

January 16, 2023
January 18-19, 2023
During the World Economic
Forum Annual Meeting

HOUSE of
BEAUTIFUL
BUSINESS



La Zuleta 

A series of conversations
hosted by SAP's Intelligent
Enterprise Institute,
La Zuleta, and the House
of Beautiful Business

Imagine inclusive,
sustainable
futures

THE ART of BUSINESS DAVOS 2023

In an increasingly complex, fragmented world, the existing paradigms and solutions no longer suffice. Data, science, and technology are powerful tools, but looking at business as an art, as well as learning from the arts, can help us bring bolder imaginations to the challenges ahead.

Join us at the Heimatmuseum for a series of conversations with business leaders, scientists, and artists to imagine inclusive, sustainable futures.



THE ART
of BUSINESS
DAVOS 2023

MONDAY THE FORUM

JANUARY 16 2023

12:30

Doors Open

13:30

A New Consciousness

The art of worldbuilding through technology and the humanities

Skinder Hundal, global arts director of the British Council, in conversation with *Rachael Barrett*, cultural strategist, founder of _space caribbean & advocator of the use of culture as a tool to drive socio-economic change, *Thomas Stauffer*, president of the Swiss Art Trading Association, on **what business can learn from art**.

Alexander Hiller, former head of top management HR at Volkswagen Group, in conversation with *Monika Jiang*, head of curation and community at the House of Beautiful Business, on **what types of intelligence leaders need to hone now**

Jose Luis Carvalho, co-head of SAP's Intelligent Enterprise Institute, on **(re)earning trust in technology**

Nicole Büttner, founder and CEO of Merantix Momentum, and *Richard Foster-Fletcher*, founder and executive chair of MKAI; Morality and Knowledge in Artificial Intelligence, in conversation with *Tim Leberecht*, co-founder and co-CEO, House of Beautiful Business, on **worldbuilding through artificial intelligence**

15:00

Breaking Bread

Warm yourself up by enjoying hot bread straight from the outdoor stone oven



MONDAY THE FORUM

JANUARY 16 2023

16:00

Climate Imagination

The art of adaptation and regeneration in times of crisis

Daniel Schmid, chief sustainability officer at SAP, *Volker Reinert*, COO of SAP Customer Success Services, in conversation with *Till Grusche*, co-founder and co-CEO of House of Beautiful Business, and *Emek Yeşilyurt Güeler*, principal consultant, Intelligent Enterprise Institute, on **the possibility of intelligent sustainable enterprises**

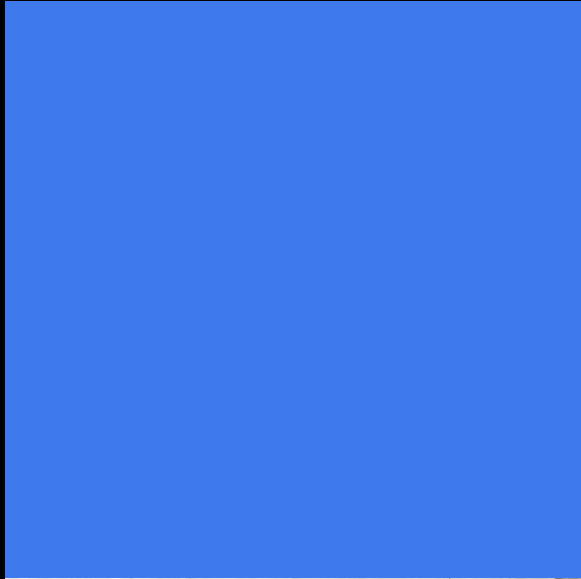
Marisa Zalabak, chair, Planet Positive 2030 Global Methodologies Committee, and co-chair: AI Ethics Education Committee, IEEE, in conversation with *Monika Jiang*, head of curation and community at the House of Beautiful Business, on **climate change and the power and ethics of engineers**

Shiva Lynn Burgos, artist and founder, Indigenous Artists Cultural Exchange (The Mariwai Project), and *Markus Reymann*, co-founder, TBA21 Academy, in conversation with *Johanna Zuleta*, crosspollinator and strategic connector, on **art and culture as a carrier of social and environmental transformation**

17:00

Mulled Wine and Songs

Warm yourself up—but this time with mulled wine



MONDAY THE FORUM

JANUARY 16 2023

17:45

Homecoming

The art of belonging in a fragmented world

Tim Leberecht, author and co-founder and co-CEO of the House of Beautiful Business, on **the emerging metaphysical economy**

