

CEO2CEO LEADERSHIP SUMMIT

DECEMBER 9, 2013 | NEW YORK STOCK EXCHANGE

INTIMATE

Attendance is limited to 100 CEOs

INTERACTIVE

Share experiences and issues with some of the world's leading CEOs

INSIGHTFUL

Our format enables real sharing of solutions to the growth challenges you face

KEY TOPICS TO HELP YOU AND YOUR MID-MARKET COMPANY **GROW!**

- Geographic Expansion to New Markets
- Product Innovation & Development
- Diversifying Into New Businesses
- Strategic Acquisitions
- New Technologies-Drive Growth & Efficiency
- Your Specific Challenges

Join Our Featured Speakers



Jeffrey Immelt
Chairman and CEO, GE



George Barrett
Chairman and CEO,
Cardinal Health



Rick Scott
Florida Governor and former
CEO of Columbia/HCA



David Cote
Chairman and CEO,
Honeywell

Dear CEO

We look forward to seeing you at the 2013 CEO2CEO Leadership Summit to discuss your challenges and opportunities, including:

- Expanding Your Business to New Geographic Markets
- Product Innovation & Development
- Diversifying Into New Businesses
- Strategic Acquisitions
- Making the Most Out of New Technologies

Join Chief Executive magazine and your fellow CEOs at the 2013 CEO2CEO Leadership Summit. This year's event features our best lineup yet, with Jeffrey Immelt, David Cote, Florida Governor Rick Scott and many other business leaders who will share with you the keys to their success in an intimate environment. You'll have the opportunity to get advice on the growth issues you are facing, as well as real conversations with our speakers and your fellow CEOs.

Share with CEOs Who Have Lived Through the Challenges

In addition to off-the-record discussions and networking with the exceptional leaders, you'll also participate in confidential workgroups with peer CEOs to delve into your issues, your challenges and your opportunities. We guarantee your time will be well spent, and that you'll take home practical tactics you can use to overcome your challenges. You will take home value worth many times your investment in the conference.

Produced by Chief Executive Group, the publishers of Chief Executive magazine, the CEO2CEO 2013 Summit will give you a wealth of practical ideas to build into your 2014 strategies.



Marshall Cooper
CEO
Chief Executive Group



J.P. Donlon
Editor-in-Chief
Chief Executive Magazine

Featured Speakers



George Barrett Chairman and Chief Executive, Cardinal Health

Cardinal Health not only survived the loss of one of its biggest clients, it has thrived. The key to Cardinal's success lies in re-thinking its partnerships, diversifying and structuring high-value, higher margin deals with its customers. Learn from George Barrett how to overcome setbacks and drive your team to better decision making and execution.



David Cote Chairman and CEO, Honeywell

Chief Executive's CEO of the Year has aggressively acquired more than 80 strategically important businesses during his tenure. The key to the 240% shareholder returns he has delivered is his talent for smoothly integrating these new businesses into Honeywell. Join him to learn how to grow your business by creating a winning culture where employees are driven to achieve shared goals.



Ed Heffernan CEO, Alliance Data

Under Heffernan's leadership, Alliance has become a leading provider of loyalty and marketing solutions derived from the capture and analysis of transaction-rich data. Alliance's success is due to its ability to collect, sort and understand hundreds of billions of constantly changing bits of consumer data. Heffernan will share his experience and knowledge with you, so you can get to know your customers better.



Jeffrey Immelt Chairman and CEO, GE

Immelt will share with you his experiences shifting GE's emphasis to innovative manufacturing and successfully breaking into fast-growing emerging markets. You'll learn how you can innovate your product line, adapt different strategies across many diverse markets and how to take advantage of the "industrial Internet" to become more efficient and anticipate and avoid disruptions.



Kim Jeffery Chairman, Nestle Waters

Jeffery increased his bottled water business by 1000% across 7 different brands. Jeffery was able to differentiate his product - drinking water- and grow his branded water company into a \$4.5 billion a year company. The Summit provides you with a unique opportunity to learn from Jeffery's experience how you can grow and differentiate your own intangible assets.



Robert Nardelli CEO, XLR8, and former CEO, Chrysler, Home Depot

Jack Welch called Nardelli the "best operational executive" he's ever known, Nardelli brought discipline to Home Depot, doubling sales, raising gross margins and profits—while fighting off Lowe's in a hostile, competitive environment. He'll share with you keys to driving your sales growth, such as maintaining your focus on your goals while building and fostering an aligned culture and holding your managers accountable by measuring everything that contributes to achieving your goals.



Tom Rogers CEO, TiVO

Since 2005, Rogers has continued to revolutionize the way consumers watch and access home entertainment. Learn how Rogers and TiVo have thrived through the continuing convergence of traditional media, technology and advertising, and the role data analytics played in developing Rogers' strategy and implementation.



Rick Scott Florida Governor and former CEO of Columbia/HCA

One of the few CEOs ever to be elected governor of a major state, Scott's experience growing and expanding his business into the largest private operator of health care facilities in the world helped Florida rank as the second best state for business in 2013. Join the Governor to hear how a positive, pro-business state government can play a decisive role in growing your business.



