



# Creating & Capturing Value through Innovation

Professor Bruno Cassiman , IESE Business School  
26<sup>th</sup>-27<sup>th</sup> September 2019

# Learn & Connect with Alumni

- Join fellow alumni of the Advanced Leadership Programme (ALP) at our first masterclass of Autumn 2019.
- Continue your learning journey as you endeavour to improve and enhance your leadership skills.
- This is an ideal opportunity to continue networking with your class and to get to know other leaders who have done the ALP. To facilitate greater connections, this masterclass takes place over two days, with an evening dinner and optional overnight in Johnston House.
- A limited number of places are open to non alumni guests to facilitate an understanding of this type of executive education. Call us if you have an interest in one of those places.
- Watch a brief video [here](#) from Timoney alumni on the advantages of participating at Alumni Masterclasses



# Two great cases on Innovation

In this two-day leadership masterclass, IESE Professor Bruno Cassiman will explore how leaders can identify new opportunities to create and capture value through innovation and developing competitive advantage.

Featuring two case studies and a lecture, Bruno will discuss with participants how the role of business leaders in both Ducati and Spotify is changing given the dynamics and trends in the business environment. He will also focus on how and when innovation generates profitable growth.





# Bruno Cassiman

IESE Business School  
Professor of Strategic Management

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PhD in Management Economics and Decision Sciences, Northwest  
University (Kellogg School of Management)

Degree in Engineering and Management, K.U. Leuven Belgium

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**Prof. Cassiman** holds a PhD in management Economics and Decision Sciences from Northwestern University. He is Professor of Strategy from IESE Business School in Barcelona which is ranked #1 for Executive Education by the Financial Times.

His research interests have centered on the economics of strategy and innovation with a particular focus on the connections between science and industry in the innovation process.

His work has been published in the leading Economics and Management journals such as *The Strategic Management Journal*, *The European Economic Review* and *The Journal of International Business Studies* and *Research Policy*.



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# Overnight Accommodation

Accommodation is available at Johnstown House for Thursday night. This is an additional expense.

Timoney have a special bed and breakfast rate of €100. If you would like to reserve a room please call (046) 954 0000.





# Book your place:

[Please click here to book your place](#)

**Fee:**

- This is a free event for alumni.
- If you are not an alumni but would like to attend, please call the Timoney office.

 + 353 (0) 1 676 0477

**When:**

Thursday 26<sup>th</sup> September : 1pm  
Friday 27<sup>th</sup> September : 8.30am- 1pm

**Where:**

Johnstown Estate, Enfield, Co Meath

*\*Payment must be completed in advance of attending the masterclass.  
No refunds are available.*



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