

VIENNA STRATEGY SUMMIT 2019

Date: Tuesday, June 4

Location: WU Vienna | Library & Learning Center

Program

8.30 – 9.00: Welcome: Meet & Greet

9.00 – 9.15: Opening

Edeltraud Hanappi-Egger | Rector | Vienna University of Economics and Business

09.15 – 10.30: Strategy Talk: Growth Strategies for Established Industrial Corporations

The disruptive change in the automotive industry - new technologies, new business models, new competitors

Herbert Diess | CEO | Volkswagen (requested)

From state-owned power plant operator to innovative energy company

Michael Strugl | Executive Member | Verbund

10.30 – 11.00: Exchange & Networking Break

11.00 – 12.15: Award: New Global Road Map - Enduring Strategies for Turbulent Times

Pankaj Ghemawat | Professor of Strategic Management | IESE Business School

in discussion with Werner H. Hoffmann | Professor of Strategic Management | WU Wien

12.15 – 13.15: Lunch Break

13.15 – 14.30: Strategy Talk: Business Excellence in a Disruptive Age

Digitalization in the banking industry

Markus Braun | CEO | Wirecard

Digitization and platform economics - What does this mean for business models and profitability?

Sabine Eckhardt | Member of the Executive Board | ProSiebenSat.1 Media

Future of Retail: Disruption in the retail sector

Dieter Berninghaus | Chairman of the Executive Board | SIGNA (requested)

14.30 – 15.00: Exchange & Networking Break

15.00 – 15.45: Study: Organizational Strategy: How Creative Strategy Processes Support Business Model Innovation

Werner H. Hoffmann | Professor of Strategic Management | WU Wien

Lukas Meusburger | Co-Founder | ETHUS

15.45 – 16.30: Next-Practice Case: The Success Story of voestalpine – from steel provider to high-tech-company

Wolfgang Eder | CEO | voestalpine (requested)

16.30 – 17.15: Next-Practice Case: What Corporations Can Learn from Startups?

Stefan Piëch | CEO | Your Family Entertainment

Bernhard Niesner | CEO and Founder | Busuu

17.15 – 18.00: Closing Cocktail