

**THE SPOT**

**The best  
network  
accelerator  
in the sport  
industry**

## **2023 Themes**

### **Mindset and future consumer behaviour**

Sustainability is at the heart of a necessary mind shift in how we approach the future. Sustainable thinking must influence how we change behaviours and adapt our lifestyles for a more durable approach. How will businesses, individuals and technologies need to adapt to influence future consumer behaviour or meet existing consumer demand?

### **Human capital and the future success of sport**

Talents and certain skills are key components to creating a sustainable future. How can sport ensure it has the capability through the people working in it to stay relevant and compete for attention among consumers of the future? What is missing, what are the challenges, where are the opportunities and what strategies can sport explore to boost its human capital and create sustainable success?

### **Innovation and best practice in sustainability**

Tech innovation plays a central role in sustainable practices across various industries. How can sport find the right pathways and harness technologies to achieve impactful, positive change? What is the role of sport in influencing and driving societal change and action when it comes to sustainability? Discover best practice and how to manage relevant insights in times of uncertainty.

# Monday 8 May

17:00 – 20:00

**Welcome drinks @ the Olympic Museum**

**The importance of cross-sector collaboration**

Charles Frémont · UEFA  
Davide Coppola · ESA

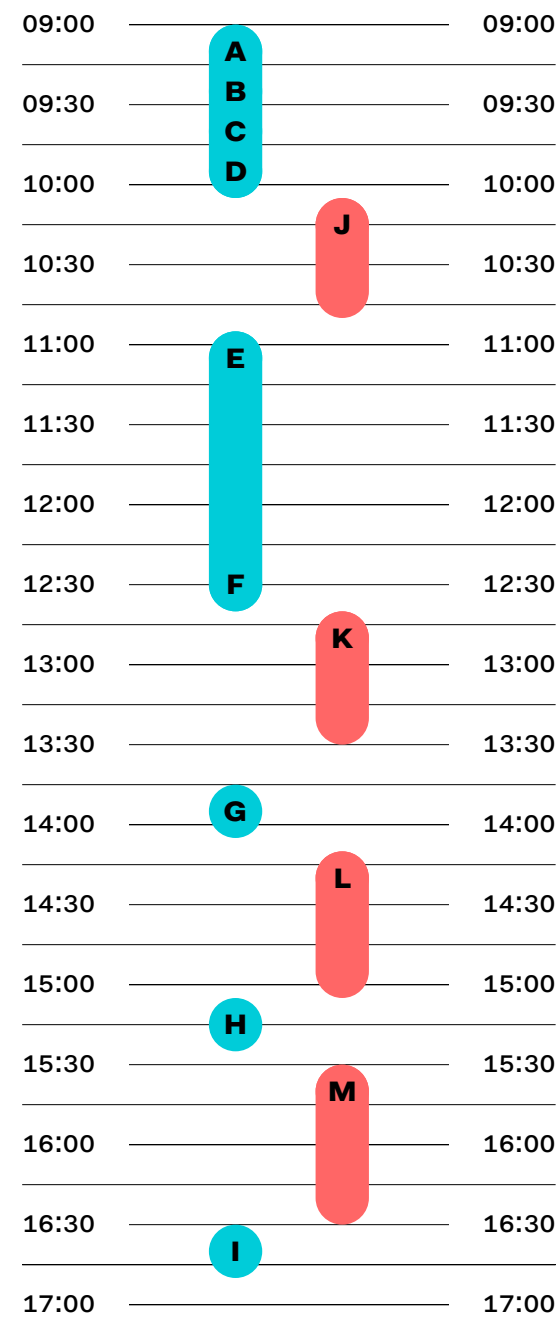
**Calling Houston...**

Cody Burkhart · NASA

Programme subject to change

# Tuesday 9 May

08:30 **OPENING (CLOSING AT 17:30)**



## PITCH STAGE

**A** 09:00 – 09:10

**Kick-off & Welcome**

**B** 09:10 – 09:30

**Think big, act small, stay focused**

**C** 09:30 – 09:45

**The human as a sensor**

**D** 09:45 – 10:05

**Sustainability: a race against time**

12:00 – 14:00

**Lunch**

**E** 11:00 – 12:20

**Sports for Nature Challenge final**

POWERED BY SAILS OF CHANGE

**F** 12:20 – 12:30

**Trends, leadership, and skills of the future**

**G** 13:45 – 14:05

**Innovating with purpose: sustainable transformation in sports**

**H** 15:05 – 15:25

**Open Mic**

**I** 16:30 – 16:40

**Conclusion & Afterwork drinks**

ALL DAY

Coffee bar · Business lounge · Marketplace · Demo zone

## FISH BOWL

**J** 10:05 – 10:50

**Mindset and future consumer behaviour**

**K** 12:40 – 13:30

**Human capital and the future success of sport**

**L** 14:10 – 15:05

**Innovation and best practices in sustainability**

**M** 15:30 – 16:30

**Sustainability & innovation – Insights in times of uncertainty**



# Pitch Stage

Speakers' bio at [thespot.ch](https://thespot.ch)



