



HOUSE OF
BEAUTIFUL
BUSINESS



To encounter a human being
is to be kept awake by an enigma.

Emmanuel Levinas



House of Beautiful Business
November 3rd - 8th, 2018
Lisbon, Portugal
houseofbeautifulbusiness.com

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Imaginative leaders, curious creators, and humanist futurists: **Welcome home!**

It is our profound pleasure to welcome you to this year's House of Beautiful Business. We've been overwhelmed by the positive response we received, and we're so pleased to have brought together such an extraordinary group of people. From free radicals to corporate titans, the tech-averse to the transhumanists, we're quite an eclectic group, and you never know whom you might meet.

Among other things, the House is a prototype: a playful test-drive of the future. With that in mind: experiment! How would you like to live in the future? How would you like to interact with others and relate to yourself? How would you like to work, and play? As you enter, you're welcome to set an intention and make the House become what you want it to be.

Beautiful business is needed more than ever, and we are so thrilled we'll get to spend the week creating it with you.

With warmth, romance, and rock 'n' roll,

Till Grusche, Tim Leberecht,
and The Business Romantic Society

The **House of Beautiful Business** is a global think tank and community founded to create positive visions for technology and humanity and to help shape the human future of work. It gathers a select group of business and nonprofit leaders, founders, technologists, investors, designers, artists, and scientists to explore how to make business more beautiful, specifically how to lead with purpose and passion, build human companies and workplaces, and design for deeper connections in an age of machines. The week-long annual flagship event is produced by The Business Romantic Society in collaboration with the BCG Henderson Institute, Galp, T-Systems, Siemens, HERE Technologies, and other partners.

The Business Romantic Society is an eclectic collective of strategic creators with a mission to humanize business. Founded by the tautogrammatic team of Tim Leberecht and Till Grusche, the Society helps leaders and organizations identify and articulate their visions, and translate them into transformational narratives, emotionally gripping experiences, and human-centered growth strategies. It also incubates products, services, and platforms that make business more beautiful. Based in Berlin, and active all over the world, it's ushering in a new era of radical humanism and (business) romance.



**THE GALLERY HOUSE
RUA DE SÃO BENTO 31
1200 LISBOA, PORTUGAL**

Our home for the week—the Dear Lisbon Gallery House boutique hotel—will be the site of most House activities. Open from early morning until late each night, there’s much to discover, uncover, and enjoy.



**THE ACADEMY OF SCIENCES
RUA ACADEMIA DAS CIÊNCIAS 19
1200-418 LISBOA, PORTUGAL**

A five-minute walk from the Gallery House, you’ll find the Portuguese Academy of Sciences. Since 1833, this historic building has been devoted to the preservation and dissemination of scientific and

linguistic knowledge, a mission we’ll honor there in new ways when we explore the future of business and humanity during our conference day on Sunday, November 4th.



OUR RESIDENTS

SPEAKERS & PERFORMERS AT THE HOUSE

ADITI KHORANA

MAKER OF NEW MYTHS

Novelist

LOS ANGELES

Growing up in India, Denmark, and New England, Aditi has a unique understanding of culture. She's seen its variety and similarities, its consistencies and idiosyncrasies, its riches and its flaws. She put this perspective to use as a journalist at ABC News, CNN, and PBS; as a marketing consultant helping Hollywood studios such as Fox, Paramount, and Sony understand diversity and culture; and eventually as a novelist.



Aditi's novels are conscious of our ability to transform by changing the narratives that bind cultures together. Her works include the critically-acclaimed tale *Mirror in the Sky* (2016) and *Library of Fates* (2017), a feminist historical fantasy set in ancient India.

Aditi lives in Los Angeles where she reads, hikes, and explores L.A.'s eclectic architecture.

ADITIKHORANA.COM

@ADITI_KHORANA

ALBERT WENGER

THESIS-DRIVEN INVESTOR

Managing Partner at Union Square Ventures

Author of World After Capital

NEW YORK

Albert Wenger is a managing partner at Union Square Ventures (USV), a “thesis-driven” early-stage venture capital firm focused on investing in disruptive networks and known not only as an



influential force behind New York’s Silicon Alley startup scene but also for its thought leadership on the digital economy. USV’s portfolio companies include Twitter, Tumblr, Foursquare, Etsy, Kickstarter, Firebase, Behance, MongoDB, and Shapeways.

Before joining USV, Albert was the president of del.icio.us through the company’s sale to Yahoo and an angel

investor (Etsy, Tumblr). He previously founded or co-founded several companies, including a management consulting firm and an early data analytics company. In his book, *World After Capital* (2016), Albert describes the shift to a “Knowledge Age”—and its implications not only for businesses, but for all of us.

WORLDATERCAPITAL.ORG

@ALBERTWENGER

ALETHEA AVRAMIS

IMMERSIVE STORYTELLER

Filmmaker and Producer at Atlas V

LOS ANGELES & ATHENS

Alethea works at the intersection of innovation and traditional filmmaking in the burgeoning industry of VR/AR. With a focus on human rights and documentary storytelling, Alethea is passionate about content that connects cultures and finds ways to generate empathy through new technology. In addition to her work in VR, Alethea is an award-winning filmmaker who has worked extensively in Europe, Africa, Central America, and the U.S. She produced the Sundance 2016 and Tribeca 2016 official selection *Perspective: Chapter 2 - The Misdemeanor*, widely considered one of the best examples of narrative storytelling in VR. She also produced the first-ever series in 360 for YouTubeRED with Google Matpat's Game Lab.

Alethea was part of the producing teams of *Spheres*, a three-part series that invites viewers to explore the depth of space in VR. Co-produced with Darren Aronofsky and supported by Oculus and Intel, *Spheres* made history at the Sundance Film Festival 2018 as the first-ever VR project to be acquired in a seven-figure deal by a private investor.

Most recently, she co-produced *Vestige*, a creative nonfiction experience she'll screen at the House.



ALETHEAAVRAMISFILM.COM

@ALETHEACA

ALI RANDEL & KATHRYN MALONEY

ORG-OS DESIGNERS

Partners at The Ready
NEW YORK

Every person and organization runs on a unique operating system—a set of implicit rules, assumptions, values, and expectations that direct the way we live, work, create, and play. As organizational designers and management consultants at The Ready, Ali and Kathryn help their clients become aware of these phenomena, and make their systems more responsive, valuable, and meaningful.



Informed by her study of psychology and organizational behavior, Ali cares deeply about making individuals and organizations aware of their capacity to change. She works to help people understand the malleability of organizations and recognize the

power they have when they design them with intention. Ali loves how small yet practical surprises can create lasting change.

Resilient and deeply creative humans are at the foundation of any organization's operating system: this is a truth that Kathryn holds dear. By inspiring a committed few to change the way they meet, learn, think, and ask, a ripple effect is initiated, finds spread in the system, and a different discourse begins. Kathryn loves waking up each day to help further that conversation.

Together, they will help us think about our own OS programming—as individuals and in our organizations—in their *Find Your OS* session on Tuesday at the House.

THEREADY.COM

ALICE HAUGH

FUTURES ARCHITECT

Futurist at UNStudio

AMSTERDAM

Alice Haugh is a future shaper, in more ways than one. She trained as an architect at the Bartlett School of Architecture and later specialized in Urbanism and Societal Change at the Royal Danish Academy of Fine Arts. Alice has designed immigration centers, created post-Brexit passports, and planned for thoughtful evolution and renewed identity in changing London neighborhoods. During her time with the London Legacy Development Corporation, she helped envision a new arts district for the Olympic Park.

From redesigning the British government to examining the risks of sea-level change in Copenhagen, Alice is both curious about urban life in the future and actively involved in what it may become. She co-runs In-Between Economies, an urban think-tank that has been investigating ways in which technology affects the power structures of city-making in collaboration with Techfestival, Space10, and Copenhagen Architecture Festival. Since joining UNStudio as a futurist, Alice has been exploring the future of work with modular furniture company USM and working on visionary urban-scale interventions such as the modular European Hyperloop transport system.



ALICEHAUGH.COM

@ALICEHAUGH

ALICE THWAITE

FILTER BUBBLE-BURSTER

Founder & Editor of the Echo Chamber Club

OXFORD

Part philosopher, part media maven, and all ethics enthusiast, Alice is devoted to information diversity, inspiring constructive debate, and helping us find common ground. She studied History and Philosophy of Science at Cambridge and worked in tech and media but wanted to do more. In 2016, she founded the Echo Chamber Club, a group of cosmopolitan citizens that works to ensure readers access to a variety of viewpoints. She frequently speaks about internet ethics and information access in a digital age, including on the podcast she co-hosts with Andrew Strait.

She's currently completing a Masters of Science in Social Sciences of the Internet at the Oxford Internet Institute.



ALICETHWAITE.COM

@ALICELTHWAITE

AMANDA JONES

CANNABIS TEA MANUFACTURER

Co-Founder & Co-CEO of Kikoko Cannabis Teas
SAN FRANCISCO

Having studied neurophysiology and lived as a travel writer, photographer, and a “failed fashionista,” Amanda now applies her eclectic knowledge to a new venture: Kikoko Cannabis Teas. Launched with her friend and long-time collaborator Jennifer Chapin, Kikoko is a female-focused wellness brand that has garnered international attention. With the intention of offering a gentle alternative solution for chronic pain, sleep, and other health concerns, Kikoko produces upscale products for an emerging market: legalized recreational marijuana.



The duo has a list of “six unbreakable rules of doing business,” the first of which is: “No assholes!” The last one? “Make an impact!” This provides an idea of the socially responsible and soulful business Amanda is leading. In that capacity, she also sits on the Silicon Valley Executive Committee for Human Rights Watch.

KIKOKO.COM

ANDRE HADDAD

TRANSPORTATION TRAILBLAZER

CEO of Turo

SAN FRANCISCO

Andre has embraced the romantic in an industry that is speeding towards commodification, automation, and efficiency. Since joining the peer-to-peer car-sharing platform Turo in 2011, he has changed the brand, the strategy, and moved the focus from hardware to heart. He understands that travel is more than moving from A to B, and he has recognized that the cars on Turo's platform are valued because they are each part of a story, not just a fleet.

Before joining Turo, Andre was co-founder of the online comparison-shopping network iBazaar and CEO of the European auction marketplace Shopping.com, both of which were acquired by eBay in 2001 and 2005 respectively. He later held a number of roles at eBay, including senior vice president, product, where he was responsible for product management, design, and research at eBay's global marketplace business. Prior to iBazaar, he was brand manager at Procter & Gamble and a consultant at Booz Allen & Hamilton.

TURO.COM



ANDRIAN KREYE

IDEAS PERSON

Editor Arts & Ideas of Süddeutsche Zeitung

MUNICH



What's the job of a journalist? "Educate, uncover, reveal," the Enlightenment-era newspaper innovators of the 17th century would argue. Hundreds of years later, Andrian keeps these values alive as the editor of the Arts & Ideas section of *Süddeutsche Zeitung*, the largest German-language daily.

Before joining *Süddeutsche Zeitung* in 2000, Andrian had written numerous feature stories for magazines in Europe and the U.S. For ten years he served as a contributing editor to the weekend magazine of the daily *Frankfurter Allgemeine Zeitung*, and was one of the founding editors of *Tempo*, the "Magazine for Zeitgeist" based in Hamburg. From 1987 to 2006, he lived and worked in New York (from 2000 to 2006 as *Süddeutsche's* U.S. cultural correspondent).

Andrian is the producer of several award-winning documentaries and the author of five books: an exploration of minority cultures in the U.S. (*Uprise of the Ghettos*), a collection of short stories (*Grand Central*), reports on New York (*Broadway at Canal*), an anthology of his experiences in hot spots such as Bosnia, Colombia, Rwanda, and Sudan (*Dispatches from the Combat Zone*), and most recently a book about artificial intelligence (*A Creation Mandate for Machines*).

@AKREYE

ANNELISE STAAL

SOFT-SKILLED CHANGE AGENT

*Director of Soft Skills Strategy
for Customer Success Group, Salesforce*

SAN FRANCISCO

The human professionals of the future will be valued not only for their knowledge and competence, but also for their empathy, kindness, and passion. As the director of soft skills programs at Salesforce, AnneLise works to make this future a reality. In her role at Salesforce, she mixes supposed opposites, blending inner truths with efficiency-driven engineering and automated rigor. When it comes to integrating emotional intelligence into an increasingly quantified business world, AnneLise is on the cutting edge. Prior to

Salesforce, AnneLise was a partner at digital transformation firm Sequence (acquired by Salesforce) and a program manager at Frog Design.



ARTISTIC INTELLIGENCE

ARTS COLLECTIVE

BERLIN

Artistic Intelligence was founded with the intention of raising the consciousness of our economy. The five creators, Silke Bartsch, Simon Berkler, Karoline Rütter, Susanne Schirdewahn, and Romas Stukenberg, forge relationships between leaders in the arts and humanities and business. Representing a diverse set of backgrounds in organizational development, brand, design, and fine arts, they appreciate both the corporate world as well as the cosmos of the arts.

An ensemble of passionate believers in the necessity of fourfold value creation in companies, incorporating profit, people, planet, and poetry, Artistic Intelligence uses their practice to advance the work on business challenges, including questions of self-leadership organizational relations, innovation, and strategic positioning.



This November, Artistic Intelligence will physically embody the spirit of the House of Beautiful Business, which is meant to be a temple of muses. A dedicated space—the Museum of Beautiful Business—will invite all attendees to explore, through hands-on experience, what makes business genuinely human and beautiful.

ARTISTICINTELLIGENCE.DE

ARUN CHAUDHARY

FILMMAKER

Partner at Revolution Messaging

HOUSTON

To lead a movement, you need a story, and this is exactly what Arun specializes in creating. Arun was the White House Official Videographer, a new role developed specifically for him at the beginning of the Obama administration. Known as the “First Cameraman,” Arun followed the former President from the campaign trail to the White House and beyond, capturing moments of public grandeur and instances of human intimacy. During his tenure, he wrote, produced, shot, and edited more than 60 episodes of *West Wing Week*, the first-ever online video diary of the White House, documenting the President through his rigorous weekly agenda. Arun’s favorite moments were the times in between, the liminal spaces before a big event, when the personal and political aspects of his subject’s life merged.



Since then, Arun has continued to work as a filmmaker in politics as a partner of the full-service political communications agency Revolution Messaging, and in roles such as creative digital director of Bernie Sanders’ 2016 presidential campaign. A 2017 House of Beautiful Business Resident, we can’t wait to have Arun and his uplifting style of dark humor back for a second term.

REVOLUTIONMESSAGING.COM

@ARUNCHAUD

ASHLEY GRICE

PURPOSE-DRIVEN MATCHMAKER

*CEO & Managing Director at BrightHouse
ATLANTA*

In her role as CEO and managing director at BrightHouse, Ashley uses her unusual combination of gifts—including pattern recognition, logic puzzle solving, and diplomacy—to bring people together in partnership to create beautiful change. A strategic and creative thinker, she wandered through a variety of industries, including automotive, hospitality, spirits, and sports retail before rejoining BrightHouse after a five year hiatus to lead the global consultancy’s growth. A mother, writer, and self-described “silver lining seer,” Ashley helps leaders enable real change in companies, leadership teams,

and individuals. Nurturing passion for learning, she is involved in the board of L.E.A.D., an organization that helps at-risk youth graduate high school by using baseball as an enabling resource.



