothy J. Sloan](#)

CEO and President, Wells Fargo & Company

Interviewer

[Carol Massar](#)

2018 Breakaway CEO Summit Co-Chair, Anchor, Bloomberg

9:15 am

The Future of Work: In Conversation With Gary Pinkus

McKinsey's Gary Pinkus shares his thoughts on what he sees as the biggest trends affecting labor globally, and how CEOs can better prepare their organizations for the workforce of the future.

Speaker

[Gary Pinkus](#)

Managing Partner, North America, McKinsey & Company

Interviewer

[Julia Chatterley](#)

Anchor, Bloomberg Television

9:35 am

Leading in an Age of Disruption: In Conversation With Ursula Burns

The former Xerox CEO and Chairman talks candidly about strategies for dealing with disruption (and for being a disruptor); the importance of creating a culture of inclusion; and the most important leadership lessons she's learned throughout her career.

Speaker

[Ursula M. Burns](#)

Senior Advisor, Teneo Holdings

Interviewer

[David Westin](#)

Anchor, Bloomberg Television

10:05 am

Scaling Up: How a Few Companies Make It.. and Why the Rest Don't

Only 3% of US firms manage to scale, less in other parts of the world. Why is this? Verne Harnish, founder of Gazelles and the Entrepreneurs™ Organization (EO) and author of *Scaling Up* (Rockefeller Habits 2.0), will share the three biggest barriers to scaling.

Speakers

[Verne Harnish](#)

Founder and CEO, Gazelles

10:25 am

Networking Break

Proudly sponsored by American Airlines.

10:50 am

Breakaway Workshops

Growth: Speed and Scale - Maxine Friedman, Senior Vice President-Partners and Juliette LaMontagne, Chief Learning Architect / Bionic Solution

The team at Bionic Solution has developed an operating system for legacy companies to go from New to Big. This workshop will show participants how to achieve both speed and scale by implementing a “GrowthOS” that energizes the culture, streamlines process, and prioritizes investment.

Proudly sponsored by Wells Fargo.

Leadership: Profit and Purpose - Cara France / The Sage Group
Cara is the CEO of The Sage Group with a mission to connect and engage people in ways that transform lives. As the founder of Marketers that Matter®, she organizes the leading community of marketing innovators in Silicon Valley. She is also a regular contributor to Harvard Business Review. More than ever, companies need to demonstrate values in the marketplace and create meaning for their employees while delivering results for investors. This workshop will show how these objectives can all be achieved simultaneously, by fusing profit and purpose.

Innovation: Now and Future - MJ Petroni and Jessica Long / Causeit

MJ is a Cyborg Anthropologist and founder of Causeit, Inc. who works with companies to develop innovation programs that enable leaders and organization to “be the future.” He has a talent for simplifying complexity and translating technology into human terms. This workshop will give participants a simple but powerful approach to creating a culture of innovation across your company.

Experiences: Brand and Sales “ Anne Kawalerski and Eli Pakier / Bloomberg Media

Anne and Eli are Executive Strategy Directors spearheading Bloomberg Media’s™ reinvention of the marketing services

model. As the leading business intelligence company in the world, Bloomberg puts global leaders in the position to win, through both foundational audience insights and strategy to execution and activation. This workshop will bust assumptions that there must be a choice between building your company's brand or driving sales. Through a series of case studies and interactive journey mapping exercises, we will show that developing a strong customer experience accomplishes both simultaneously.

Talent: Inspire and Align - Anna Liotta / Resultance, Inc.
Anna is the CEO of Resultance, Inc, a consultancy that helps companies turn multi-generational workforces into a competitive advantage. This workshop will reveal the generational "codes" that unlock the passion of your workforce and outline next-generation talent strategies that engage employees with both meaning and impact.

Speakers

[Maxine Friedman](#)

Senior Vice President, Partners, Bionic Solution

[Juliette LaMontagne](#)

Chief Learning Architect, Bionic Solution

[Cara France](#)

Co-founder and CEO, The Sage Group

[MJ Petroni](#)

Cyborg Anthropologist, Causeit, Inc.

[Jessica Long](#)

Senior Consultant and Strategic Researcher, Causeit, Inc.

[Anne Kawalerski](#)

Head of Strategy, Bloomberg Media

[Eli Pakier](#)

Executive Strategy Director, Bloomberg Media

[Anna Liotta](#)

CEO, Resultance, Inc.

12:00 pm

Networking Lunch

Proudly sponsored by The Principality of Monaco.

1:15 pm

In Conversation With Michael R. Bloomberg

The founder of Bloomberg LP and Bloomberg Philanthropies, and three-term mayor of New York, on leadership in business and government.

Speaker

[Michael R. Bloomberg](#)

Founder, Bloomberg L.P. & Bloomberg Philanthropies, and Three-Term Mayor of New York City

Interviewer

[Julia Chatterley](#)

Anchor, Bloomberg Television

1:45 pm

Breakaway Member Spotlight -- Inflection Points:Â Making the Jump

Growth doesn't happen in a straight line. There are key inflection points along the way that move a business to the next level of performance and growth. What are these inflection points?Â How can you anticipate, prepare and mobilize your organization. Our panel of Breakaway leaders will share their insights and lessons learned on how toÂ navigate these key transitions.Â

Speakers

[Adam Warby](#)

CEO, Avanade Inc.

[Alan Colberg](#)

President & CEO, Assurant Inc.

[Todd R. Pedersen](#)

Co-Founder, Chairman & CEO, Vivint Smart Home

Moderator

[Rosa Whitaker](#)

President & CEO, The Whitaker Group

2:10 pm

Transition Break

2:15 pm

Breakaway Workshops

The morning workshops will repeat and Breakaway Members will be able to attend a different workshop of their choice.

3:25 pm

Networking Break

Proudly sponsored by American Airlines.

3:50 pm

Breakaway Member Spotlight: In Conversation With Josh Sapan

The president and CEO of AMC Networks talks with Bloomberg's Emma Chandra about the changing nature of media and how he's positioning AMC Networks for continued growth.

Speaker

[Josh Sapan](#)

President & CEO, AMC Networks

Interviewer

[Emma Chandra](#)

Reporter, Bloomberg Television

4:05 pm

Breakaway Member Spotlight -- Differentiation: Standing Out and Staying Ahead

It's harder than ever to stand out in today's competitive marketplace. Media is more fragmented, competitors more nimble and customers more empowered. What does it take to separate from the pack? Hear from Breakaway members on how they are breaking away with innovative business models, unique experiences, compelling narratives and enduring cultures.

Speakers

[Isa Watson](#)

CEO, Invested

[Rosanna Myers](#)

Co-Founder & CEO, Carbon Robotics

[Nikki Barua](#)

CEO, Beyond Curious

Moderator

[Jay Kaplan](#)

Co-Founder & CEO, Synack

4:30 pm

Breakaway CEO Members Forum

Mark and Carol lead a group discussion to tap into the collective wisdom of the community, identifying opportunities for ongoing connection and learning on the themes advanced and identified at the Summit.

Speaker

[Mark Bonchek](#)

2018 Breakaway CEO Summit Co-Chair, Founder and Chief Epiphany Officer, Shift Thinking

[Carol Massar](#)

2018 Breakaway CEO Summit Co-Chair, Anchor, Bloomberg

5:00 pm

Closing Cocktail Reception

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