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**A** 09:00 – 09:10

## Kick-off & Welcome

**Anna Hellman**  
ThinkSport · Director  
**Andrea Traverso**  
ThinkSport · President

**B** 09:10 – 09:30

## Food for thought

Think big, act small, stay focused

**Tom Waller**  
Adidas · Senior Vice President of Innovation

**C** 09:30 – 09:45

## Food for thought

The human as a sensor

**Cody Burkhart**  
Flight Project Manager for ARED and KRAKN aboard the ISS · Chief of the NASA JSC HumanWorks Lab

**D** 09:45 – 10:05

## Set the Scene

Sustainability: a race against time

**Lee McEwan**  
Publicis Sport & Entertainment · Head of Strategy and Planning

**E** 11:00 – 12:20

## Sports for Nature Challenge final

POWERED BY SAILS OF CHANGE

### JURY MEMBERS

**Dona Bertarelli**  
Sails of Change · Co-founder

**Dr Radhika Murti**  
IUCN · Director IUCN Centre for Society and Governance

**Marie Sallois Dembreville**  
IOC · Corporate and Sustainable Development Director

### 10 FINALISTS

Athletes of the World · dimpora · IMOCA Class · Kilimanjaro Initiative · Mover Plastic Free Sportswear · Sport & Nature: A Symbiosis · plantipolis · Red Knot Racing Co. · Save the Waves Coalition · We Play Green

**F** 12:20 – 12:30

## Set the scene

Trends, leadership, and skills of the future

**Mayi Cruz Blanco**  
The Adecco Group · MD, Sports Practice & Partnerships  
**Kyle Israel**  
Tignum · Business Dev. Director

**G** 13:45 – 14:05

## Set the Scene

Innovating with purpose: sustainable transformation in sports

**John Tweardy**  
Deloitte · Managing Partner Olympic, Paralympic & Major Events Practice

**H** 15:05 – 15:25

## Open Mic

**I** 16:30 – 16:40

## Conclusion & Afterwork drinks

**Anna Hellman**  
ThinkSport · Director  
**Andrea Traverso**  
ThinkSport · President

## Side Events

**MO 8 MAY**  
14:00 – 16:00

### Building an autonomous data economy in sport

Open to public @ Synathlon · UNIL  
Mandated [registration](#)

**TU 9 MAY**  
ONWARDS 18:00

### Get together in town

Open to all @ Le Perchoir · Vortex

**WE 10 MAY**  
09:00 – 13:00

### Sports for Nature Challenge workshop

Invitation only

**WE 10 MAY**  
09:00 – 13:00

### Human capital and the future success of sport workshop

Invitation only @ Villanova · UNIL

By Lausanne Olympic Capital and ThinkSport, powered by The Adecco Group



# Fish Bowl

Speakers' bio  
at [thespot.ch](https://thespot.ch)



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**J** 10:05 – 10:50

## Mindset and future consumer behaviour

**Todd Harple**  
Moderator – Global Innovator

**Ana Jelusic Black OLY**  
Moderator – Black Peak ·  
Founder

**Lee McEwan**  
Publicis Sport & Entertainment ·  
Head of Strategy and Planning

**Martino Roghi**  
AC Milan · CSR &  
Sustainability Manager

**Stephane Fillastre**  
FIA · Head of Brand,  
Licensing & Retail

**Thierry Kunz**  
Nidecker Group ·  
CMO & Board Member

**Tom Waller**  
Adidas · Innovation Manager

**K** 12:40 – 13:30

## Human capital and the future success of sport

**Ana Jelusic Black OLY**  
Moderator – Black Peak · Founder

**Kyle Israel**  
Moderator – Tignum ·  
Business Dev. Director

**Bill Powell**  
Black Lab Sports · Investor

**David Grevemberg**  
Centre for Sport and Human  
Rights · Chief Innovation and  
Partnerships Officer

**Jeroen Straathof**  
European Para Championships  
2023 · Tournament Director

**Lily Xu Lijia OLY**  
Sailing Olympic gold  
medallist for China

**Mayi Cruz Blanco**  
The Adecco Group · MD,  
Sports Practice & Partnerships

**Rowena Samarasinhe**  
GENsport · Founder

**L** 14:10 – 15:05

## Innovation and best practices in sustainability

**Todd Harple**  
Moderator –  
Global Innovator

**Susanne Timosci**  
Moderator – NTT Data

**David Quass**  
VF Corporation · SR Director  
Sustainability

**Ivan Khodabakhsh**  
Swiss Timing ·  
Head of Innovation

**John Tweardy**  
Deloitte · Managing Partner  
Olympic, Paralympic &  
Major Events Practice

**Marie Owens Thomsen**  
IATA · SVP Sustainability  
and Chief Economist

**Mounir Zok**  
N3XT Sports · CEO

**Stéphane Ruault**  
Alinghi Redbull Racing ·  
Head of Partnerships

**Marie-Laure Piednoir**  
Salomon · Global Sustainability  
& Impact Director

**M** 15:30 – 16:30

## Sustainability & innovation – Insights in times of uncertainty

**Anne-Cécile Turner**  
Moderator –  
The SHIFT · Co-founder

**Susanne Timosci**  
Moderator – NTT Data

**Jan Mayer**  
TSG Hoffenheim ·  
Managing Director

**Karine Teow**  
ITTF · Head of Sustainability

**Kevin Martel**  
Paris 2024 · Manager Games  
Knowledge & Data

**Mya Thompson Doelling**  
IOC · Global Partnerships  
Manager, Purpose  
Partnerships Lead

**Sander van Stiphout**  
Johan Crujff ArenA · Director  
of Innovation and Consultancy

**Glenn Lovett**  
MKTG · Analytics CEO