THINKBRIGHTHOUSE.COM

BASTIAN BERGMANN

DEEP TECH PIONEER

Co-Founder of 12traits

BERLIN



A former professional hockey player and journalist, Bastian believes that insight into our genuine wants can unlock the potential of humankind. As the co-founder of the Berlin-based startup 12traits, he seeks to reveal these aspirations and reclaim psychographic profiling for good, and forever.

A deep tech venture builder at WATTx and a management consultant in his earlier life, Bastian continues to dedicate much of his time to understanding the mechanics of platforms and tech ecosystems. He advises startups, corporations, and public institutions, with a focus on the gaming industry.

@MOUNTAINMAN2029

BENJAMIN SCHLEZ

MUSICIAN-IN-RESIDENCE

Composer, Guitarist, & Producer

BERLIN

Benjamin is a professional guitarist, composer, and producer. As a member of bands including Paula and Mr. Ed Jumps The Gun, he has taken to the stage in more than 500 concerts across Europe and South Africa. As a music producer for film, theater, and commercials, as well as other musical acts, he has won accolades from institutions such as the John Lennon Competition. Benjamin can also be found teaching music workshops at the Hamburg Film Festival. He returns to the House in 2018 to score and record the soundtrack of our gathering.

BENJAMINSCHLEZ.COM



BRAD WHITE

PURPOSE ECONOMIST

President, Europe and Middle East of BrightHouse

BERLIN

Brad helps BCG's global business clients from the inside out by aligning their purpose with performance. Brad believes that a deep understanding of a company's "Why" and "How" will connect employees with each other, the company's mission, stakeholders' needs, and shareholders' benefit to improve both performance and impact.

After starting his career at BCG in 2001, he left to co-found his own venture: a brand and marketing strategy firm that was later acquired by Prophet. In his role as president, Europe and Middle East of BrightHouse, a BCG Company, Brad brings deep experience in industrial goods, automotive, travel and tourism, telecom, healthcare, public sector, consumer products, and coaching teams of both consultants and girls lacrosse.

In addition, he lectures at UNC, Emory, and Vanderbilt, and previously served on the Executive Committee of the Product Development and Management Association's Board of Directors.

At the House, Brad will discuss the purpose of nations and how they can find their way without nationalism.



@GBRADWHITE

BRENNAN LODGE

DATA NERD ON WALL STREET

Data Scientist Vice President at Goldman Sachs

NEW YORK

Brennan is a self-proclaimed data nerd. He has been working in the financial industry for the past ten years and is striving to save the world with a little help from our machine friends.

He has held cyber security, data scientist, and leadership roles at JP Morgan Chase, the Federal Reserve Bank of New York, Bloomberg, and Goldman Sachs. Brennan holds a Master in Business Analytics from New York University and participates in the data science community with his non-profit pro-bono work at DataKind, and as a co-organizer for the NYU Data Science and Analytics Meetup.



Brennan is also an instructor at the New York Data Science Academy and teaches data science courses in R and Python.

@BLUDGE8

BRETT SCOTT

ECONOMY HACKER

Journalist, Campaigner & Author of [The Heretic's Guide to Global Finance: Hacking the Future of Money](#)

LONDON



Brett Scott is a journalist, campaigner, former derivatives broker, and the author of [The Heretic's Guide to Global Finance: Hacking the Future of Money](#) (2013), in which he covers the inner workings of financial institutions, including the cultural dimensions of the financial system. He works on finance reform, alternative finance, and economic activism with a wide variety of NGOs, artists, students, and startups, and writes for publications such as [The Guardian](#), [New Scientist](#), [Wired Magazine](#), and [CNN.com](#).

He produced the 2016 UNRISD report on blockchain technology and cryptocurrencies and is a senior fellow of the Finance Innovation Lab, an associate at the Institute of Social Banking, and an advisory group member of the Brixton Pound. He helps facilitate a course on power and design at the University of the Arts London and hosts workshops on alternative finance with The London School of Financial Arts.

SUITPOSSUM.BLOGSPOT.COM

[@SUITPOSSUM](https://twitter.com/SUITPOSSUM)

CARLOS DE MELO RIBEIRO

SOCIAL SILVER AGER

Social Entrepreneur & former CEO of Siemens Portugal

LISBON

After a long career in the corporate world, Carlos has followed a second career path which is dedicated to social entrepreneurship.

His career started in 1984, when he took on various responsibilities from marketing to finance for Siemens in Portugal, Austria, and Germany. Following the opportunities of the career ladder, he led Siemens, S.A. in Portugal from 1995 until 2016, during which his team and its performance obtained the highest recognition with the organization. Among other activities, he was also a member of the General Council of AEP, a founding member of COTEC, and a member of the Strategic Guidance Council of UCP.



In 2002 he obtained the medal of merit of the Federal Republic of Germany, and in June 2004 he was awarded the honorary title of the Order of Industrial Merit by the President of the Portuguese Republic. Searching for a different type of fulfillment in work and life, he then left the corporate environment and has since then engaged himself in social entrepreneurial projects as well as his own impact-driven ventures.

CARLOS NUNO GOMES DA SILVA

BUSINESS HUMANIST

CEO & Vice Chairman of the Board of Directors of Galp Energia
LISBON

Humans. Networks. Energy. All of these are needed to run a business, grow a movement, and build a future. As CEO of the Portuguese energy company Galp, Carlos has unique insight into all of the above. By growing resilience in the hearts, bodies, and minds of his company, he's leading Galp towards a sustainable future based on not only innovation and engineering, but also human learning and talent development. His ultimate goal is to develop viable energy solutions that literally move our lives forward.

Carlos has wide experience in the Oil and Gas sector where he spent most of the 27 years of his professional career. He joined Galp Energia in the early 90s, and in that decade he held several management roles in Refining, Supply, Trading, Planning and Control, and Strategy. From 2001 to 2007, he worked in the beverages industry at Unicer (a Carlsberg Group company), where initially he was responsible for Strategic Planning and M&A and then served as chief operating officer.

He rejoined Galp Energia in 2007 as a member of the Board of Directors, also becoming an Executive Director in 2008. He was in charge of several corporate areas, such as Procurement, HR, Marketing, Investor Relations, Communication, Innovation, and Legal & Compliance. He was appointed Galp Energia's CEO and vice chairman of the Board of Directors in April 2015.



CHARLIE AUFMANN & LAUREN RUBEN

DESIGNERS OF HOSPITALITY

Experience Design Lead & Experience Researcher at Airbnb

SAN FRANCISCO

Charlie and Lauren lead design and research for Airbnb Experiences, a marketplace providing travelers with unique activities created and hosted by locals all over the world. Inspired by Airbnb's mission, "To help create a world where you can belong anywhere and where people can live a place, instead of just travelling to it," the newly launched platform now enables visitors to live like locals.



Enabling a form of transformational hospitality by empowering Airbnb hosts, Charlie and Lauren are both passionate about connecting new people, new ideas, and new environments.

For Charlie, design first evolved from a hobby into a career, and now into a new way of thinking. His goal is to create meaningful and memorable travel experiences that shape perspectives and worldviews by immersing oneself in new cultural contexts.

In a similar spirit, Lauren spends her time asking "why" to learn more about people and cultures. From exploring the worlds of traditional Chinese medicine practitioners to observing human behavior behind a screen, her research always intends to help solve problems in new ways.

CHLOÉ STÜCKELSCHWEIGER

TREND RESEARCHER

Founder of Buro Granulate

LISBON

The founder of the trend forecasting firm Buro Granulate, Chloé is on a quest to connect the dots between theories and disciplines, cultures and continents, present and future. As a trend researcher, she keeps her finger on the pulse of our collective understanding, drawing insight from the fringes to identify the mainstream yet to come. From nutrition breakthroughs to changing color



preferences to the future of work, Chloé is bound to know about it, and she's unafraid to investigate what those signs tell us about human nature. She'll answer queries both trend-related and philosophical, and pose a few of her own at this year's House of Beautiful Business.

BUROGRANULATE.NET

CHRISTIAN GUTTMANN

AI AGENT FOR GOOD

*Vice President, Global Head of Artificial Intelligence
& Chief Artificial Intelligence and Data Scientist of Tieto
Co-Founder of the Nordic Artificial Intelligence Institute (NAII)
STOCKHOLM*



Christian Guttman is a German-Australian scientist and entrepreneur whose expertise was honed at leading scientific institutes. He has more than 25 years' experience working for the world's largest IT companies as well as starting and working at several startups in the AI, healthcare, and data spaces.

As the global head of artificial intelligence and chief artificial intelligence and data scientist at Finnish IT software and service company Tieto, Christian now seizes opportunities in the cross-section of advanced science and industry, with a focus on AI, machine learning, computer science, and big data. Tieto has developed several social-impact focused AI projects. Last year, for example, it partnered with the City of Espoo to launch a data-driven experiment that combined a vast amount of social and health data to analyze and identify new proactive means of preventing social exclusion.

Christian holds an adjunct position as a professor at the University of New South Wales in Australia, and is an adjunct researcher at the Karolinska Institute in Stockholm, Sweden. He is also the co-founder and executive director of the Nordic AI Institute (NAII), a global alliance dedicated to using AI and machine learning for social and economic prosperity in the Nordic countries and beyond.

@CHRISXTG

CHRISTIAN 'MIO' LOCLAIR

MOTHERBOARD MOONWALKER

Founder & Creative Director of Waltz Binaire
BERLIN

Christian 'Mio' Loclair finds harmony in polarity. A former robo-dancer, computer scientist, and choreographer, Christian is the founder of Waltz Binaire, a creative studio that specializes in the intersection of art and technology. He founded the studio to explore “the poetic collision of human desire and cutting-edge technology [that] illustrates our present age with digital harmony and voltaic friction.”



He aims to connect synthetic realities and deeply engaging moments through immersive audio-visual experiences, digital narratives, and interactive media performances. By applying generative design and artificial intelligence to the process, he translates data into meaningful artworks and converts algorithms into creative partners.

Christian's award-winning art of immersive installations, digital projections, and theater performances is shown around the globe.

He has brought his latest work to this year's House: an AI that looks at itself and documents its impressions, aptly named Narciss.

WALTZBINAIRE.COM

@WALTZBINAIRE

CHRISTINE PAUSEWANG

NEW SCHOOL NUTRITIONIST

Partner at Biocol Labs

LISBON

Something for headaches, something for hangovers, something for happiness: we all need a little help once in a while. Those “somethings” are the inspiration behind the products in Biocol’s product line: a designerly offering of natural supplements engineered with optimal health in mind. In 2015, Christine’s fiancé suggested they move to Portugal and work together for his family’s business, Biocol Labs, a natural pharmaceutical company, created in Portugal in the late 70s. They initiated a complete overhaul of the brand turning it into something compelling, accessible, and inspiring to today’s health-conscious and aesthetically-aware consumers. Combining her personal interest in nutrition with her background in fashion retail, the results have been just the thing the business needed.

BIOCOLLABS.COM



CHRISTOPH KNORN

TALENT MAGNET

Global Director of Employer Branding at Siemens

MUNICH

Companies don't move the world forward, people do. Few embrace this credo more than employer branding groundbreaker and returning House Resident Christoph Knorn. His understanding of business is perhaps best reflected in his appreciation of motorcycles, which are uncompromising in their engineering yet unmistakably human in their joyful novelty. When assembled, both become more than the sum of their parts.



Christoph studied psychology in relation to both industry and art, with an intriguing foray into forensics as well. How better to prepare the modern romantic for corporate life than a wealth of insight, a taste for beauty, and a dash of the macabre?

Since 2014, Christoph has championed the humanity of a company driven by electrification, digitalization, and automation: Siemens. He has set industry benchmarks in terms of both attracting talent and evidencing what purpose looks like at scale.

@CHRISKNORN

CHRISTOPH QUARCH

MEANING MAKER

Philosopher, Author & Consultant

FULDA

Christoph Quarch is a German philosopher, bestselling author, speaker, lecturer, and meaning maker with a free spirit. In his consultative work, he aims to awaken the soul of organizations by helping them find a common language. For Christoph, the essence of philosophy entails considering the questions that concern making a meaningful life. In one of his recent books, *Officina Humana* (2017), he describes the workspace as an effective tool for business and personal growth—as long as it links functionality with poetry.



His philosophy is rooted in the tradition of Hans-Georg Gadamer, author of *Philosophy of Hermeneutics*, whom he worked alongside while studying at Heidelberg University. Referencing philosophers from Aristotle to Heidegger, with a special affinity for Plato, Christoph's own purpose is interpreting human existence in terms of living a good and healthy life.

At the House of Beautiful Business, Christoph will introduce his approach to discovering beauty in the corporate world that can nurture and energize human creativity, responsibility, and courage.

CHRISTOPHQUARCH.DE

@PHILOSOPHQUARCH

CHRISTOPHER EOYANG

REALISTIC TIME TRAVEL ENTHUSIAST

*Global Investor & VP of Business Development
and Global Projects at Boom Supersonic*

UP IN THE AIR

Just as commercial air travel redefined our concepts of time and space and allowed for a new era of globalization, Christopher and the team at Boom Supersonic are preparing to begin a new chapter in mainstream human transportation. Spanning distances in about half the time, Boom projects will be able to fly passengers from New York to London in just over three hours, and from Tokyo to San Francisco in five and



a half. What this will mean for human interaction, global economies, and the 21st-century business traveler is yet to be seen, but with Virgin and Japan Airlines already signed on as operators, it appears that Boom may soon bring us together faster than ever before.

Christopher spent 24 years at a U.S. investment bank in a variety of macro and strategy research roles. Since then he has invested globally as an active angel. He is also a co-founder and partner of a London-based film and TV production company. He divides his time between San Francisco, Hong Kong, Manila, and Honolulu.

BOOMSUPERSONIC.COM

CLARE JONES

PLACEFINDER

CCO of what3words

LONDON

The CCO of the startup what3words, Clare, along with her collaborators, has created a new way to help find our place in the world, literally. what3words is the world's first addressing system designed for voice—every 3m x 3m square in the world has been assigned an address made of just three words from the dictionary. These 3-word addresses can be used to route cars or drones, used as an address when ordering online, or simply given as a meeting point for a picnic in the park. what3words is used in 170 countries and being adopted by governments all around the world as an official addressing system.

From working with the London-based impact investment firm ClearlySo to setting up the youth employment initiative 2nd Chance, Clare has always been involved with social enterprise and impact investing. She serves as non-executive director on the board of various social enterprises in the U.K. and also volunteers with the Spires Streetlink project, doing night-time health outreach for street-based sex workers in London.