Mark Thierer CEO, Catamaran

Thierer took a niche business, undertook a huge strategic shift and made a few well-chosen acquisitions to drive Catamaran's growth in a much larger market. Thierer has been instrumental in redefining the way pharmacy benefits are managed by successfully merging two industry-leading pharmacy benefit managers with a service offering wrapped in flexibility, agility and a client-centered philosophy. Take this opportunity to learn the vital role data analytics played in his strategic implementation.

LEARN MORE ABOUT THE SPEAKERS:
CHIEFEXECUTIVE.NET/CEO2CEO



Take Advantage of Your Growth Opportunities

A distinguished array of CEOs will share their experiences in successfully adapting the latest ideas to their businesses.

Attend the **CEO2CEO Leadership Summit** to learn how to measure your business more accurately than ever before and develop actionable plans for growth.

You'll also have the opportunity to interact with your fellow CEOs to ask questions and discuss how best to tailor these new ideas specifically to your company's unique situation.

Agenda

8:45 AM - 9:00AM **Welcome**

Marshall Cooper, CEO, Chief Executive Group

9:00 AM - 9:45 AM

Overview: How Leaders Have to Re-think the Future.

Speaker: Jim McQuivey, author of "Digital Disruption" and Senior Analyst, Forrester Research

9:45 AM -10:45 AM

Panel: What Every CEO Needs to Know About Data Analytics

Big Data should not be confused with Smart Data. Using customer intelligence poorly is sometimes worse than not using it at all. It's easy for companies to become mesmerized by Big Data—terabytes and petabytes of information. If not properly used, Big Data can negatively affect customer engagement, waste marketing dollars and impact profitability.

However, when the numbers are combined with creativity they can generate engaging experiences and useful insights that can differentiate one's company in strategic ways—ways that competitors will find hard to match.

Mark Thierer, CEO, Catamaran

Tom Rogers, CEO, TiVO

Ed Heffernan, CEO, Alliance Data

10:45 AM - 11:00 AM Break

11:00 AM - 12:00 Noon**Innovation, Transformation and Winning in the 21st Century**

A conversation with Jeffrey Immelt. GE's Chairman and CEO will speak with you about his experiences innovating GE's product line in an integrated, competitive global environment and what you can do to successfully transform your company.

12:10 PM - 12:50 PM Networking Lunch

12:50 PM - 2:10 PM Concurrent Roundtables & Discussions

2:20 PM - 3:10 PM**Panel: Leveraging Intangible Assets: How Leaders Can Put Knowledge to Work in the 21st Century**

It is estimated that 70 percent of the value of the average company today is intangible and depends upon its ability to innovate, its intellectual property (IC), and networks. Intangibles are the new raw materials of the 21st century. The core of the smart economy is taking these invisible assets and creating monetary value with a wide moat that your competitors will find difficult to cross.

Kim Jeffery, Chairman, Nestle Waters

3:10 PM - 3:25 PM Break

3:25 PM - 4:15 PM**Panel: Smart Leaders; Smart Teams: Transitioning, Culture and Alignment for Maximum Effectiveness**

What are leaders thinking when they create a high-performing team? The goal of a team is to create results that individuals acting alone cannot achieve separately. What are the learnings and behaviors that generate higher quality decisions, more innovation and better if not faster execution?

George Barrett, Chairman and Chief Executive, Cardinal Health

David Cote, Chairman and Chief Executive, Honeywell

Bob Nardelli, CEO, XLR8

Jim Hart, CEO, Senn Delaney

These are just some of the leaders who'll be sharing their experiences and knowledge with you:

George Barrett
Chairman and CEO, Cardinal Health

David Cote
Chairman and CEO, Honeywell

Jim Hart
CEO, Senn Delaney

Ed Heffernan
CEO, Alliance Data

Jeffrey Immelt
Chairman and CEO, GE

Kim Jeffery
Chairman, Nestle Waters

Robert Nardelli
CEO, XLR8, and former CEO, Chrysler, Home Depot

Tom Rogers
CEO, TiVO

Rick Scott
Florida Governor and former CEO of Columbia/HCA

Mark Thierer
CEO, Catamaran

“A wonderfully produced and delivered educational program. A world class slate of presenters who were authentic and genuine. A very worthwhile use of my time. This program will carry my highest endorsement.”

- Jack Carroll, CEO, Magee Rehab Hospital

Agenda continued

“One of the best conferences I've ever been to. You assembled one of the best speakers and panel line-ups I've ever seen. Not only that, but they delivered as well.”

Eric Thomas, CEO
Equity Trust Company

“I thought it was very timely, very appropriate and a lot of good interchange about what CEOs can do to help address the challenges in today's environment.”

Bill Hickey, CEO & Chairman
Sealed Air Corporation

4:20 PM - 5:20 PM Ex Officio Roundtable Discussions

This session gives attendees the opportunity to get frank advice from other non-competing CEO's of similarly size companies. Whether it is around a specific marketing strategy, on-shoring or another key issue, this process provides you with valuable advice from peer CEOs who have faced similar challenges.

5:20 PM - 5:50 PM

30 in 30: 30 Best Ideas to implement in your company in 30 minutes

LEARN MORE ABOUT THE LEADERSHIP SUMMIT:
CHIEFEXECUTIVE.NET/CEO2CEO

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Meet other CEOs and learn from each other.

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