Sanda Ojiambo, assistant secretary-general and CEO of the United Nations Global Compact, on **10 principles to accelerate and scale the global collective impact of business**

Giorgio Ficcarelli, principal administrator of the European Commission at the Directorate General for International Partnerships, in conversation with *Skinder Hundal*, global arts director of the British Council, and *Marianne Schörling*, head of stakeholder engagement at the Geneva Macro Labs, on **the role of politics in creating a sense of belonging through culture**

Peter Dalbert, curator of the Heimatmuseum Davos, in conversation with *Stefan Schöpfel*, co-head of SAP's Intelligent Enterprise Institute, and *Johanna Zuleta*, crosspollinator and strategic connector, on **the relevance of roots and remembrance**

Guided museum tour: the history of Davos

19:00

Dinner Party and Drinks

Celebrate the art of business together

Image Credit: OLIVIAEBLHITEM



WEDNESDAY THE STUDIO

JANUARY 18 2023

The Studio

1:1 live-audience conversations and recordings with select guests

9:00–9:30

The Art of Belonging in a Fragmented World

A conversation with *Kim Dabbs*, VP, Social Innovation & ESG, Steelcase

Hosted by House of Beautiful Business

14:00–14:30

The Power and Responsibility of Media in Times of Polarization

A conversation with *Dr. Ulrike Handel*, board member, senior advisor, investor

Hosted by House of Beautiful Business

14:30–15:30

How does circular manufacturing help improve economic performance and supply chain resilience?

A conversation with *Andreas Tschiesner*, senior partner, McKinsey & Company; *Christian Boos*, head of sustainability innovation engagement, SAP; and *Christoph Schell*, chief commercial officer, Intel

Hosted by Intelligent Enterprise Institute



WEDNESDAY

THE STUDIO

JANUARY 18 2023

The Studio

1:1 live-audience conversations and recordings with select guests

16:30–17:00

The Art of Circular Innovation

A conversation with *Karel Golta*, founder and CEO, Indeed Innovation

Hosted by House of Beautiful Business

17:30–18:00

The Art (and Science) of Marketing Leadership

A conversation with *Jessica Apotheker*, managing director and partner at Boston Consulting Group, and global CMO

Hosted by House of Beautiful Business

18:00–19:00

Making the Metaverse Beautiful

A conversation with *Cathy Hackl*, chief metaverse officer of Journey; *Álvaro Guirao López*, founder and CEO of Optimal XR AG & Wisdom Health; *Khenpo Samdup Rinpoche*, spiritual director & lead facilitator of Optimal XR AG & Wisdom Health; and *Virginia Alonso Navarro*, head of content of Optimal XR AG & Wisdom Health

Hosted by House of Beautiful Business



THURSDAY THE STUDIO

JANUARY 19 2023

The Studio

1:1 live-audience conversations and recordings with select guests

9:00–10:00

How can digital turn sustainability finance regulations into an advantage?

A conversation with *Steve Varley*, global vice chair sustainability, EY Sustainability; *Lourdes Rosales*, global corporate relations & sustainability, SAP; and *Daniel Schmid*, chief sustainability officer, SAP

Hosted by Intelligent Enterprise Institute

10:00–10:30

The Art of Data Sovereignty

A conversation with *Perry Hewitt*, CMO, data.org

Hosted by House of Beautiful Business

10:30–11:30

Is carbon trading the right strategy towards decarbonization?

A conversation with *Alexsandra Guerra*, co-founder & director of corporate development, Nori; *Christoph Lange*, co-founder, Atem; *Alexandre Peschel*, co-founder, Atem; *Lourdes Rosales*, global corporate relations & sustainability, SAP; and *Daniel Schmid*, chief sustainability officer, SAP

Hosted by Intelligent Enterprise Institute



THURSDAY THE STUDIO

JANUARY 19 2023

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1:1 live-audience conversations and recordings with select guests

12:00–13:00

How can digitalization accelerate the energy transition to green hydrogen?