WHAT3WORDS.COM

@CLAREMARYJONES



COURTNEY HOHNE

STORY SPINNER FOR DREAMWEAVERS

Storyteller for Moonshots, X
SAN FRANCISCO

Courtney Hohne tells the stories behind the stories. As the marketing and communications lead for X, which was founded by Google, Courtney and her team develop messaging and positioning for new moonshot technologies, build brand identity, and coordinate pilot tests, customer trials, and community relations for the various moonshots that are born and nurtured in the factory. Courtney provides key stakeholders with critical information about self-driving cars (now Waymo), Loon Internet balloons, Wing delivery drones, smart contact lenses and other life sciences projects (now Verily), and more.



Prior to X, Courtney spent ten years on Google's communications and public affairs team, working on most product areas around the world. She served as the head of Google's Asia Pacific product communications team as well as head of communications for Google Australia and New Zealand.

She began her career as a high school English teacher and tennis coach, and later worked for public relations agencies including the Bingham Group, SIPR, Burson-Marsteller, and OutCast communications. Courtney holds a BA in English from Harvard University.

@COURTNEYHOHNE

DAVE & HELEN EDWARDS

AI INTELLIGENTSIA

CEO & CPO of Solve Next

BEND, OREGON

Dave and Helen are CEO and CPO of Solve Next, an innovation software and services company combining the best of human and artificial intelligence. Over the past decade, Dave and Helen have founded four companies together. Most recently, they co-founded Intelligentsia.ai, which researched how humans and machines will work together in the age of AI. They sold Intelligentsia.ai to Quartz, a division of Atlantic Media, and then co-led Quartz's AI information platform. They are co-authoring an upcoming book that describes the impact of AI on human work and serves as a guide to human-machine collaboration.



Dave is a trend-spotter, analyst, and storyteller. He has spent his career distilling and advancing big technology trends like the internet, cleantech, and AI. His brain is split in two, with half dedicated to creatively designing consumer experiences while the other half has an uncanny ability to find the right metric to measure and build upon. His past experience includes being head of software application marketing at Apple, head of consumer strategy at SunPower, and a lead technology research analyst at Morgan Stanley.

Helen has spent her career at the edges of chaos; where technological innovation collides head-on with traditional ways of doing things. She's been described as being able to see new relationships and counter-intuitive outcomes; to "link the un-linkable." Her past experience includes being CIO of Transpower, New Zealand's national grid, head of emerging products at Pacific Gas and Electric, and head of corporate venturing for Meridian Energy.

@DEDWARDS & @HEKIWI1

DIJANA GALIJASEVIC & DIOGO TEIXEIRA

ATTACHMENT AFICIONADOS

Creators of cour-age

MADRID AND LISBON

While they come from very different places, both Dijana and Diogo take an experimental approach to social innovation.

Dijana is an organizational development strategist based in Madrid. She co-founded MindfulLife.io, a company focused on organizational development and well-being with a focus on mindfulness and a positive work environment. Among her passion projects is Positive Business Lab, an effort she co-initiated that seeks to integrate human wholeness into organizations with a spirit of kindness, experimentation, and authenticity.



Diogo is a Portuguese urban designer, researcher, and educator based in Lisbon. He, too, has a strong entrepreneurial streak and co-founded Beta-i, which has become one of the largest entrepreneurship and innovation organizations in Europe. In addition to his teaching and civil engineering work, Diogo is an active researcher with a particular interest in affect and public space. Through a number of international projects, he explores how architecture can create emotional attachment to a place.

Both of them believe in collaboration, transdisciplinary dialogue, and learning by doing. Dijana and Diogo are creating a participatory art installation for the House that may make our hearts skip a beat.

DIMITRI OZERKOV

CURATOR OF CONTEMPORARY CULTURE

Director of Contemporary Art at the State Hermitage Museum

ST. PETERSBURG

Curator, essayist, and art historian Dimitri Ozerkov has taken on a unique challenge: changing the relationship between Russian audiences and contemporary art. Nurturing an appreciation for the radical in historically conservative cultural territory is no small task—as many business leaders know—but Dimitri has been forging his path with vision and tact.

As the director of contemporary art at the largest art museum in Russia, Dimitri has brought new life to the halls of the State Hermitage, adding contemporary artists to the museum's collection of masters and hosting exhibitions by the likes of Chuck Close, Ilya and Emilia Kabakov, and the Chapman brothers. He has been instrumental in transforming the historic once-military General Staff Building into the museum's new contemporary art wing, he curated the museum's first-ever contribution to the Venice Biennale in 2011, and served as Commissioner during Manifesta 10 in St. Petersburg.



By pushing the envelope just enough, Dimitri is making the Hermitage more than just another “stamp in one’s cultural passport.” Above all, he sees the arts as a catalyst for dialogue, and we look forward to engaging him in exactly that at this year’s House of Beautiful Business.

OZERKOV.ART

DIRK JEHLICH

SURPRISE STRATEGIST

Managing Director of different

BERLIN



Multiplying those that delight, and minimizing those that demise, that's how Dirk from different helps clients deal with surprise. Together with the teams in Munich and Berlin, Dirk creates brands with purpose, communication with meaning, and offerings with impact.

As one of the most progressive strategy consulting firms in Germany, different has been a long-standing partner to companies such as the Volkswagen Group, Deutsche Telekom, Porsche, MTU, EnBW, and IKEA. different's approach to strategic surprise and future fitness is radical yet reflective, and the evolutions the company inspires are as exciting as they are empowering.

Dirk worked long years in trend research, so he is accustomed to being a few steps ahead. In this spirit, he founded something new this year: Blaue Wunder—a private playground for business as art based in Berlin.

DIFFERENT.DE

@DIRK_POF

EBRU KÖKSAL

FOOTBALL AND FINANCE FORERUNNER

Senior Advisor of J. Stern & Co.

Chair of Women in Football

Former Fifa & Uefa Consultant

Former General Manager of Galatasaray Istanbul Sports Club

ISTANBUL

While Ebru's life is inextricably tied to football (soccer), her background is in finance. This all changed when AIG's private equity fund chose to invest in Galatasaray, a major Turkish soccer club based on the European side of Istanbul. Ebru, a life-long fan, worked on the proposal. What began as a six-month stint at the club turned into a new career for this reformed economist. Since she was brought on in 2001, she served as Galatasaray's general marketing manager, the marketing and finance group head, and the stadium general manager. Following the merger of football, stadium, and marketing companies in 2010, Ebru was tasked with leading the merged entity, Galatasaray Sports Club, as the general manager. She was named Executive of the Year by Stadium Business Awards in 2011.

In 2010, she became the first and, to date, only woman to be elected to the Executive Board of the European Club Association, and she served as the vice chairwoman of ECA's Institutional Relations Working Group. A year later, she became the first and only female general secretary of the Turkish Football Federation. Ebru is passionate about leadership and gender equality, and, of course, the beautiful game. She is the chair of Women in Football, a network of professional women working in and around the football industry, and received the Making a Difference award by HBS Executive Education in 2018.



EDA ÇARMIKLI AND MARKUS LEHTO

HUMAN ALGORITHM HUMANS

Entrepreneurs

ISTANBUL

Eda is a community builder, yogi, and blogger. Markus is a real estate developer, consultant, and musician. Both are Istanbul-based entrepreneurs, and together, they form the heart of an international tribe.

By understanding their work life as their life's work, they have begun to shift paradigms and move the focus of occupation away from simply economic value and towards a life well lived.

The duo co-founded Joint Idea with three other partners in 2015 and have been making waves in the Bosphorus and beyond ever since. What began as a purpose-driven co-working space has evolved into a “human algorithm” of global connections and collective intelligence that has attracted a cohort of changemakers they call the Love Mafia.



Lifeworks Labs—Joint Idea’s collaborative training venture—brings these resources together to help both individuals and organizations to develop themselves: mind, body, and soul.

We’re happy to have Markus and Eda back in the House this year with all their vibrant energy, thoughtful presence, and trusty backgammon boards.

LIFEWORXSLABS.COM

ELAD VERBIN

APOSTLE OF HUMANISTIC TOKENIZATION

Lead Scientist and Founding Partner of Berlin Innovation Ventures

BERLIN



As a theoretical data and computer scientist, Elad has been following blockchain technology since the 80s, and he leans on the humanities and other disciplines to shape its future. He is keenly aware of the high hopes associated with the rise of the decentralized web and passionate about finding ways to protect the democratizing potential of crypto economics. In order to “design

cryptoeconomic systems of long-term utility, viability, and success,” he argues that “experts in actual human economic behavior, such as public policy experts, behavioral economists, and social scientists need to be included in the design process.”

Elad holds a postdoc degree from the Computer Science department of Aarhus University, completed his PhD with Haim Kaplan at Tel Aviv University, and is a founding partner at Berlin Innovation Ventures.

@VERBINE

ESTHER BLAZQUEZ

EXECUTOR OF ENGAGING EVENTS

Events Planner at Typeform

BARCELONA



Esther knows that heartfelt encounters create lasting business impact, and she knows how to create them. From organizing an inspirational talk series to hosting in-house hackathons, she keeps the team at Typeform informed, engaged, and entertained.

Before joining the human-friendly, conversational data-collection team at Typeform, she worked for P&G and Filmalia and produced a documentary funded by the European Commission.

During her time in the Spanish startup scene, she led marketing and events at the Barcelona locations of Startup Bootcamp and betahaus.

At this year's House of Beautiful Business, Esther will host analog personal feedback sessions in the Chamber of Deep Emotion.

@BLAZQUEZ_ESTHER

FLORIAN KLAGES

PEOPLE AND PURPOSE PATRON

Head of People & Culture at Axel Springer SE

BERLIN

For the past year, Florian has overseen human resources and company culture at Axel Springer SE, the largest digital publishing house in Europe, which includes numerous multimedia news brands, such as Bild, Die Welt, Business Insider, and Fakt, and employs more than 15,000 people. Springer's flagship tabloid, Bild, is the highest-circulation newspaper in Europe with a daily readership in excess of 12 million.

In the midst of the company's ongoing digital transformation, Florian is leading Axel Springer's purpose quest, aiming to answer the question of "why do we exist and what's the future promise we communicate to our employees?"

Prior to his role at Axel Springer, Florian held managerial positions at Berliner Morgenpost, Berliner Zeitung, Ullstein GmbH, and Media Impact, where he was responsible for the marketing strategies of national and regional newspapers.



At the House of Beautiful Business, Florian will report on Springer's transformation and discuss why the "why" matters, even for a media company with such strong inherent purpose as Springer.

@FLORIANKLAGES

FLORIAN LANGENSCHIEDT

ENLIGHTENED DIGERATUS

Publisher, Investor, & Author

BERLIN



Florian Langenscheidt navigates the fine lines between digitization, market, and the arts. A great-great-grandson of the founder of the Langenscheidt Publishing Group, the renowned dictionary company, he found his way into the world of literature and media.

Since 2002, Florian has been a member of the supervisory board and shareholder of the Langenscheidt Group, and a member of the supervisory board of publishing house Brockhaus.

Florian holds both enthusiastic and critical perspectives of the digital revolution, advocating for a moderate use of new technologies and media, with an eye on human flourishing. In one of his latest books, *1000 Glücksmomente* (2010), he sheds light on the simple pleasures that ensure a truly beautiful life beyond short Instagram stories.

Florian has also been active in many social initiatives involving children's education and care. He is a member of the World Wildlife Fund's (WWF) board of trustees, initiator and head of the executive board of Children for a Better World, partner of the German Children and Youth Foundation, and a member of the Board of Trustees of the Foundation for Reading (Stiftung Lesen), German Olympic Association, and Deutsches Museum. He is also a member of the Chairman's Council of the Museum of Modern Art in New York and the Board of Trustees of the Institute for Advanced Studies at Princeton University.

@FLANGENSCHIEDT

FRANCESCA DANZI

EXPERIENCE FASHIONISTA

Chief Client Officer, Tory Burch

NEW YORK

Francesca helps organizations embrace digital change and develop personalized relationships that drive loyalty and growth across channels and countries. As the founder of Danzi Consulting and in her new role as chief client officer of Tory Burch, she inhabits the intersection of luxury brands and digital design. With more than 15 years' experience in customer experience and retail transformation, Francesca now draws on a new, multi-disciplined, data-driven, and collaborative marketing approach to master the complex portfolio of today's responsibilities and capabilities.



Before joining Tory Burch, Francesca led the digital transformation at Burberry and communications at Chanel. She is a member of the London Tech Advocates group as well as a board advisor of retail and fashion startups like Cheerfy.com and Modist.co.

@DANZIFRA

GEORGIA FRANCES KING

ANTIPODEAN IDEATOR AND EDITOR

Ideas Editor at Quartz

NEW YORK

Born in Australia, Georgia is currently based in New York where she is the ideas editor for Quartz, the business news outlet for digital natives. Georgia brings a quality-of-life focus to the future's most pressing topics by translating dense, academic subjects into engaging content.

A New York Times best-selling editor, she has led international teams of award-winning journalists and has moderated blockchain panels at the UN, spoken about primal psychology at Creative Mornings, and facilitated Global Future Councils for the World Economic Forum, among others. Formerly the editor of the award-winning design magazine Kinfolk, Georgia has fused her background in lifestyle journalism with her passion for emerging technology. She can also write a limerick on any subject in less than five minutes.



GEORGIAFRANCESKING.COM

@GEORGIAFRANCESK

GHISLAINE BODDINGTON

BODY TRANSFORMER

Creative Director of Body>Data>Space and Women Shift Digital
LONDON

Ghislaine is an artist, curator, researcher, and director who believes we should use our whole bodies as a means for digital interaction. She comes at tech from the performing arts, which inspires her embodied perspective and ongoing creative practice. Ghislaine is intrigued by technology's immersive potential and often explores the ability of technology to augment our senses through her performance works and interactive installations. She sees a future in which we connect ourselves into a networked "multi-self," an "Internet of Bodies" bound by sensors and implants, tele-intuition, and a dissolution of the boundaries between physical and virtual.



As the creative director of body>data>space, Ghislaine advocates for the living body as the focus of all interaction design, an approach which leads to a stunning blend of performance, architecture, new media, and virtual worlds. She is also the co-founder and director of Women Shift Digital, a conference, debate, website, and program series for people of all genders designed to celebrate women in digital careers and influence the influencers.

She's a member of the Editorial Board of Springer's AI & Society journal, an advisor for the Stemettes, and also the co-host of the BBC's flagship technology radio program, BBC Click.

BODYDATASPACE.NET

@GBODDINGTON

GIANPIERO PETRIGLIERI

UNREPENTANT COSMOPOLITAN

Associate Professor of Organizational Behavior, Insead

FONTAINEBLEAU

A visionary voice in the fields of leadership and organizational behavior, Gianpiero is an associate professor of organizational behavior at leading business school INSEAD. His award-winning research and teaching focus on what it means, and what it takes, to become a leader. At INSEAD, he directs the Management Acceleration Programme, the school's flagship executive program for emerging leaders, and chairs the initiative for Learning Innovation and Teaching Excellence. Furthermore, Gianpiero has



chaired the World Economic Forum's Global Agenda Council on New Models of Leadership and was named one of the 50 most influential management thinkers in the world by Thinkers50.

