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Knowledge Forum 2006

Where Experience Meets Innovation



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Innovation - The Key to Success?

Innovation is the buzzword of the day. New products, new processes, new partners. Change becomes more and more important. While being innovative is necessary to stay competitive, how much innovation is healthy for a company? Can there be too much innovation as the changes disrupt activities within and beyond a company? Innovation does not come for free and it does not come automatically. Two issues in managing innovation are crucial: selecting which opportunities to pursue and then organizing the innovation process. At the CEMS Knowledge Forum 2006, speakers from academia and leading companies will share their insights on how to stay ahead in the innovation game.

Keyspeakers



Luis Cantarell, Executive Vice President Zone Europe Nestlé S.A.. Born in 1952. After receiving an Economics and Finance Degree at the University of Barcelona Mr. Cantarell entered Nestlé Spain in the Information System Unit in 1976. In 1982 he moved to product management in different categories (e.g. culinary, Nescafé). In 1987 he was appointed Head of Coffee Marketing and later Head of the Nutrition Division of Nestlé Spain. In 1994 he was transferred to the headquarters in Switzerland where he took the responsibility of the global Coffee Marketing. In 1996 he returned to Spain to run the Coffee, Culinary & Foodservices Division as a member of the Nestlé Spain Management Committee. Two years later in 1998 he was appointed Managing Director of Nestlé Portugal. In 2001 he returned to the headquarters to become Senior Vice President of the Nutrition Strategic Business Division. In 2003 he was appointed Deputy Executive Vice President and Member of the Executive Board of Nestlé S.A.. In 2005, Mr. Cantarell was appointed Executive Vice President in charge of Zone Europe.



Mag. Christian-André Weinberger, Corporate Senior Vice President, Henkel KgaA, Global Strategic Business Unit, Laundry Care. Graduating from Vienna University of Economics and Business Administration with multi-continental MBA exchange program education in the USA and Australia, Christian-André Weinberger joined Procter&Gamble in Austria and the European Headquarter in Switzerland as Brand Manager later as Marketing Manager. From 2000 to 2003 in Caracas, Venezuela, he headed in the Latin American headquarter as Marketing Director the Global Business Unit for Baby Care (Pampers) with an outstanding successful track record of "results-driven disciplined and passionate business leadership" including business turnarounds and organizational restructuring. After 12 years of international leading line-management positions with significantly accelerated career moves and global work experience in both developed and developing regions, he took a sabbatical leave as married father of four children. Since 2005, he runs as a Corporate Senior Vice President and member of the board the biggest Global Strategic Business Unit, Laundry Care, for Henkel KGaA, a worldwide leader with international consumer and industrial technologies brands at the Global Head Quarter in Düsseldorf/Germany.



Mag. Ronald Tremmel, General Manager, Apple Austria. While studying at the Vienna University of Economics and Business Administration, Ronald Tremmel started his career in 1993 at Minolta Austria where his fields of responsibility were sales and marketing of the Camera Division as well as development and organisation of subsidiaries in Central and Eastern Europe. In 2003 he became General Manager of Nikon Austria. In June 2005, Ronald Tremmel joined Apple Austria.

While his professional career Ronald Tremmel completed a postgraduate MBA programme in Vienna and California.

WU Wien Representatives



a.o. Univ.-Prof. Dr. Wolfgang Elšik, Programme Director for International Studies at Wirtschaftsuniversität Wien. Since 1998 extraordinary professor at the department for human resources. His research focusses on the organizational foundation of personnel management.



o. Univ.-Prof. Dr. Nikolaus Franke is Professor of Entrepreneurship and Innovation at the Vienna University of Economics and Business Administration since September 2001. His research areas are user innovation, toolkits for user innovation, horizontal innovation networks, and more generally entrepreneurship, innovation management, and marketing. His research puts a strong emphasis on empirical methods.

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Mag. Christian André Weinberger, Corporate Senior Vice President, Henkel KGaA, Global Strategic Business Unit, Laundry Care. Graduating from Vienna University of Economics and Business Administration with multi-continental MBA exchange program education in the USA and Australia, Christian-André Weinberger joined Procter&Gamble in Austria and the European Headquarter in Switzerland as Brand Manager later as Marketing Manager. From 2000 to 2003 in Caracas, Venezuela, he headed in the Latin American headquarter as Marketing Director the Global Business Unit for Baby Care (Pampers) with an outstanding successful track record of "results-driven disciplined and passionate business leadership" including business turnarounds and organizational restructuring. After 12 years of international leading line-management positions with significantly accelerated career moves and global work experience in both developed and developing regions, he took a sabbatical leave as married father of four children. Since 2005, he runs as a Corporate Senior Vice President and member of the board the biggest Global Strategic Business Unit, Laundry Care, for Henkel KGaA, a worldwide leader with international consumer and industrial technologies brands at the Global Head Quarter in Düsseldorf/Germany. Presentation Slides



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Über uns

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The Power of Brand Equity - 100 Years of Innovation

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And You Feel It's Persil

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Datum: 26.03.2007 - 26.03.2007
 Dauer: 19:00 - 21:00
 Fachlehrer: Christoph Gassner, Gerald Speiser, Silvia
 Funktion: Vorkurs
 Preis: EUR 0

Guest Speaker:
 Mrs. Christiane Antra (C-A) Weinberger, Corporate Senior Vice President, Global Strategic Business Unit, Laundry Care, Henkel Germany

Summary of the talk:
 After a short introduction on the concept of brand equity, as it is understood at Henkel, the role and importance of brand equity for FMCG markets will be explained. Then, using the example of Persil and other Henkel brands, Mr. Weinberger will outline how brand equity is built and maintained over time.

Biography:
 C-A Weinberger is Corporate Senior Vice President of the Global Strategic Business Unit Laundry Care at the global headquarters of Henkel in Germany. Prior to this appointment he was Corporate Senior Vice President of the Global Strategic Business Unit Heavy Duty Detergents at the Henkel headquarters.

He has been with Henkel since February 2005. Before that he worked for Procter & Gamble in Caracas/Venezuela, Geneva/Switzerland and Vienna, where he started his career after his graduation in Business Administration at the WU in 1992.