A conversation with *Mark Hutchinson*, CEO, Fortescue Future Industries (FFI); *Gabriel Clemens*, CEO, Green Gas E.ON SE; *Klaus Schimmer*, chief innovation architect sustainability, SAP; *Judith Wallenstein*, managing director and senior partner, BCG; and *Dr. Thomas Becker*, vice president sustainability, Mobility BMW Group

Hosted by Intelligent Enterprise Institute

12:00–12:30

The Future of Synthetic Biology

A conversation with *Jason Kakoyiannis*, managing partner at Ferment

Hosted by House of Beautiful Business

13:00–13:30

The African Tech Movement

A conversation with *Sohaila Ouffata*, managing director, BMW i Ventures, founder, The African Tech Vision

Hosted by House of Beautiful Business



THURSDAY THE STUDIO

JANUARY 19 2023

13:30–14:30

The Studio

1:1 live-audience conversations and recordings with select guests

How can we leverage the power of employees with a sustainability mindset?

A conversation with *Angela Hultberg*, global sustainability director, Kearney; *Marina Eckert*, chief sales officer, skills GmbH; *Meg Bear*, president & chief product officer, SAP SuccessFactors; *Peter Ziswiler*, head corporate HR/CHRO, Georg Fischer AG; and *Philippe Dutkiewicz*, member of executive board, HR Campus AG

Hosted by Intelligent Enterprise Institute

14:00–14:30

The Art (and Science) of Sustainability

A conversation with *Daniella Foster*, executive board member, SVP & global head, public affairs, science & sustainability, consumer health, Bayer

Hosted by House of Beautiful Business

15:00–16:00

Future of work: How can technology help to make the future of work more human?

A conversation with *Meg Bear*, president & chief product officer, SAP SuccessFactors; *Sylvain Duranton*, global leader BCG X, managing director & senior partner, BCG; *Dr. Astrid Fontaine*, member of the board of management, Volkswagen CV; *Monika Jiang*, head of curation and community, House of Beautiful Business; and *Roberto Perez Segura*, head of communications, SAP Intelligent Enterprise Institute

Hosted by Intelligent Enterprise Institute



ABOUT THE HOSTS

SAP's Intelligent Enterprise Institute

The Intelligent Enterprise Institute helps business leaders understand the transformative potential of different forms of intelligence and use it for their organizations and life. It provides a platform to inspire and accelerate change, supported in market trends and SAP's vision to help the world run better and improve people's lives. By generating new insights and bringing together unheard voices and unique perspectives from leading thinkers and doers of the world, the Intelligent Enterprise Institute aims to foster different qualities in enterprises and their stakeholders alike, taking it into action for desirable outcomes.

intelligententerpriseinstitute.com | sap.com

House of Beautiful Business

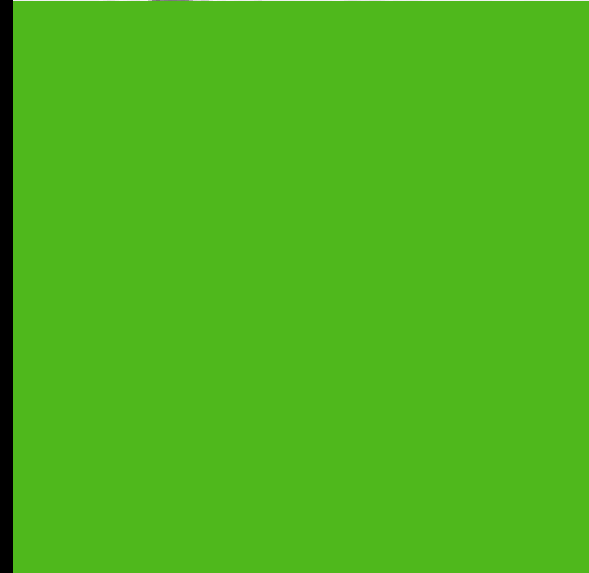
The House of Beautiful Business is an experiential thought leadership platform and global community with the mission to create a new form of business that is more purposeful, inclusive, sustainable—or simply: more beautiful. We bring together business leaders, economists, policy-makers, technologists, scientists, artists, and activists. Through in-person gatherings, online programs, joint projects, publications, performances, and art, we inspire and equip them to reinvent their organizations and themselves, and to shape more humane futures for business and society.

houseofbeautifulbusiness.com

La Zuleta

La Zuleta is a consultancy that helps cultivate the relationship between diplomacy, business, and arts & culture. Founded by crosspollinator and strategic connector Johanna Zuleta, we facilitate sense-making through the humanities in the digital era.

lazuleta.com



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Event location:

Heimatmuseum Davos
Museumstr. 1
7260 Davos Dorf

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