A prolific writer, much of his recent work has centered around the topic of “nomadic professionalism”: the burgeoning trend of

transient career lives that are rapidly becoming the new normal.

How can individual professionals cope with the uncertainty of this gig economy? How can we bring our full selves to work—not because it will increase productivity or happiness, but because it will make us more alive?

GPETRIGLIERI.COM

@GPETRIGLIERI

GREG SHERWIN

PROBLEM-SOLVING POLYMATH

Senior Principal Engineer at Farfetch

LISBON

Greg Sherwin is an engineering superstar who has served as VP/SVP of Engineering at a number of Silicon Valley start-ups and established businesses including CNET Networks (now CBS Interactive), NBC Internet, TeeBeeDee, Yola.com, Regalix, and Singularity University. He also co-founded the national website for the American Red Cross.



Prior to working in the online world, Greg contributed his expertise in several university research labs including working on control systems for satellite communications at the Johns Hopkins University Applied Physics Laboratory and taking part in high-energy research among the theoretical and experimental particle physicists at the Stanford Linear Accelerator Center.

These days, he's rebuilding retail ecosystems as the senior principal engineer at Farfetch. You'll also find him mentoring local Lisbon startups and serving on the Advisory Board for the House of Beautiful Business.

HANS-PETER COERPER

MASTER MEDIATOR

Management Coach & Consultant

FRANKFURT

Hans-Peter believes that relationships are the secret to any organization's longevity. He has dedicated his career to helping keep those connections strong while uniting conflicting interests, especially when obstacles stand in the way.

After studying Law at Ludwig-Maximilians University in Munich, Hans-Peter began his career working in Chicago at a law firm specializing in mergers and acquisitions. Since then, he has held a number of leadership roles at firms including SAP and Lufthansa, working primarily on supply chain management and sustainable procurement. He founded his own consulting firm in 2008.

Over the years, Hans Peter has become skilled in the art of conflict mediation, a critical task to which he takes a very human approach. At the House, he'll share his hard-won expertise and help us develop our own ability to reach fruitful compromises.



COERPER-CONSULT.COM

HENRIETT VENTURA & XAVIER CARMO

MOVERS AND SHAKERS

*Dancers & Choreographers of the Companhia Nacional De Bailado
(National Ballet Company of Portugal)*

LISBON

A global citizen, Henriett Ventura has graced stages around the world. She began her dance career at the ballet school of Gyor in Hungary and then earned a full scholarship to complete her professional training at the Vaganova Dance Academy in St. Petersburg, Russia. After joining the Hungarian Festival Ballet, she moved to Portugal to join the Companhia Nacional de Bailado (CNB), where she stood out in leading roles of Olga Roriz's works such as *Pedro e Inês*, *Rite of Spring*, and *Orpheus and Euridice*.

Born in Lisbon, Xavier Carmo is a professional dancer, choreographer, and protector of nature. After graduating from the Conservatório Nacional de Dança (National Dance Conservatory), he completed his degree in naturopathy with a specialty in osteopathy. Following his credo "know thyself, follow your nature," he draws inspiration from nature and outdoor endeavors such as surfing.

Henriett and Xavier have created works for the Quorum Ballet and for the CNB Young Choreographers programs. They have collaborated with São Castro and António Cabrita to create *Tábua Rasa* and *Turbulência*, two award-nominated



choreographies by DGArtes. For the House, Henriett and Xavier are creating a new choreography.

CNB.PT

IAN WILLIAM CRAIG

COMPOSER

VANCOUVER

In many ways, Ian's work defies description. While he works primarily with sound as a composer and classically trained vocalist, he's also an award-winning printmaker, writer, and photographer. His music, too, eludes strict classification. He is known for using broken tape machines, and his songs are a swirling, alchemic blend of majestic, manipulated vocals; well-constructed keyboard melodies; and a wash of gentle drone.



Recently, Ian has become fascinated with the notion of what the process of memory might physically sound like. By placing his own body at the center of this exploration, he has begun to create sonic spaces that present physical deterioration as the source of the sublime.

Signing to FatCat's imprint 130701 in February 2016, Ian's debut album for the label, *Centres*, was released in July 2016 to widespread critical acclaim and supported by his debut U.K./European

tour. The album made numerous end-of-year lists, and in May 2017 Ian followed up with another EU tour and the release of the *Slow Vessels* EP, featuring acoustic versions of six tracks from *Centres*.

IANWILLIAMCRAIG.BANDCAMP.COM

[@IANWILLIAMCRAIG](https://twitter.com/IANWILLIAMCRAIG)

IRINA LERMAN

BEAUTY PERFECTIONIST

Dancer, Choreographer, & Actress

Former Ballerina at the Mariinsky Ballet

ST. PETERSBURG



Ballerina, choreographer, and actress Irina Lerman has triumphed in an incredibly competitive industry because she knows that succeeding in beautiful business takes discipline.

After moving across the continent from her home on the far eastern Russian peninsula of Kamchatka Krai to

St. Petersburg, Irina studied at the renowned Vaganova Academy of Russian Ballet. Upon her graduation in 2011, she was invited to join the Mariinsky Ballet, one of the world's most distinguished ballet companies. She appeared in countless productions and toured the world with the company, performing throughout Europe, Asia, and the U.S. before branching out on her own. She participated in the Closing Ceremony of the 2014 Olympic Games in Sochi, and her independent work as a neoclassical choreographer has earned critical acclaim.

The characteristic grace of masterful dancers like Irina make us forget the difficulty of their feats, but it is dedication, resilience, and sacrifice which make such magic possible: a lesson to be learned by all who aspire to conduct beautiful business.

IRINALERMAN.COM

J F GROSSEN

ASPIRING ASTRONAUT TURNED CREATIVE EXPLORER

Global VP of Design at Here Technologies

BERLIN



J is a consummate creative leader. He has built studios, driven business development, and directed digital transitions, always with an eye for the emotional needs of the people for whom his teams design. Most recently, J has made sense of the world through the lens of location, helping HERE Technologies digitize reality beautifully. An aspiring neon glass artist, adventurous enophile, and established musician, J draws inspiration from his wide range of interests and extensive travels.

Following a childhood dream of being an astronaut, J helped NASA create a series of informative animations and video compilations explaining things like rocket engine tests and telecommunication satellite deployments. He has been bringing beauty to complexity and shooting for the stars ever since.

HERE.COM

@JFGROSSEN

JACOB HSU

TECH ED LEADER

CEO of Catalyte

BALTIMORE

As the CEO of Catalyte, Jacob has a unique approach to human resources in the digital economy. His company uses AI to identify, train, and employ people whose predispositions would make them great software developers, regardless of where they're starting from. By doing so, he is bringing the American workforce into the digital age. He's a founding member of the Markle Foundation's Rework America Task Force and has chatted with the likes of former President Barack Obama about bridging the digital divide. He'll bring insight into predictive analytics, algorithmic education, and re-skilling for the future to the House of Beautiful Business.



CATALYTE.IO

@JACOBHHSU

JANNIKE STÖHR

SERIAL JOB TESTER

Author of The Dream Job Experiment

DÜSSELDORF

Jannike did what most people don't dare (yet). She quit her HR job, and instead of heading directly into a new position or new career, she decided to test 30 jobs in order to find her true vocation. Over the course of her year-long experiment, she came to some startling conclusions about digitalization, occupation, and the meaning of life which she recorded in her book, *The Dream Job* (2018). The book became a bestseller. Since then, her personal exploration



has continued to inspire others to turn their passions and competencies into their own individualized future careers. She is now identifying (and testing!) jobs of the future, from genetic engineer to smart contracts arbiter to AI therapist.

JANNIKESTOEHR.COM

@JAJAJANNIKE

JARED FICKLIN

FUTURE MAKER

Co-Founder & Chief Creative Technologist of argodesign

AUSTIN



An innovator by nature, Jared is always exploring new means for technological interaction. Currently, he's especially interested in inputs and outputs such as touch, multi-touch, voice, gesture, sensing, and projection. When it comes to inventing such creations, his mantra is "Think by Making, Deliver by Demo," which evidences his focus on realization and the magic of simulating user experiences to make potential futures tangible.

Jared was the first to bring live fire to the TED stage (and smart, quasi-transparent porta-potties to SXSW). He also spent time as a cowboy as part of the PBS living history experience known as Texas Ranch House, and remains co-director of the Austin Public Skatepark Action Committee.

ARGODESIGN.COM

@JAREDRAWK

JENNIFER SUKIS

AI ARTISAN

AI Experience Strategy & Leadership at IBM

*Adjunct Professor of Advanced Design for AI at the University of Texas
AUSTIN*

With a background in Swiss design and typography, Jennifer's journey as a designer has evolved from branding to interfaces, apps to AI. Currently, Jennifer is delivering the AI Accelerator Mission—a new component of IBM's renowned Design Thinking practice—across the IBM Watson, Cloud, and IoT platforms. Under her leadership, the program teaches strategists, designers, and engineers how to use cognitive tools to create transformative and compelling AI experiences. Concurrently, Jennifer teaches Advanced Design for AI at the University of Texas's Center for Integrated Design.



She is also a member of the Technology Board of the National Head Start Association and serves on the AI Design and Technology Board for the University of Texas at Austin.

@LALALASUKIS

JESSA GAMBLE

EXPERT OF AWE

Science Writer

YELLOWKNIFE

Jessa is a Canadian-English author and co-owner of the science blog *The Last Word on Nothing*. Her book, *The Siesta and the Midnight Sun: How Our Bodies Experience Time* (2011), and her related TED Talk document the rituals surrounding daily rhythms. These rituals, along with local languages and beliefs, are losing their global diversity in the face of what Jessa calls “circadian imperialism.”

Originally from Oxford, Jessa spends her days in the Canadian Subarctic where she continues to write, observe extreme ebbs and flows, and ponder our role in the universe. Most recently, she has begun to explore the mechanics of awe and how we could use them to make our non-natural habitat—our organizations, movements, and societies—more awesome.



@JESSAGAMBLE

JESSICA APPELGREN

FAKE MEAT MAKER

VP of Communications at Impossible Foods

REDWOOD CITY

You'll find Jessica at the place where communications, sustainability, and innovation meet. If that place were an intersection, Jessica might set up a pie shop, or a popsicle stand, and given her marketing chops, you'd probably know about it.

Jessica is vice president of communications at Impossible Foods in California: an innovative enterprise that manufactures realistic “meat” alternatives from plant



materials. The company's “Impossible Burger” is making waves all over the world and is realizing their mission to make food that's both delicious and sustainable, without compromise.

An insatiable food lover and passionate gourmand, Jessica is known as much for her optimistic spirit as she is for her award-winning pies.

IMPOSSIBLEFOODS.COM

@JAPPLEPIE

JOANA CASACA LEMOS

HUMAN SPIRIT DESIGNER

Design Researcher & Professor of Design at Code University
BERLIN

Joana is a design researcher, educator, and entrepreneur devoted to sustainability and designing for the human spirit. While many designers focus on convenience and efficiency in creating user-friendly experiences, her pursuit goes further: what is the relationship between designers' inner lives and their practice in the world? And what are the design principles reconciling sustainability with joy and delight in the age of exponential technology?



A fellow of the Royal Society of the Arts, Joana currently serves as a professor of design at the CODE University of Applied Sciences Berlin, and she has worked with IDEO U, Hyper Island, Green School Indonesia, Forum for the Future, Tate Modern, General Assembly, and The Doi Tung Sustainable Development Project in Thailand. She's also working on a book on the spiritual in design that is slated for release in 2019.

JOANACASACALEMOS.COM

@JOANA_ATELIER

JOANA FINS FARIA

CREATIVE TALENT CATALYST

Artist & Chief Talent Officer at the City of Porto
PORTO

A renaissance woman on a mission, Joana Fins Faria is the chief talent officer for the city of Porto. After studying economics in Porto and marketing in Budapest and San Francisco, she returned to her home country of Portugal to deepen her knowledge of interiors and human psychology. Her Master of Expressive Arts Therapy from the European Graduate School inspired her to explore a multi-arts approach to building compassionate, culturally-sensitive, and supportive relationships with others.

She is passionate about her work of interlinking the human potential in the city of Porto with arts, aesthetics, and creativity. At the House, she will be sharing her understanding of beauty, arising from “the imperfection, the impermanent, and the incomplete.”

JOANAFINSFARIA.COM/EN/

[@JOANAFINSFARIA](https://www.instagram.com/JOANAFINSFARIA)



JOÃO VEIGA

MASTER OF HOSPITALITY

Founder & Managing Director of Dear Lisbon Houses

LISBON



João composed Dear Lisbon as a love letter to his city. Vibrance and lightness, beauty and charm, joyful welcomes and a twist of intrigue—João has captured all the things he loves about the Portuguese capital in the form of a guest house.

Dear Lisbon now has four houses across the city, each definitively unique yet united by a hand-written intimacy and warm spirit which come from the hearts of João and his family. Fluent in the language of hospitality, João has stories about the evolution of entrepreneurship, hospitality, and his city: what changes and what remains eternally the same.

This year, the House will be in two new locations, one of which is Dear Lisbon's fabulous Gallery House. With João and his team behind it, we think you'll love it just as much as we do.

DEARLISBON.COM

JODIE PATTERSON

BEAUTY EXPLORER

Social Activist

Founder of Doobop and Georgia

*Author of *The Bold World**

NEW YORK

Jodie is a social activist, author, and the founder of the cosmetics companies Doobop and Georgia. She was also a state champion gymnast and circus acrobat, and is a lover of words. She studied Literature and went on to spend several years working at publishing houses such as Scholastic and The New Press. Patterson is the mother of five, including her 8-year-old transgender son Penelope, who became the catalyst for a fundamental reexamination of identity within Jodie's dynamic and deeply appealing household—and the wider world. Now, she is a fierce LGBTQI ally committed

to bringing underrepresented voices into the mainstream. To that end, she's worked with the likes of Hillary Clinton and continues to research gender and identity. She is currently working on a book, *The Bold World: A Memoir of Family and Identity*, which will be published by Penguin Random House.



JODIEPATTERSON.COM

@JODIE_GEORGIANY

JOSIE GIBSON

PRODUCER OF POTENTIAL

Director of The Catalyst Network

MELBOURNE

Josie coaches, consults, and convenes people who are drawn to big opportunities and the energy of change. A former journalist with degrees in French, Japanese, and Philosophy, Josie's career has spanned all sectors. She has held a number of senior roles in different industries and, more recently, seen success as an inspired entrepreneur.

In 2014, Josie co-founded The Catalyst Network, a high-impact community of courageous, compassionate, and imaginative individuals working to solve complex business and societal challenges together. Josie co-created Australia's first leadership index, and she has founded and built several highly successful businesses including a network of chief financial officers, initiatives for senior women in business, and a collaborative innovation venture. Through this, she has coached and mentored scores of executive leaders from around the world.



