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**Nordic
Business
Forum** 2013

LEADERSHIP

JYVÄSKYLÄ, FINLAND • 26.9.–27.9.2013

— Jack — **Welch**

Malcolm Gladwell



Jimmy Wales



Tom Peters



Lynda Gratton



Vijay Govindarajan



ADDITIONAL SPEAKERS:

Alexander STUBB / Alf REHN / Jari SARASVUO / Petri PARVINEN / Henkka HYPPÖNEN / Suzy WELCH

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Jack Welch

Jack Welch is a business executive who was the CEO and Chairman of General Electric between 1981 and 2001. During his leadership years the market value of General Electric rose from \$ 13 billion to over \$ 400 billion. In 2000, he was named as the "Manager of the Century" by Fortune magazine.



Alexander Stubb

Alexander Stubb is Finland's Minister for European Affairs and Foreign Trade and has a PhD in international politics. He has formerly been Minister for Foreign Affairs, a professor and an adviser to President of the European Commission. In 2009, Stubb was selected as the most positive Finn.



Malcolm Gladwell

Malcolm Gladwell is an author who makes social sciences practical and valuable. In 2005, Time magazine listed him to be one of the 100 Most influential People in the world. He is number 10 on The Thinkers 50 list. Gladwell has written several successful books. He writes articles to The New Yorker.



Alf Rehn

Alf Rehn is a Professor, an author and a famous speaker. He is also the Chairman of advertising agency Satumaa. In 2009 and 2011, Rehn was included on the Guru Radar as one of the up and coming business thinkers by The Thinkers 50. In 2012, Rehn was ranked 3. on The Finland's Thinkers 20-list.



Jimmy Wales

Jimmy Wales is an IT entrepreneur and founder of Wikipedia. In 2006, he was chosen for one of Time's 100 Most Influential People and the same year Forbes ranked him number 10 in The Web Celebs 25. Nowadays, Wikipedia is one of the most used sources of information in the whole world.



Vijay Govindarajan

Vijay Govindarajan is a Professor of International Business at Dartmouth College. He's one of the leading experts on strategy and innovation. Vijay was the Chief Innovation Consultant at GE and has written a breakthrough article with GE's CEO Jeff Immelt. On The Thinkers 50 Govindarajan is number 3. His clients include GE, IBM and Sony.



Tom Peters

Tom Peters is a business thinker and author. In 1999, NPR listed Tom's In Search of Excellence as one of the Top Three Business Books of the Century and in a poll by Britain's Bloomsbury Publishing it was ranked as the greatest business book of all time. 16 books and 30 years later, he's still shining being listed on every Thinkers 50 -lists ever!



Suzy Welch

Suzy Welch is a best-selling author and a business journalist. A top student of Harvard, she has worked at Bain & Company and also as editor-in-chief of the Harvard Business Review. Suzy has written about leadership, change, creativity and human resource management for publications such as BusinessWeek and The Wall Street Journal. Together with Jack, she has written the international bestseller Winning and on her own 10-10-10.



Lynda Gratton

Lynda Gratton is a Professor of Management Practise at London Business School, a business consultant and an author. On The Thinkers 50 list Gratton is number 12. The Financial Times selected her as the one business thinker most likely to make a real difference over the next decade.



Petri Parvinen

Petri Parvinen is the first-ever Finnish Professor of Sales Management. Parvinen has worked with over 150 organizations and is also continuously working as an entrepreneur, salesman and a consultant internationally. Parvinen is an impressive speaker and he has written the book "Marketing Spirit".

See more speakers on our website www.nbforum.fi/2013

SEMINAR PROGRAM

THURSDAY 26.9.

Malcolm Gladwell
Vijay Govindarajan
Lynda Gratton
Suzy Welch
Jimmy Wales

FRIDAY 27.9.

Alexander Stubb
Alf Rehn
Tom Peters
Petri Parvinen
Jari Sarasvuo
Jack Welch

SIDEBAR EVENTS

Wednesday 25.9.

Pre-seminar for
VIPs 6:30pm
- Henkka Hyppönen
- Jack Welch

Saturday 28.9.

Post-seminar
- Possibility to deepen
the issues learned
in the seminar

VIP TREATMENT INCLUDES

- Pre-seminar with Henkka Hyppönen & Jack Welch
- VIP Executive training by Vijay Govindarajan & Malcolm Gladwell
- VIP Cocktails with Jimmy Wales (on Thursday)
- VIP session with Tom Peters (on Friday)
- Best VIP seats in the seminar hall

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