SPEAKERS
PROFILE

Marisol Menéndez
BBVA

Fernando Sandoval
ENEL

Roberto Martin
BAYER

Francisco Requena
SEAT

José Insenser
AIRBUS

Luca Demarchi
PIRELLI

Antonio Vázquez
LG

Xavier Capellades
ROCHE

Ignacio Giménez
BP

Antonio Dávila
IESE

Tommaso Canonici
OPINNO

Xavi Contijoch
OPINNO

Mª Julia Prats
IESE
19.00 Opening
Releasing the new study on Open Innovation: main results
Prof. Mª Julia Prats, IESE head of the entrepreneurship dpt.
Tommaso Canonici, Opinno Europe managing director

19.15 Panel discussion: Building
Francisco Requena, SEAT head of innovation and smart factory
Xavier Capellades, Roche global head of ideation
Luca Demarchi, Pirelli head of ICT sales and mkt.
Ignacio Giménez, BP Ventures principal
Xavi Contijoch, Opinno director
Moderator: Antonio Dávila

19.50 Panel discussion: Scaling
Marisol Menéndez, BBVA head of open innovation
Antonio Vázquez, LG director of innovation
Fernando Sandoval, Enel manager of innovation hub
José Insenser, Airbus manager of innovation
Roberto Martin, Bayer head of innovation
Moderator: Mª Julia Prats

20.30 Networking cocktail
Enjoy a panel discussion with large firms’ innovation directors who will share their perspectives on creating and growing their corporate venturing units: challenges, opportunities and best practices. The list of attending companies includes BBVA, Enel, Bayer, Seat, LG, Roche, Pirelli, Airbus, BP, Opinno, etc.

Emerging at a high speed, these units offer a collaborative framework to innovate with startups through scouting missions, incubators, accelerators, corporate venture capital funds, hackathons, venture clients, to name a few.

The attendees will also receive access to the new study, led by Prof. Mª Julia Prats, on the topic. The conference will end with a networking cocktail.

Open Innovation assumes that firms can and should use external ideas, in addition to internal and external paths to market, as the firms look to advance.

Corporate venturing offers a collaboration framework that acts as a bridge between innovative and disruptive start-ups and established corporations.
COMPANIES AND COLLABORATORS

ATTENDING COMPANIES

BBVA  
LG  
Roche  
BAYER  
AIRBUS  
enel  
bp  
PIRELLI  
SEAT  
opinno

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