THECATALYSTNETWORK.CO

@JOSIEJOSIEG

JOE SCHAEPPI

GOOD PSYCHOGRAPHER

Co-Founder of 12traits

BERLIN

Joe is the co-founder of 12traits, a startup that aims to make advertising—and psychographic profiling—meaningful again. He helps companies focus on humans instead of sales numbers, and personally focuses on neuropsychology and adventure-based experiences. A committed outdoorsman, Joe became an ambassador for The North Face as a skier and photographer, though he's also known to escape to the beach. Following in the footsteps of Frank Lloyd Wright, he spells Nature with a capital "N."

@JOESCHAEPPI



JOHANNES MÜLLER

MAGIC REALIST

VP of Communications at BSH Home Appliances Group

Conflict Photographer

MUNICH



Johannes is passionate about intensive storytelling, from leading communications at the BSH Home Appliances Group to his photographic work in conflict zones. In 2011, in the midst of a successful corporate career, Johannes began to use his vacation days to travel to war-torn countries and document what he observed.

By capturing the human suffering in wars, he hopes to inspire empathy and closeness in an increasingly anonymous world and to counter the narrative dominance of social media.

JMPX.ORG

JOHN HAVENS

AI ETHICIST

*Executive Director of the IEEE Global Initiative on Ethics
of Autonomous and Intelligent Systems*

NEW YORK



As Executive Director of the IEEE Global Initiative on Ethics of Autonomous and Intelligent Systems, John helps define guidelines for beneficial relationships between humans and their increasingly clever machine counterparts. His mission is to educate, train, and empower people involved with developing these future technologies in order to implement Ethically Aligned Design and improve outcomes for all. John is also executive director of the Council on Extended Intelligence (CXI), an interdisciplinary cohort of experts founded by the IEEE Standards Association and the MIT Media Lab that champions responsible participant design, data agency, and metrics of economic prosperity that prioritize people and the planet over profit and productivity.

He has authored the books *Hacking Happiness* and *Heartificial Intelligence* in addition to contributing to Mashable and The Guardian. He also served as EVP of social media at Porter Novelli, and spent a number of years as a professional actor. Whether he's discussing ethics, researching the connections between happiness and technology, or playing the guitar, John is "seeking eudaimonia" and is unafraid to experiment by finding joy in his own life.

JOHNHAVENS.COM

@JOHNHAVENS

JONATHAN COOK

MASTER OF RITUALS

Ethnographer

TRUMANSBURG, NEW YORK

What gives life meaning? How do our emotions influence our choices? What symbolic behaviors inform the lives of those who live in consumerist societies?

As a professional observer of human tendencies, Jonathan asks these types of questions every day. More importantly though, his ethnographic approach means he truly knows how to listen and let the answers present themselves.

Jonathan studies narrative structures, ritual, and meaning, with a focus on how they all play out in the world of business. He applies this knowledge in his consulting work, advising organizations how they can improve efficiency, retain talent, and profit sustainably by infusing their work with meaning. He believes that every product and service, no matter how mundane, holds within it a powerful story that's just waiting to be heard.



JONATHANCOOK.US

@JONATHANCCOOK

JOSIN

SINGER-SONGWRITER

NOMAD

Born in Cologne to a Korean mother and German father, both of whom are opera singers, Josin grew up with music in her blood. While at medical school in Nice, her desire to become a musician became insuppressible. The style she created is a dynamic blend of influences, ranging from classical to techno.

As a self-taught producer, Josin is always experimenting, bringing intimate vocals to synthetic sounds in her haunting compositions. After the release of her critically acclaimed debut EP, *Epilogue*, she toured as support act with bands such as RY X, BOY, Roosevelt, and Sóley, and we're delighted to have her perform both on our main stage and in the intimacy of one of our Gallery House guest rooms.



JOSINMUSIC.COM

@JOSINMUSIC

JUDITH WALLENSTEIN

PHARMA EXPERT AND WORK FUTURIST

Senior Partner & Managing Director at the Boston Consulting Group
MUNICH



Judith Wallenstein leads the BCG Henderson Institute in Europe. She is a core member of the German Health Care practice, focused on serving clients in the pharmaceutical industry. Judith became a BCG Fellow in 2015; through her analysis, she is examining the implications of the sharing economy and the future of work.

Judith's pharma work has centered on strategy, marketing and sales, and portfolio management. She is passionate about addressing the ever-increasing challenges of product launches in pharma to bring new medicines to market. Most of her client work is focused on diabetes, oncology, rare disease, and consumer health. Judith joined BCG's Munich office in 2000. She spent 18 months in the Madrid office and 12 months in the New York office as the Strategy Institute's first ambassador in 2005. Beyond her client work, Judith is part of the team managing BCG's partnership with TED and is involved in Women@BCG, a companywide career development, mentorship, and networking program.

Judith's initial career plan was to become a diplomat before an internship with BCG put her on a different track. She holds Master's degrees in history and German and French literature from Ludwig-Maximilians-University in Munich. Judith appreciates "melancholic, slightly depressing French novels of the 19th century, with Flaubert being a favorite."

BCG.COM

JULIA VON WINTERFELDT

SOULWORKER

Founder of Soulworx

HAMBURG



For Julia, the next frontier of leadership is igniting purpose by raising new levels of consciousness.

A former managing director of digital agency AKQA, she creates cultures, communities, structures, and systems for companies to succeed today and tomorrow. Since launching her purpose and strategy collective Soulworx in 2015, she has helped businesses by

unlocking purpose at every level of the organization. She has guided numerous leadership teams and organizations, from startups to traditional corporations, towards more meaning and humanity in the new working world.

SOULWORX.DE

@JVWK

JUSTYNA ZUBRYCKA

CONNECTED PLAY DESIGNER

Chief Design Officer & Co-Founder of Vai Kai
BERLIN

Justyna is an entrepreneur, designer, and believer in connected play that supports children's natural development and learning. She is the co-founder of Vai Kai, a Berlin-based edtech company that creates playthings to help children develop their cognitive and emotional capacities during early childhood.

Vai Kai's signature little wooden doll has a heartbeat that can be felt, and vocalizes according to specifically tailored programming. Together with child development researchers from Sheffield University, Vai Kai has studied the effects of these digital companions on five to eight-year-olds. They discovered that children's emotional interactions with the dolls were triggering unique caretaking play patterns—an essential aspect of developing emotional intelligence and imagination.



While keeping human values at the forefront, Justyna sees the beauty of technology's role in addressing the unique developmental needs of children. She strives to enhance children's creative abilities and innate urge to discover the world through play, engaging all their senses and emotions in the learning process.

VAIKAI.COM

@JUSTYNAZUBRYCKA

KAREL GOLTA

HUMAN-FIRST INNOVATOR

Founder & CEO of Indeed Innovation & Tools of Innovators

HAMBURG

Karel loves everything that has to do with innovation, transformation, and progress, and puts all he learns into practice in his two companies, Indeed Innovation and Tools of Innovators. While Indeed is a “human-first” design and innovation firm, Tools of Innovators offers practical tools and techniques that enable each and every employee to innovate—a capacity nothing short of existential in the face of ever-smarter AI. Karel also knows all the tricks for a perfect power nap he’ll gladly share with you as you need them at the House.

INDEED-INNOVATION.COM

@KARELGOLTA



KATARZYNA SZYMIELEWICZ

LAWYER AND ACTIVIST

Co-Founder & President of the Panoptykon Foundation

WARSAW

A lawyer specialized in human rights and technology, Katarzyna is the co-founder and president of Panoptykon Foundation, a Polish NGO defending human rights in the context of contemporary forms of surveillance. She is also the vice president of European Digital Rights, a coalition of 33 privacy and civil rights organizations, as well as a member of Ashoka, the international network of social entrepreneurs.



Through her work at Panoptykon, Katarzyna was strongly involved in the political process leading up to the creation and implementation of GDPR (the new data protection regulation launched in Europe this year). She also spearheads a growing number of artistic projects and journalistic investigations at the foundation, all of which share the goal to strengthen human values in a digital society.

She frequently speaks at tech and human rights conferences and contributes to publications such as The Guardian, Open Democracy, Netzpolitik, and others.

EN.PANOPTYKON.ORG

@SZYMIELEWICZ

KENNETH MIKKELSEN

LEADERSHIP CONSIGLIERE

Founder of Futureshift

Co-Author of The Neo-Generalist

COPENHAGEN



Kenneth Mikkelsen is the co-founder of FutureShifts and an associate of the Copenhagen Institute for Futures Studies and the Drucker Society.

Together with Richard Martin, Kenneth co-authored the book *The Neo-Generalist: Where You Go Is Who You Are* (2016), which explores the value of multidisciplinary thinking, of living in more than one world.

Kenneth himself lives up to the premise of his book. A journalist by education, Kenneth has published widely on issues of leadership and the shifting nature of business in the 21st century in many leading media, including Harvard Business Review, Financial Times, The Economist, CNN, The Wall Street Journal, BBC, and Forbes. A leadership advisor, learning designer, speaker, and writer, he is dedicated to improving the quality of leadership by influencing how leaders think, learn, behave, and impact society. By designing transformative learning journeys, he helps them address the most important questions in life: What drives us? Why do we exist? How do we learn? Where are we heading? What matters in life? Who are we? Who do we want to be?

ABOUT.ME/KENNETHMIKKELSEN

@LEADERSHIPABC

KIM ARAZI

SENSE-TECHNOLOGY INNOVATION SPARKER

Founder & CEO of IN3

LONDON

Kim works at the intersection of art, science, and technology, helping us connect to ourselves, each other, and the world around us in order to become more conscious leaders. She strongly believes that true, meaningful, and sustainable innovation happens “inside-out.” With IN3, an innovation collective and consultancy, she brings knowledge and insights from many different disciplines to create cutting-edge, multi-sensory experiences, and collaborative events with purpose. She works with a variety of creatives, including chefs, perfumers, developers, artists, choreographers, and musicians.

Kim has produced numerous high-impact events around the world, including international mobile awards, large-scale global tech conferences, and CEO Summits. At the House, she will be hosting the Future of Skills dinner together with perfume composer and fellow House Resident Lourenço Lucena.



@KIMYARAZI

KIM NILSSON

DATA ENTREPRENEUR

Co-Founder & CEO of Pivigo

LONDON

Kim has a background in science, with a PhD in Astrophysics and an MBA from the Cranfield School of Management. She is the co-founder and CEO of Pivigo, a data science hub. Pivigo accelerates data innovation in organizations by connecting them to a global community of freelancing data scientists. Pivigo also runs Europe's largest data science training program, S2DS. With her team at Pivigo, Kim brings businesses and scientists together to harness the value and opportunities in data, by bridging the gap between the two fields.

Since the launch of Pivigo, Kim has been named a Rising Star among the Top 100 Influencers of Big Data in the U.K., and she was recently awarded "Entrepreneur of the Year" by the Women in IT Awards.



PIVIGO.COM

@KIMKNILSSON

LACEY LEONE MCLAUGHLIN

ACCELERATOR

CEO & Co-Founder of *Flerish*

LOS ANGELES



As the CEO and Co-Founder of Flerish, Lacey knows how to empower people to unlock their professional potential. Based on the principles and strategies of investor and LinkedIn co-founder and former chairman Reid Hoffman and his co-authors (*The Start-Up of You* and *The Alliance*), Flerish, her early-stage startup, is developing a mobile app (called YOU) to empower people to take control and ownership of their careers and work life.

Prior to Flerish, Lacey spent nearly two decades in executive coaching and talent management, working with companies such as DreamWorks Animation, Nestle, and Toyota, whom she helped design, implement, and facilitate large-scale change, strategy, learning, and development initiatives. She currently serves as an affiliated practitioner of executive education at the Center for Effective Organizations in the USC Marshall School of Business in Los Angeles.

A published author, Lacey's most recent work is a co-authored chapter in the *Sage Handbook for Leadership Development*, tackling what executive leadership needs to do to join the digital age. With Flerish, she's already there.

FLERISH.NET

@LEONEMCLAUGHLIN

LÉA STEINACKER

DIGITAL NATIVE VANGUARD OF THE NEW ECONOMY

Chief Innovation Officer of WirtschaftsWoche
DÜSSELDORF



As the Chief Innovation Officer of WirtschaftsWoche, Léa develops products and live experiences for Germany's leading business magazine. She has helped bring the 90-year-old brand into the 21st century with innovative solutions including a virtual reality platform, an algorithmic interface to expand the company's newsletter portfolio, a chatbot, as well as an event called FutureBoard focused on AI, robotics, IoT, and the future of work.

Together with fellow House Resident and WirtschaftsWoche publisher Miriam Meckel, she hosts a weekly livestream on digital developments and analyzes the impact of algorithms on markets and democracy in a bi-weekly column called Code Capital. Most recently, she co-founded ada, WirtschaftsWoche's new platform for exchange and training for tomorrow's digital economy.

Prior to joining WirtschaftsWoche, Léa worked for social justice organizations in Bosnia-Herzegovina, Rwanda, and the Democratic Republic of Congo. A German native, raised European, she holds an MPP from Harvard's Kennedy School of Government, a BA in International Affairs from Princeton University, and an IB from the United World College of the Atlantic. Léa was just named one of Forbes 30 under 30.

@LEASTEINACKER

LOUISE KYHL-TRIOLO

LEARNING INNOVATOR

*Head of Leadership Development, Culture Innovation
& Leadership University at Airbus*

SAN JOSE

Louise is the type of person who makes her own luck. In 2000, she left a stable job in Denmark for an uncertain French adventure and ended up at Airbus by way of L'Oreal. Years later, she wrote a white paper that led to the creation of a new job title within Airbus and her appointment to the position. For the past two years, she's been the company's head of leadership development, culture innovation, and Leadership University in North America.

Based in Silicon Valley, Louise is inspiring the engineering powerhouse to disrupt itself before its competitors do, starting with the mindset of each individual. She was part of the team responsible for launching the Airbus Innovation Center, A³, and Airbus Ventures. Moreover, she manages new injections of innovation leadership practices and tools in the Airbus DNA through her work with Singularity University, XPrize, Mach49, and other partners. Most recently, she initiated and led Airbus' company-wide Dream Big initiative, inviting all of Airbus' more than 130,000 employees to help shape the company's future vision.



LOURENÇO LUCENA

SENSORIALIST

CEO Blug Group & Perfume Composer at L'Parfumeur

LISBON

Lourenço Lucena is a man of many talents. With a professional path in the field of marketing, communication, and brand management, and a wealth of professional experience working with some of the most respected Portuguese advertising and branding agencies, Lourenço Lucena also studied as a perfumer in Paris. He is currently the only Portuguese member of the Société Française des Parfumeurs.



Motivated by a triumvirate of passion for brands, perfumes, and art, he founded BLUG in 2001, a Lisbon-based branding and communication consultancy with a unique multi-sensory approach. Outside the office, Lourenço has hosted art events in and around Portugal, and his own brand of perfumes, L'Parfumeur, has been developing bespoke fragrances since 2006.

