



# 21<sup>st</sup> CENTURY LEADERSHIP MASTERCLASS SERIES

Join our four-hour masterclass sessions to discuss the latest and most relevant Harvard Business Cases and get business insights from fellow leaders while enjoying a delicious dinner at Loetje!

The unique challenges of our century like globalization, digitalization, and sustainability probe us daily. Learn by getting in the shoes of leaders facing difficult decisions and engaging in thought-provoking discussions.



## NEXT MASTERCLASS

### Beyond the Experience Economy

Loetje Oudekerk Aan De Amstel | 10 January, 2023 16.00 - 20.30

How can companies prevail successfully in the world of platform economics of "stuff" and "data as the new oil"? Join us and get inspired by a resistant superstar and innovative newcomers that attempts to transform a whole market!

The new CEO and creative director of Gucci transformed the company and tripled its sales by the end of 2019! But can they also survive the Covid-19 pandemic or do they need a full transformation yet again?

Do you want to transform a market with your idea? Eataly, a part supermarket, part high-end food court, and part culinary art school had immediate and nearly overwhelming success when opening its doors in the USA. But was it a fad, or was it about to change the entire supermarket industry?



**Prof. Dr. Fred van Eenennaam** is an esteemed academic, international non-executive and supervisory board member, and director of the consultancy firm The Decision Group. He's been teaching Strategy & Governance to executives, board members, and MBAs for 15 years.

He was the 8<sup>th</sup> member of the *Microeconomics of Competitiveness Initiative* at Harvard Business School and Prof. M. E. Porter, Ph.D. added him to his HBS Hall of Fame in 2012.

#### MORE INFORMATION

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*"Extremely interesting and diverse group of people with whom to discuss corporate governance."*