At last year's House, Lourenço debuted his "10 Commandments," a collection of the qualities he believes we each need to cultivate in order to create a better future for humanity. We are looking forward to welcoming him again, this time for a Future of Skills dinner together with Kim Arazi.

BLUG-GROUP.COM

@LOURENCO_LUCENA

MAFALDA VISITAÇÃO

CULTURE-BEAT MAKER

Trainee HR Development, Galp

LISBON

Since her days as a psychology student, Mafalda has long been fascinated with people's behavior patterns and personal characteristics. Understanding today's world of work as a nurturing ground for shaping organizational cultures around the needs of individuals and teams, rather the other way around, is what brought Mafalda to Galp. She started her career as a recruiter, and is now part of the Generation Galp trainee programme where she contributes to improving Galp's Culture and HR development.



A dedicated piano player since her childhood, Mafalda draws much of her inspiration from music, where she first noticed the powerful impact of small size and detail. To her, humans' unique characteristics can be compared to how each note and every single tone can shape an organization's symphony. And if such a small change of tone can turn around the composition as a whole—what does this imply for the future of organizations?

At the House, Mafalda will share her perspective on career, business, and the role of her generation, the Millennials, during the panel discussion “Generation Silver” with fellow Residents Jennifer Sukis and Carlos de Melo Ribeiro.

MARIANA SUCHODOLSKI

ARTIST-TURNED-YOGI

House Yoga Instructor

LISBON

Born in Brazil, raised in the U.S., Mariana started her academic and professional path as an artist and arts administrator. After working at art galleries and alternative art spaces and interning in established institutions such as the MoMA and Christie's, she went back to her studies to take a closer look at how socially engaged artists could use social entrepreneurship style models to develop and fund their work.



Through her studies, her idea of what “art” meant became more and more expansive. After completing her MA in Social Practice Art and Entrepreneurship at New York University, Mariana moved to Lisbon where she began teaching yoga as part of her art making. She has now been practicing yoga for nine years, and completed a 200-hour teacher training through Yoga Works while living in New York in 2015. Mariana currently teaches at Yoga Lab Lisbon and Work In Studio in addition to leading private and corporate classes.

SUCHAPOSER.COM

MARK AANDERUD

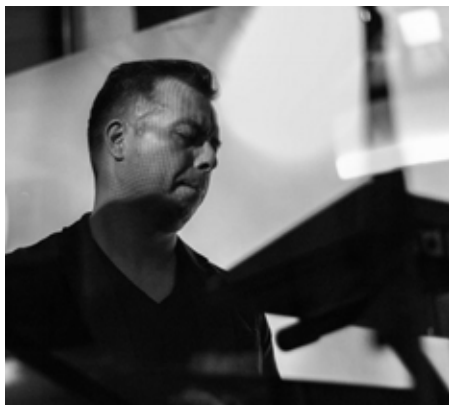
MUSICIAN-IN-RESIDENCE

Musician, Composer, & Producer

BARCELONA

A pianist, composer, and producer, Mark finds freedom in the space where culture, genre, and the unexpected blend into infinite combinations. He uses piano, computers, and other digital tools to improvise, compose, and perform music that brings him joy, a feeling which is quickly magnified by his audiences.

Mexico City-raised and Barcelona-based, Mark has studied classical piano, jazz, and composition with many of the best. He has played and recorded with acts such as The Mars Volta, David Gilmore, and Billy Martin of Medeski, Martin, Wood. Since 2015, he has taught piano and composition at the legendary Taller de Musics.



MARKAANDERUD.NET

MARK LEHMANN

POVERTY FIGHTER

Chief Technology Officer, Global Citizen

NEW YORK

Mark Lehmann serves as CTO at Global Citizen and leads the technology initiatives that support Global Citizen's mission to end extreme poverty around the world. Mark is passionate about using technology to even the playing fields across gender, education, and income inequalities.

A global technology executive with an extensive advisory background in the software engineering, business transformation, and process re-engineering space, Mark has worked with both large organizations and startups advising from seed through merger and acquisition challenges across Europe, Africa, and the Americas. Over the course of his career he has consulted with companies including Wells Fargo, Norfolk Southern, Lowe's, IBM, Mutual of Omaha, Serono Biotech, Manitoba Public Insurance (Canada), SalusAnsvar AB (Sweden), Friends First (Ireland), JPMorgan Chase, RBC (Canada), Marsh McLennan, and Barclays (London).



GLOBALCITIZEN.ORG

@QUBIT1

MARK POWER & STUART SMITH

HOUSE DOCUMENTARIANS

Photographer, Magnum Photos

Designer, Director & Publisher at Gost Books

BRIGHTON / LONDON

Mark Power has had an eclectic career. He studied life-drawing and painting, worked as an English teacher, a television actor, a fish farm attendant, and a cinema mural artist. When a stint in a chemist's camera department led him to realize he preferred the camera to the pencil, though, he decided to officially become a photographer. In 2002, Mark was nominated to become a Magnum Photographer, an elite honor he officially received five years later. Mark's work has been exhibited in venues such as the Victoria and Albert Museum, the Los Angeles County Museum of Art, and the Marrakech Museum of Photography and Visual Art.

Stuart Smith is a designer, artful typographer, and publisher extraordinaire. His career began in 1987 at the Architectural Association, after which he moved to Phaidon Press, before going on to establish his own studio, SMITH, in 1994. In 2013, he co-founded GOST Books with Gordon MacDonald. In addition to working as Director of GOST, Stuart travels around the world teaching people how not to showcase their photography.

During the House of Beautiful Business, Mark and Stuart's homebase will be the Live Lab, a pop-up photo lab inside the Gallery House designed and run by Magnum Photos in association with the BCG Henderson Institute.

MARKPOWER.CO.UK

WWW.SMITH-DESIGN.COM/PORTFOLIO



MARK ROLSTON

DESIGNER ON THE EDGE

Co-Founder & Chief Creative of argodesign

AUSTIN

The long-time chief creative officer of Frog Design, Mark has been at the cutting edge of human computer interfaces for years. He was a pioneer in the field of user experience, and now, rather than sticking with the systems he helped develop, he's creating fantastic alternatives. Since he co-founded argodesign, his imagination has had free rein and led to the development of everything from smart slow traffic to ambulance drones to interactive light.



When it comes to design, he is not shy of strong opinions. He is especially passionate about design ethics in emerging fields, specific challenges facing the Internet of Things, and why the Minority Report interface is a horrible idea.

ARGODESIGN.COM

@MARKROLSTONARGO

MARK WILLIAMS

PERSONALIZER

Chief Marketing Officer of People First
LONDON

Can the quantified self serve the full self? Mark wholeheartedly believes the answer is yes. From his previous positions in talent management and human resources to his present role as chief marketing officer, he has long been concerned with people's increasing disengagement and lack of happiness at work. Nine out of ten workers globally are not engaged in their work—with serious implications not only for business productivity and growth, but cultural and individual health and happiness, too.



Although a self-acclaimed tech skeptic, Mark now thinks that only by creating tailored experiences which engage the “whole” person can we solve the critical and widespread problem of disengaged workforces, as well as empowering independent workers to navigate the transient, super-flexible work structures of tomorrow. His company, People First, uses AI to gather behavioral insights and personal data to do just that—while respecting and safeguarding users' privacy through a strict built-in privacy protocol.

PEOPLE-FIRST.COM

@FUTURLIX

MARTIN HARRISON

AI WHISPERER

Marketer & Philosopher at Kortical

LONDON

Martin helps organizations grapple with the challenges and opportunities of the digital revolution. Approaching product development as a strategist and communications as a philosopher, Martin leads marketing at the boutique artificial intelligence consultancy Kortical. Kortical shows organizations how AI can be applied to their benefit and then helps to integrate them.

A 2017 House Resident, Martin and his thoughtful ponderings, insightful statements, and jovial wit will be a welcome addition to the 2018 House of Beautiful Business.



KORTICAL.COM

MARTIN REEVES

RENAISSANCE STRATEGY MAN

Director, BCG Henderson Institute

Senior Partner, Boston Consulting Group

NEW YORK

A strategist, ever-curious researcher, and philosopher at heart, Martin leads the BCG Henderson Institute with kindness, wisdom, and foresight. His long-term interest is the future of strategy, and his work in this field has led to some of the group's most definitive work. Recent projects have investigated proactive evolution, the Amazement Cycle, and the invaluable nature of play in the modern organization.

Before being appointed as director of the Henderson Institute, Martin led strategy projects within BCG in the areas of finance, health care, and consumer goods. In his book *Your Strategy Needs a Strategy* (2015), he offers leaders an artist's "palette" to paint a dynamic vision for their organizations' futures. His post-



graduate studies in biophysics and the natural sciences have informed his understanding of complex systems—a necessity in the increasingly networked business environment today. He has also studied the intricacies of Shakuhachi, a traditional Japanese flute. Perhaps he'll do an impromptu performance at the House?

[BCG.COM/BCG-HENDERSON-INSTITUTE/DEFAULT.ASPX](https://www.bcg.com/bcg-henderson-institute/default.aspx)

[@MARTINKREEVES](https://twitter.com/MARTINKREEVES)

MASSIMO SANFELICE

CHEF-IN-RESIDENCE

Founder of MioMio

MUNICH

The German-raised son of Italian parents, Massimo's dishes are cross-cultural yet familiar. His playful, satisfying, and healthful home-cookery has a style all its own. When he isn't cooking up a storm within the House of Beautiful Business, Massimo runs a catering business in Munich, Germany, as well as a food truck focused on artisanal calzones, both named MioMio.



A lover of music, maker of merriment, and a master in the art of the perfect cappuccino, we're so pleased to have Massimo back for 2018.

[FACEBOOK.COM/MIOMIOALZONE](https://www.facebook.com/miomioalzone)

MIRIAM LEIA BEKKOUCHE

MINDFUL DIPLOMAT

Founder & CEO of The Brain Spa

MONTREAL



The Brain Spa is a New York and Montreal-based startup that refreshes minds and shapes futures using meditation and mindfulness. The brainchild of Miriam Leia Bekkouche—a Canadian-born, multilingual Brooklynite—the Spa is a wellspring of wisdom and an oasis for those seeking to thrive in the modern world. By integrating scientifically-proven approaches with traditional practices, Miriam helps leaders change the world, beginning with the way they react to it.

In her capacity as coach and consultant, she offers training, techniques, and well-needed recuperation to the minds of the world's best and brightest. The goal is conscious, value-based decision-making, wellbeing, and meaningful impact. A graduate in political science, Miriam is also interested in international relations, systemic change, and the future of government. In her recent tenure as a TED Resident, she explored how meditation can be used as a powerful tool in diplomacy and thus help us solve the world's most pressing problems.

YOURBRAINSPA.COM

@MIRIAM_LEIA

MIRIAM MECKEL

NEURONAUT

Publisher of WirtschaftsWoche, Author of My Brain Belongs To Me
DÜSSELDORF

A prominent journalist, author, and leading thinker on the digital economy, Miriam is the publisher of Germany's leading business weekly, *WirtschaftsWoche*, and of *ada*, a new platform for the economy of the future. Since 2005, she is a professor for corporate communication at the University of St. Gallen in Switzerland. From 2001 to 2005, she held public office in the German state of North Rhine-Westphalia. As a member of the jury of the Development Gateway Foundation of the World Bank, she was instrumental in designing the Development Gateway Award (Petersberg Prize).



Miriam has written about media economics, digital communications, and cyberpolitics. In 2010 she released the book, *Letters to My Life*, the story of her own burn-out, which was later made into an award-winning television movie in 2016. Her most recent book, *My Brain Belongs to Me* (2018), explores the brave new world of brainhacking, including some nerve-wrecking self-experiments.

MIRIAMMECKEL.DE

@MMECKEL

MYISHA CHERRY

SCHOLAR OF EMOTION

Philosopher

RIVERSIDE, CALIFORNIA

Working at the intersection of moral psychology and political philosophy, Myisha explores community, injustice, and emotion in the digital age. An impassioned writer, her pieces on race, violence, and political emotions have been published in academic journals, news channels such as the Los Angeles Times and the Huffington Post, and across the web.

Author of *The Moral Psychology of Anger* (2018) with Owen Flanagan, Myisha is also the host of the popular UnMute Podcast, a series which brings her into dialogue with a truly diverse cohort of contemporary philosophers tackling topics such as informal representation, disability, satire, and love. She is inspired by empowering under-represented communities to engage with philosophical and political life through all of her projects.

Myisha also loves playing the guitar and is known to indulge in a good comic book every once in a while.



MYISHACHERRY.ORG

@MYISHACHERRY

MYKEL DIXON

ENTERPRISE ARTIST

Author, Speaker, & Musician

MELBOURNE

Three business secrets from Mykel right off the bat: creativity is the strongest economic currency, experience is the new cost of entry, and human is the only meaningful strategy. A jazz musician by trade and a wanderer by nature, Mykel is fiercely nonconformist and prolifically anti-perfectionist. Mykel helps people and organizations thrive by rediscovering their creative confidence, reimagining their creative potential, and reinventing themselves.

As the author of two books, *Just Do Something* (2016) and *Enterprise Artistry – Brave New Paradigm for a Bold New World* (2018), Mykel is fascinated by unlocking personal and professional artistry. His latest project, *The Art of Everything*, requires that he produce and publish a new short film documenting his progress in these areas every week for five years, allowing the world to follow along. He's

also a celebrated piano man, and we'll make sure to provide him with one at the House.



MYKELDIXON.COM

@MYKELDIXON

NIKA WIEDINGER

MECHANIC OF MELANCHOLY

Co-Founder of the Institute for Philosophical Economics

BERLIN



Nika Wiedinger is a cultural scientist and researcher of philosophical business and economic research, as well as the co-founder of the Institut für Wirtschaftsgestaltung (Institute for Philosophical Economics), a think tank for speculative thinking in Berlin. Her work for companies is based on philosophic skills; her lectures, seminars, and workshops are centered on the concept of the “Beautiful Economy.”

This idea, which was formulated in ancient Greece, has been a point of reference for transformative thinking and acting ever since. It follows an idea first put forth by Plato: Beautiful is that which has become itself. Nika believes that the most important transformative resource is melancholia. Whenever there is a desire for ending, melancholia arises. Whoever consciously lives through its stages, will experience it as a (self)productive force. In that sense, melancholia creates beauty, specifically beautiful people and beautiful companies.

IFW01.DE

NORA GHERBI

CHIEF CARE OFFICER

Founder of Who Cares!? Chronicles

NEW YORK

What is the most important quality an employee asks of his or her leader? Can empathy be taught and enhanced? What difference does it make if a company is kind? As the founder of Who Cares!?, Nora answers these questions and infuses them into business practice, with the goal of promoting ethical behavior and sustainable development in companies. Nora sees corporate responsibility's potential as a powerful engine for change and considers it an imperative for leaders and companies who want to create a human-based strategy for the future. Her initiative is reinventing corporate responsibility and infusing empathy into the workplace and beyond. Part awareness campaign, part consultancy, part cross-platform media resource, Who Cares!? is making empathy cool again, and showing us that we have more allies than we think.



WHOCARESCHRONICLES.COM

PAULO PISANO

TRAINER OF ENERGY ATHLETES

Chief People Officer at Galp

LISBON

Paulo doesn't fear uncertainty, he actively pursues it. In 2015, he entered the energy industry because he saw the transformations happening there as an opportunity for creating positive change and lasting impact. As the head of Galp's people team, he has helped the company unite its resources, honor its human side, and prepare for a technology-driven future by training employees to be more like all-around athletes, ready to take on whatever challenges they may encounter in the years ahead.

A certified somatic and ontological coach, Paulo works as a personal coach and management consultant both within Galp and beyond as a part of his own firm: Daozen coaching. Using an approach grounded in meditation, co-active coaching, and inner martial arts, he works with social entrepreneurs and senior executives in diverse industries and government. Paulo is inspired by a drive to help others ignite their potential, a spark he brings to his role as board director at STIR Education, an international initiative that champions teacher inspiration as a key investment in the world's future.



Paulo believes business has a key role to play in tackling our world's problems, and by helping leaders collaborate across disciplines, he is paving the way for Galp to do just that.

GALP.COM

@PISANOP

PETER TOLLMAN

GAME CHANGER

*Senior Partner, Managing Director & BCG Fellow
at Boston Consulting Group*

BOSTON

Peter is the leader of the BCG's CEO Advisory Practice. He has counseled many leaders—including CEOs of major corporations—during critical moments in their careers. He is the former leader of the firm's People & Organization practice in the Americas and of its Global Biopharmaceuticals Sector.

Peter has been a BCG Fellow since 2014. His research focuses on organizational effectiveness to improve performance and competitiveness through an approach called Smart Simplicity. He has implemented this method in partnership with numerous organizations spanning regions, industries, and sectors. With Yves



Morieux, Peter co-authored the book *Six Simple Rules: How To Manage Complexity Without Getting Complicated* (2014), which describes the principles of Smart Simplicity and illustrates how companies can thrive in today's complex marketplace.

Peter sits on the Board of Governors of the Jerusalem Academy of Music and Dance at the Hebrew University and is a trustee of the Walnut Hill School for the Arts.

At the House, he will be part of a session on play, examining how the principles of the beautiful game apply to business.

BCG.COM

PHILIPP LAHM

CHAMPION CHANGEMAKER

Investor & Entrepreneur; Founder of The Philipp Lahm Foundation

Head Of Germany's Euro 2024 Organizing Committee

Honorary Captain of the German National Football Team

MUNICH



To perform under pressure, to inspire talented specialists to triumph together, and to seamlessly adapt one's strategy with agility and grace: there's so much leaders can learn from the fast-paced world of professional football, and few know the Beautiful Game better than Philipp Lahm.

The long-time Bayern Munich champion led the German national team to a World Cup victory in Rio 2014, before surprising fans the world over by changing course. Unafraid of a challenge, Philipp followed his intuition into a new arena: the field of entrepreneurship. Now, he's ushering in a similar change of tack in the organizations he's part of, by helping legacy health brands such as Sixtus and Schneekoppe to get in shape for the digital marketplace. During his days as a captain, Philipp learned that teams work best when they feel more like families than factory lines, and that it's a leader's responsibility to communicate bravely, even when that means starting uncomfortable conversations.

Whether in his business ventures, his philanthropic work, or as ambassador of Germany's 2024 successful Euro Cup bid and now head of the Euro 2024 Organizing Committee, Philipp's purpose is clear: to improve lives through education, sports, and health.

PHILIPP-LAHM-STIFTUNG.DE

PRIYA PARKER

ARTIST OF GATHERING

*Founder of Thrive Labs; Author of *The Art of Gathering**

NEW YORK

We find meaning in community, and communities bond through shared experience. But what does it take to genuinely connect in an age of digital divides? To do so requires an inspired understanding of individual purpose—the sort of transformation Priya facilitates at Thrive Labs, the boutique advisory firm of which she is the founder. There, she works with teams and leaders across the industries of business, technology, politics, and the arts to clarify their visions and build collaborative communities.

One of the most powerful ways of doing so is through events, meetings, and experiences. Whether it's a political negotiation, a business meeting, or a baby shower, these encounters can be formative. Through her work as a facilitator, Priya helps hosts realize that potential.

Her insights into these extraordinary encounters are the focus of her first book, *The Art of Gathering: How We Meet and Why It Matters* (2018). As our community convenes in Lisbon, we could not be more pleased to have Priya give a masterclass on gathering.



PRIYAPARKER.COM

@PRIYAPARKER

REENA JANA

ARCHITECT OF BRIDGES TO SPAN THE DIGITAL DIVIDE

Head of Product Inclusion at Google

NEW YORK

Reena is the Head of Product Inclusion at Google, where she leads the company's narrative on bridging the digital divide. A former journalist and editor, Reena today turns products and business inclusion strategy into compelling and actionable experiences. Together with her team, she advises researchers, designers, developers, and leaders on how applying an inclusive lens across the entire product development process can lead to better products for all.



In sharing helpful narratives for a more inclusive future of business, Reena examines how culture, commerce, and technology influence each other in positive ways to improve our lives.

In her former role, she embraced the same way of thinking to journalism, enjoying her right-and-left-brain-balanced life as a writer and editor on business, design, innovation, and art for publications including BusinessWeek, Wired, Harvard Business Review, Fortune, and others.

She also co-authored a book, *New Media Art* (2006), which looked at avant-garde software and robotics; and worked at or consulted with startups and leading design agencies on content strategy and creative marketing and communications approaches.

ROBERT ROLAND SMITH

AUTOBIOPHILOSOPHER

Philosopher, Author, & Constellator

LONDON



Robert Rowland Smith, a British philosopher, author, and constellator, explores the fundamental question of what it means to be human. In his latest book, *AutoBioPhilosophy: An Intimate Story Of What It Means To Be Human* (2018), he shares his life story involving a love triangle, office politics, police raids, illegal drugs, the academic elite, and a near-death experience. By using deeply personal experiences, he

investigates the recurring patterns, unconscious motives, and social forces that govern our behavior, to offer new ways into human psychology.

Robert is the author of seven books including the bestseller *Breakfast with Socrates* (2009) and the award-winning *On Modern Poetry* (2012). In addition, he wrote the text for the artist book by Israeli photographer Ori Gersht, entitled *Gersht's Ghosts* (2012). He also contributed a foreword to the 2015 design publication, *Patternity: A New Way Of Seeing* (2015).

Alongside his literary career, Robert works as a business advisor and is one of Europe's foremost practitioners of the Systemic Family Constellations approach. He offers both personal and organizational constellations for individuals and businesses, including one at the House.

ROBERTROWLANDSMITH.COM

SABINE SEYMOUR

FASHIONABLE BODY SENSORIST

Founder & CEO of Supa

Author, Functional Aesthetics, Fashionable Technology

NEW YORK & ANYWHERE IN EUROPE

Sabine Seymour is one of the leading names in fashion tech focused on sensing the body. With SUPA, she is unleashing the value of biometric and environmental data from GenZ for healthcare using distributed IoT devices and Blockchain as encryption. SUPA pays GenZ with SUPA Tokens, encouraging lifestyle changes through gamification and sonification. SUPA was selected for the UNICEF Wearables for Good catalogue.

Previously, Sabine's studio MOONDIAL conceived products for Intel, Johnson Controls, DuPont, and the United Nations, from sensorized car seats to connected sportswear. Sabine was the inaugural professor of fashionable technology at the Parsons School for Design and the chair of the Rockefeller Foundation funded Computational Fashion Research Initiative at the Eyebeam Art + Technology Center. She is an invited domain expert for Disney, Autodesk, NASA, and Lufthansa.



Sabine holds a PhD and joint-MSc/MBA degrees from the University of Economics in Vienna and Columbia Business School, and a Master in Interactive Telecommunications from NYU. She is an avid snowboarder, surfer, golfer, hiphop dancer, and sneakerhead. If anyone can make healthcare cool, it's her.

SUPA.AI

SCOTT CLEVERDON & ASSUMPTA SERNA

DRAMATIC DUO

Fundación First Team

LOS ANGELES AND EUROPE

Scott Cleverdon and Assumpta Serna are actors living between the real-life sets of Los Angeles and Europe. Since the early 90s, they have also served as educators, running workshops on acting, communication, and leadership. Together they formed the nonprofit Fundación First Team to actively engage in enabling more equal opportunities for young drama students.

Scott was brought up in Edinburgh and trained at Glasgow’s Royal Scottish Academy of Music and Drama. He is perhaps best known as the angel Pyriel in the film *The Prophecy 3: The Ascent*. He has also done significant voice acting.

Born in Spain, Assumpta studied law until she discovered she preferred “being an anarchist,” which led her to the Barcelona’s School of Dramatic Arts. After her first leading roles—including starring in one of Pedro Almodóvar’s early hits, *Matador*, with Antonio Banderas—she met her now husband Scott on the set of a joint movie project in London.

At the House of Beautiful Business, you will be given the opportunity to learn from this drama duo and rock the stage yourself!

FUNDACIONFIRSTTEAM.ORG

@SCOTTCLEVERDON

@ASSUMPTASERNA



SHERMIN VOSHM GIR

CRYPTO ECONOMIST

*Founder Blockchain Hub & Director of the Research Institute
for Crypto Economics at Vienna University*

VIENNA



Shermin is a leading voice on the potential of blockchain and cryptocurrencies to radically transform the internet and our society. She is the director of the Research Institute for Crypto Economics at the Vienna University of Economics and the founder of BlockchainHub. She is also an advisor of Jolocom, a blockchain-based self-sovereign identity protocol and Wunder, a

decentralized Art Museum. In the past, Shermin was a curator of The DAO (one of the world's first Decentralized Autonomous Organizations) and served on the advisory board of the Estonian E-residency.

Shermin did her PhD in IT Management at the Vienna University of Economics. She also studied film and drama in Madrid. Her past work experience ranges from internet startups, IT consulting, and filmmaking. She is Austrian, with Iranian roots, and lives between Vienna and Berlin.

BLOCKCHAINHUB.NET

@SHERMINVO

SOPHIE DEVONSHIRE

PURPOSEFUL PACESETTER

CEO at The Caffeine Partnership

LONDON



Sophie Devonshire is a change accelerator. She's CEO of The Caffeine Partnership, an energizing strategic consultancy that works with 'impatient leaders' to grow their brands and businesses, fast. Her book *Superfast: Lead at Speed* (2018) is as invigorating as a big mug of coffee: in it, she offers insight into energy management, purposeful leadership, and how to keep pace with breakneck innovation.

Having won awards for her own business' "sexi-flexi" approach, Sophie is a passionate advocate of flexible working as the future of effective

companies, and she regularly speaks about innovative approaches to balancing business and family life.

Earlier in her career, she worked at P&G, Coca-Cola Great Britain, Interbrand, and Leo Burnett Dubai. As an independent entrepreneur, she founded an online retail brand for luxury maternity and motherhood, which she sold to Quintessentially in 2013. After almost five years as the managing—and later board—director of Quintessentially's Retail Group, Sophie returned to The Caffeine Partnership as CEO in 2015.

THISISCAFFEINE.COM

@S_DEVONSHIRE

SOPHIE KLEBER

EMOTIONAL INTERFACE ETHICIST

Global Executive Creative Director at Huge
BROOKLYN

How do human emotions work? What's the danger of silicone sycophants manipulating our feelings? Are we all suckers for flattery? These are the types of questions that Sophie thinks about everyday.

Born into a family of costume designers, conductors, and writers in Berlin, Sophie's life has been infused with art, resilience, and responsibility since the start. Her caring and creative approach serves her well as she works to infuse emotion and ethics into innovative user interfaces.

An experience designer by trade, Sophie has followed the emotional development of automated assistants and artificial intelligences and applied the findings to her work with voice UIs and sentient computing. As global executive creative director at the experience agency Huge, she has looked into the future of human-computer interaction and found that when computers have personalities, humans want to be their friends. Sophie's empathic approach to designing emerging platforms helps these friendships blossom.

@BIBILASSI



SUSAN DAVID

PSYCHOLOGIST AND MANAGEMENT THINKER

Author of Emotional Agility; Founder & Co-Director of the Institute of Coaching at McLean Hospital of Harvard Medical School; Instructor in Psychology, Harvard University
BOSTON

Susan David, PhD is one of the world's leading management thinkers and an award-winning Harvard Medical School psychologist. Her #1 Wall Street Journal bestselling book, *Emotional Agility* (2016), based on the concept Harvard Business Review heralded as a Management Idea of the Year, describes the psychological skills critical to thriving in times of complexity and change.

Named on the Thinkers50 Radar list of people shaping the future of organizations and management, Susan is a sought-after keynote speaker and consultant, with clients that include the World Economic Forum, EY, United Nations, Google, Microsoft, NASDAQ, and many other national and multinational organizations. Her focus is on defining and executing effective strategy, especially in the areas of engagement, high-performance leadership, and culture change.



Susan is the CEO of Evidence Based Psychology, on the faculty at Harvard Medical School, a co-founder of the Institute of Coaching (a Harvard Medical School/McLean affiliate), and on the Scientific Advisory Boards of Thrive Global and Virgin Pulse. Susan is also core faculty of the global Homeward Bound, an all-women leadership program. Originally from South Africa, Susan lives outside of Boston with her family.

SUSANDAVID.COM

@SUSANDAVID_PHD

SVEN KRÜGER

TECH-MARKETING MAESTRO

CMO of T-Systems

BERLIN

AI, data security, the future of mobility: Sven Krüger is in on it all, because T-Systems provides a network that will allow much of that to happen. Sven joined Deutsche Telekom in 2002. After holding a number of other management positions, he became T-Systems' chief marketing officer in 2017. In his role as CMO, he guides corporate branding, media, and events, and he has realized high-profile sponsorships including Team Shosholozza in the 32nd America's Cup and the BMW Sauber Formula One Team.



Previously, he served as press officer for CIEE Germany, founded a PR and web design agency, and worked as a senior consultant, project leader, and coach in a number of strategic management and reorganization projects. His experiences in all of these areas—from marketing startup to corporate leadership—make him an adept professional coach which he has been for the past two decades.

But tech isn't the only passion of this marketing mastermind: Sven studied Art History, English, and Political Science at Bonn University and UCLA, specializing in 20th-century American art and photography. He shares thoughts about all of it—marketing, technology, and society—on his blog svnkrgr.com.

SVNKRGR.COM

@SVNKRGR

SYLVIA JAKI

TROLL-BUSTER

Media Linguist at the University of Hildesheim

HILDESHEIM



A caustic media environment and hate speech all around: what if there were a way to cure these symptoms without compromising freedom of speech? With this question in mind, media linguist Sylvia Jaki, who teaches at the University of Hildesheim in Germany, is developing an algorithm to detect politically-motivated hate speech online. Currently reading its

way through the worst of the worst, her algorithm shows promise in making the internet a safer, happier place. Amidst all these rather serious affairs, it is comforting to know that Sylvia is also interested in the wordplay of the press and verbal humor, and their effects on us as human beings.

JAKI.HOSTING.UNI-HILDESHEIM.DE

@SYLVIAJAKI

TESS POSNER

AI EDUCATOR

CEO of AI4ALL

SAN FRANCISCO

Tess is a social entrepreneur focused on increasing equity and inclusion in the tech economy. She doesn't just worry about unethical algorithms or AI taking a turn for the worse: she's forging a path that leads in a more positive direction. As CEO of AI4ALL, Tess works to increase diversity and inclusion in artificial intelligence. AI4ALL creates pipelines for underrepresented talent through education and mentorship programs around the U.S. and Canada that give high school students early exposure to AI for social good.



Before joining AI4ALL, she was managing director of TechHire at Opportunity@Work, a national initiative launched out of the White House to increase diversity in the tech economy. Earlier in her career, Tess built and ran Samaschool, a nonprofit that equips low-income people to find work in the digital economy through an online platform training 50,000+ students worldwide and a dozen diverse locations from New York City to rural Arkansas and East Africa.

AI-4-ALL.ORG

@TESSPOSNER

TIM WHITING

MAN OF LETTERS

Publisher at Piatkus Constable Robinson, Little, Brown Book Group
LONDON

Based in London, Tim is the publisher of four imprints of the Little, Brown Book Group—Piatkus, Constable, Robinson, and Abacus Non-Fiction. Best known for his non-fiction commissioning, he has published books such as *The Undercover Economist* by Tim Harford, *The Silo Effect* by Gillian Tett, *Edge of Chaos* by Dambisa Moyo, and the global bestsellers *Steve Jobs* by Walter Isaacson and *Fire and Fury* by Michael Wolff.

With the number of independent bookstores in the U.K. growing again after many years of decline, it is a good moment for the U.K. book industry. Tim considers this as a sign of things to come and feels bullish about the future of books. At the House



of Beautiful Business, he will present his own vision for his industry, and he may host the occasional reading in one of our Gallery House's 26 guest rooms.

@TIMWHITING

TWAIN LIU

MAKER OF HUMANISTIC AI

AI Researcher and Entrepreneur

LONDON AND PALO ALTO

Twain is a multi-lingual math and business school graduate who believes in the potential of people to invent the future. Her view is that people are quantum integrations of art and science—just as da Vinci drew in “Vitruvian Man”—rather than the sum of reductionist binaries and probabilities currently modeled in AI. Via her SENSEUS system, she’s working towards making data, AI, and economic models represent our diverse language, culture, values, and behaviors. Prior to SENSEUS, she worked in Strategic Investments & Corporate Strategy at the CEO-Chairman’s Office of UBS.



Beyond making AI more humanistic, Twain can be found sketching in art galleries, dancing at music festivals, or leading product teams at hackathons.

ULLI WALTINGER

AMICABLE AI INNOVATOR

Founder & Co-Head of Siemens AI Lab

*Head of the Machine Intelligence Research Group
at Siemens Corporate Technology*

MUNICH

As Head of the Machine Intelligence Research Group at Siemens Corporate Technology, Ulli is leading Siemens' Deep Learning initiative with a team of talented deep learning and machine learning experts. He's primarily interested in combining data-driven and semantic technology-driven machine learning algorithms for AI, information retrieval, and NLP challenges.

Ulli also founded Siemens' AI Lab: a co-working space in the center of Munich that has become a hub of the city's AI ecosystem. The Lab is a place for employee research in artificial intelligence, cross-unit collaboration, open innovation, and experiential learning, all helping to make the nebulous term "AI" actionable and concrete. With Ulli at the helm, it investigates and incubates AI-integrated solutions that optimize the way Siemens brings electrification, automation, and digitalization to the world.



@ULLIWALTINGER

VASCO GASPAR

OPENER OF HEART, MIND, AND WILL

Human Flourishing Facilitator

LISBON

Vasco believes in a world in which wise and compassionate leaders can “lead from the future as it emerges.” He guides leaders to grow into their highest potential, by helping them to activate three critical forms of intelligence: an open mind (curiosity), an open heart (compassion), and an open will (courage).

Vasco is inspired by the love of all living beings and being a positive activist for the protection of the planet. Through his training in Mindfulness, Heartfulness, and Presencing, Vasco has spent the past decade working with thousands of clients from Fortune 500 companies and NGOs to help achieve a shared higher purpose.

At the House, Vasco will present an awareness-based technology called Social Presencing Theater, which is about activating the collective embodiment of intelligence by bringing mind and body together.



VASCOGASPAR.COM

VERENA BAHLSEN

FOOD INNOVATOR

Founding Partner of Hermann's
BERLIN

Verena is the fourth generation of German biscuit manufacturer Bahlsen. She firmly believes that business can be a realistic, long-term vehicle to effect positive change. She also believes that our food system will have to reinvent itself to feed the generations after us, that many such solutions already exist, and that industry's task is not to invent, but to find and utilize them.



Verena continues the tradition of her grandfather Hermann Bahlsen who found gems in places where others wouldn't think to look, and built a business out of them that endured beyond his generation. After concluding her studies in media communications and management in the U.S. and the U.K., Verena returned to Germany in 2015 to honor the legacy of her grandfather with her own venture. Together with her partner Laura Jaspers, she founded HERMANN'S, a restaurant, film studio, and co-working and event space that serves as thought for food and food for thought.

HERMANNNS.COM

VILLE SOINTU

BLOCKHEAD OF FINTECH

Head of Emerging Technologies at Nordea

HELSINKI

A self-titled blockhead and fintech believer since 2002, Ville Sointu leads Nordea Bank's distributed ledger and blockchain core development and research team. With 15 years of experience in digital financial services, Ville has long believed that banks may be facing a "Kodak moment," that is, a decentralized future in which financial assets are distributed among several service providers as part of an ongoing disruption.



Before joining Nordea, Ville was the head of strategy for Ericsson's digital financial services unit, a global leader in interoperable e-money and mobile wallet solutions. Today, he continues to advocate for understanding the impact of exponential technology for the sake of making business both better and more beautiful. He is also a member of Member of the EU Blockchain Observatory working group, the EBFBlockchain Task Force, and the EBA Cryptotechnologies working group.

@VILLE_S

ZOLTAN ISTVAN

OPTIMIZER OF FUTURE HUMANITY

Transhumanist, Speaker, Writer, Entrepreneur, & Volcano Boarder
MILL VALLEY



Zoltan Istvan is a leader of the transhumanist movement, which advocates using radical science to improve and evolve the human being. After graduating from Columbia University with a degree in philosophy and religion, Zoltan began a solo, multi-year sailing journey around the world carrying 500 handpicked books, mostly

classics. Zoltan has explored more than 100 countries—many as a journalist for the National Geographic Channel—writing, filming, and appearing in dozens of television stories, articles, and webcasts. In addition to his award-winning coverage of the war in Kashmir, he pioneered the extreme sport of volcano boarding, and worked for the international conservation group WildAid. Upon returning to America, he started various businesses, from real estate development to filmmaking to viticulture.

Zoltan is the author of the award-winning thriller, *The Transhumanist Wager* (2013). Zoltan also writes futurist and transhumanist-themed blogs for The Huffington Post, Psychology Today, and VICE's Motherboard. Zoltan is the founder of the Transhumanist Party for which he was the 2016 presidential candidate. In 2018, he was an endorsed Libertarian candidate for California Governor.

ZOLTANISTVAN.COM

@ZOLTAN_ISTVAN



OUR PARTNERS

BCG & THE BCG HENDERSON INSTITUTE

BCG.COM

The Boston Consulting Group hardly needs an introduction. Founded by strategy and management consulting pioneer Bruce Henderson, it has been helping organizations gain and maintain competitive advantage since 1963. With over 90 offices in 50 countries, BCG advises the world on how to sustainably thrive in the future, and consequently has considerable influence over what form that might take.

In 2015, BCG opened the BCG Henderson Institute, a strategy think-tank for investigating the future of work and leadership. The company has come to see new humanism as a key differentiator in the digital age, and built the House of Beautiful Business with us as a place to explore, experiment, and experience its impact.

From practicing the power of play on Sunday to debating the ROI of beautiful business in Bottom Line Talks, BCG will focus on some key themes at this year's House. By sharing insight and stirring discourse, BCG and the BCG Henderson Institute will help us lead the human

BCG

THE BOSTON CONSULTING GROUP

organizations of the future with intention and inspiration, and outrun the competition in the process.

 **BCG
HENDERSON
INSTITUTE**

GALP

GALP.COM

In an industry that is facing major transformation, Galp has decided that its most powerful resource is its people and that the most exponential technology is relationships. With this corporate credo, Portugal's leading energy company is taking a distinctly humanist approach to powering the 21st century. Galp has come a long way since providing the first gas lamps to Lisbon streets in 1846, and we still find the company's presence illuminating.

Galp energizes this year's House with reinvigorating yoga on the rooftop and impactful power lunches. The company shares its spark in a session with CEO Carlos Nuno Gomes da Silva, Wednesday's

Purpose Salon, and Generation Silver, a dialogue about motivating multigenerational workforces.

Galp is also co-hosting the Unknown Summit on the Friday following the House: a day dedicated to human development and the future of learning in a world where nothing is clear.



T-SYSTEMS

T-SYSTEMS.COM

T-Systems makes digital business work. As a leading provider of information and communication technology systems for corporations and public sector institutions, the company provides the infrastructure that much of the business world is built upon. As such, it is on the ground floor of coming innovation.

Just as T-Systems' telecom and IT services help run our world today, its digital solutions will be ever-more integral tomorrow, from supercharging data analytics to connecting the Internet of Things. In an age where data is currency and we seek wifi like water, T-Systems is a pivotal part of the ecosystem.

T · · Systems ·

In recent months, T-Systems has collaborated with the House of Beautiful Business to explore the implications of a curious yet critical question: what would make artificial intelligence beautiful? With input from a community of experts and the help of House Resident Andrian Kreye, we've captured our learnings in a white paper which will be shared at this year's House.

SIEMENS

SIEMENS.COM

Success is defined by our ability to evolve. To succeed in life or business, one may never remain static because the race is never won. In certain industries, this truth has been easy to dismiss, but that's never been the case in tech. In 170 years of business, Siemens has learned to continually reinvent itself.

Indeed, invention is what the company is known for, ever since Werner von Siemens and Johann Georg Halske perfected their pointer telegraph in 1847. These days, Siemens powers electrification, automation, and digitalization. But when it comes to innovation for the 21st century, they know that tech doesn't change the world alone: people do.

As change accelerates, we all need to learn how to evolve effectively, and leaders in this new age know when to change. We're excited to partner with Siemens at the House to learn from their experience and dive deeper into leadership principles and personal transformation.

SIEMENS

HERE TECHNOLOGIES

HERE.COM

HERE, the Open Location Platform company, enables people, businesses, and cities to harness the power of place. The company is moving map-making into uncharted territory by creating a digital representation of reality to radically improve how everyone and everything lives, moves, and interacts. A pioneer of in-car navigation, HERE has spent more than three decades helping humans get where they need to go. From informing smart cities to easing the transition to automated driving, HERE is charting a course for the future, and helping us find our way there.



MAGNUM PHOTOS

MAGNUMPHOTOS.COM

Founded in 1947, Magnum Photos is the world's oldest surviving photography collective. The organization pioneered from the outset an experimental approach in the creation of an entrepreneurial, commercial platform for photojournalism. Today, the agency represents a diverse group of international practitioners, from journalists to artists, operating under the documentary umbrella,



and speaks to an audience of over five million through its editorial platform. At the House, Magnum will run a Live Lab in partnership with the BCG Henderson Institute.

TOOLS OF INNOVATORS

Tools of Innovators trains companies to excel at something quintessentially human: creative action. Following their mission to empower humans to innovate, they'll strengthen both bodies and minds with meaningful morning runs and conversations at this year's House.



TOOLS OF INNOVATORS

TOI.EXPERT

THE READY

The Ready is a confederation for change—an org design and transformation consultancy partnering with practitioners and clients globally. Their holistic approach to systems change helps organizations change the way they work to thrive in the human and technological complexity—and pace—of the 21st century.



THEREADY.COM

HERMANN'S

HERMANN'S is a collaborative ecosystem of chefs, entrepreneurs, food scientists and brands—of the makers and innovators on a mission to build a better food system. The HERMANN'S team is filling the House with the ingredients of the future, and we'll get a taste of the results at an All Hands Dinner on Thursday night.



HERMANNS.COM



ARGODESIGN

Argodesign is a super-cool design firm that's unafraid of the future. Jared Ficklin and Mark Rolston, two of the four co-founders, will bring their visionary perspective, creative speculations, and an augmented self experience to this year's House.

ARGODESIGN.COM

DIFFERENT

Intrigued by ritual and radical thinking, different is a strategy consultancy for strategic surprise in the digital age. They're so full of good ideas that they'll lay some to rest at a funeral procession at the House on Thursday.

different

DIFFERENT.DE



ARTISTIC INTELLIGENCE

Artistic Intelligence is a Berlin-based collective of artists, consultants, and researchers. They exist to build bridges between the worlds of art and business, and raise the consciousness of our economy. As the curators of this year's Museum of Beautiful Business, they're creating our very own temple of muses.

ARTISTICINTELLIGENCE.DE



MOI MOI

Headed by the remarkable Mónica Ribeiro, Moi Moi is one of Portugal's premier event agencies. Its tireless assistance and love for the local have helped make the House in Lisbon feel like home.

MOIMOIAGENCY.COM

DEAR LISBON HOUSES

Founder and House Resident João Veiga composed Dear Lisbon as a love



DEAR LISBON
HOUSES

letter to his hometown. Passionately family-run and distinctively Lisbon local, Dear Lisbon has opened its doors and hearts to become the home of this year's House.

DEARLISBON.COM

TAP



The legendary Portuguese spirit of overseas adventure and warm welcomes lives on in TAP, the national airline carrier that brought us to where we are today. Literally.

TAPAIRPORTUGAL.COM

GAT ROOMS

Similar to the House itself, niche hotel chain Gat Rooms offers a jumping-off point for adventurous wanderings, a homebase for humans as they explore the changing world around them. With the Gat Rossio location in the nearby Baixa district, we're happy to have them in the neighborhood.



gat rooms

GATROOMS.COM

The story continues

While the House itself is fleeting, its spirit endures in the digital realm.

You'll find the latest from the frontlines of business romance at the Journal of Beautiful Business, a Medium publication dedicated to exploring the themes of the House throughout the year.

journalofbeautifulbusiness.com

We also share our latest musings in a monthly email known as the Beautiful Business Letter. Read our diary and write your name in our address book at beautifulbusinessletters.com.

The Living Room lives on
in social media form at:

 @_houseofbb

 @beautifulbusinesshouse

 @houseofbeautifulbiz

 @The Business Romantic Society

Contribute your breakthroughs, heartbreaks,
affections, and reflections with our community
using the hashtags #HouseofBB and
#BeautifulBusiness.

HEY HO, LET'S GO

The Ramones