



Asia
Society

DIVERSITY
LEADERSHIP FORUM
AND AWARDS CEREMONY

Building Shareholder Value in the Global Marketplace:

Engaging Asian Pacific American & Asian Talent

DRAFT AGENDA – as of 6/2/2014 *subject to change*

Monday, June 9, 2014

ONE TIME WARNER CENTER - COLUMBUS CIRCLE, NEW YORK, NY

Asia Society's 6th Annual Diversity Leadership Forum (DLF) provides a vital platform for companies to explore how to develop Asian Pacific American as well as Asian talent to gain a competitive edge in the U.S. and global marketplaces. This year's conference will highlight the critical link between increasing shareholder value and optimizing the Asian Pacific American talent pool. Learn with your peers how leveraging the perspectives of Asian Pacific American as well as Asian talent can position your company and its workforce for success.

This one-day forum is a must-attend event for seasoned executives and emerging leaders who understand that diversity and inclusion (D&I) are critical to shareholder value. The program offers a track specifically focused on developing Asian Pacific American as well as Asian leaders, and executive and industry roundtables. The forum includes interactive discussions with an emphasis on the skills and competencies future leaders will need as we enter into a complex and rapidly-evolving business era.

The forum culminates with the 5th Annual Diversity Awards Ceremony, which recognizes companies that excel at developing Asian Pacific American leaders and embracing global diversity.

WHO SHOULD ATTEND

- Line managers, chief talent officers, chief marketing officers, chief diversity officers, chief risk officers and other executives who are responsible for growing global market share.
- Senior HR and business leaders tasked with implementing D&I programs.
- Business executives who have Profit & Loss responsibility and contribute to growing shareholder value.
- Executive sponsors of business resource groups [BRGs] as well as their leaders who contribute to the bottom line and demand innovative strategies.

REASONS TO ATTEND

- Discover the critical link between developing Asian Pacific American and Asian talent to maximize your shareholder value in a global economy.
- Network with up to 250 Asian Pacific Americans and Asian industry leaders, business line managers, executive sponsors of Asian Pacific American business resource groups, and chief marketing officers of Fortune 1,000 companies who are responsible for leveraging D&I initiatives to drive market share.
- Explore award-winning strategies for promoting Asian Pacific American as well as Asian talent into senior leadership positions, becoming an employer of choice, and influencing retention through mentorship.
- Hear ground-breaking research results from the 2014 Asian Pacific Americans Corporate Survey.

7:30 AM

Registration

LOCATION: Lobby, 1st Floor

Coat check located on 10th floor (reception area)

Time Warner Conference Center—10th Floor

Wi-Fi Access Available—Twitter Lounge located in the Hudson Crossing

7:30 AM – 8:30 AM

Continental Breakfast

LOCATION: Columbus Lounge

8:30 AM – 8:45 AM

Welcome Remarks

LOCATION: Columbus Room

N. Bruce Pickering, Vice President, Global Programs and Executive Director,
Northern California, Asia Society

Jonathan Beane, Executive Director, Global Workforce Diversity and
Inclusion, Corporate Responsibility, Time Warner Inc.

Setting the Tone

Master of Ceremonies

Michael E. Chen, General Partner & CEO, Chen & Associates

8:45 AM - 9:15 AM

Opening Keynote Remarks

Winning (& Losing) in the New America - A Personal Narrative

Nusrat Durrani, Senior Vice President, General Manager, MTV World,
Viacom Media Networks

9:15 AM – 10:15 AM

Thought Leadership

Business Growth Enabler – Tune into YOUR Customer Needs

LOCATION: Columbus Room

It has never been more important for companies to continually identify innovative approaches on a global AND local scale in order to build connections to Asian markets in the U.S. and abroad to fuel business opportunity. The data is impressive: Chinese consumers alone will spend USD 102 billion on luxury items, both home and abroad. In 2013, this amounted to almost 47% of annual global luxury product sales, according to the Fortune Character Research Center. Sales in the domestic luxury market were expected to hit USD 28 billion in 2013, a 3% year on year rise, and over USD 74 billion will be spent overseas, the center indicates in its annual report on luxury sales. Moreover, in 2010, the U.S. Census measured \$506 billion in buying power generated by Asian American business owners within the U.S. This figure represents an increase of 55% from 2002.

What are the needs and wants of the Asian consumer and how do you adjust your products and services to meet Asian and Asian American customer preferences? Hear from thought leaders how they leverage diversity and cultural insights to drive revenue growth.

SPEAKERS:

Tina Edmundson, Global Officer, Luxury and Lifestyle Brands, Marriott International, Inc.

Chris Lee, President, Medtronic, Greater China

*** *This session is sponsored by Marriott International, Inc.* ***

10:15 AM – 11:00 AM

Key Findings from the 2014 Asian Pacific Americans Corporate Survey

LOCATION: Columbus Room

Asia Society's fifth annual benchmarking study looks at where Asian Pacific American leaders are on the corporate leadership ladder within *Fortune 500* and other large companies. Discover best practices for promoting and developing Asian Pacific American leaders and what key factors enable companies to:

- Attract & retain Asian Pacific American and Asian talent
- Build market opportunities
- Tie profit and loss into leadership development
- Build sustainable sponsorship and mentorship programs
- Develop workforce practices that facilitate employee growth and advancement

FACILITATOR:

Michael G. Kulma, Executive Director, Global Leadership Initiatives, Asia Society

THOUGHT LEADERS:

Linda Akutagawa, President & CEO, Leadership Education for Asian Pacifics, Inc. (LEAP)

Vrinda Menon, Co-Chair of the Asian Professionals Network & Managing Director, Goldman Sachs

11:00 AM – 11:30 AM

Networking Break

LOCATION: Columbus Lounge

11:30 AM - 12:45 PM

MORNING WORKSHOPS/INDUSTRY & EXECUTIVE ROUNDTABLE

Business leaders present case studies and facilitate think tanks, roundtable discussions and workshops as they draw on participants' greatest challenges, best practices and suggested solutions with an emphasis on takeaways and action planning.

WORKSHOPS/ROUNDTABLE

*Participants may choose one of three workshops.
These workshops repeat after lunch.*

A. Un'Covering' and Leveraging Asian Pacific American Talent

LOCATION: Tower East

The upper tiers of management in many corporations remain homogeneous. According to Asia Society's *Women Rising to the Top? A Report of Women's Leadership in Asia*, China leads in the participation of women at the senior executive level with an average of 51%, and North America lags in the worldwide average at only 21%. Globally, women now comprise 24 percent of all senior executive positions.

What strategies are leaders implementing to leverage their diverse talent and ensure Asian Pacific Americans are exposed to all opportunities? How can Asian Pacific American and Asian women maximize the resources available and create their own possibilities?

Learning Objectives

- Hear leaders offer insights and strategies to advance Asian Pacific Americans and Asians into senior positions.
- Explore approaches employed by Asian Pacific American women to soar past their "double minority" stigma.

FACILITATOR:

Linda Akutagawa, President & CEO, Leadership Education for Asian Pacifics, Inc. (LEAP)

SPEAKERS:

Edwina Fitzmaurice, Partner, Advisory, Ernst & Young LLP

Amy Rosen, Senior Vice President, General Counsel, Telstra Incorporated

S. Shariq Yosufzai, Vice President, Global Diversity, Ombuds and University Partnership, Chevron Corporation

B. Unconscious Bias & Cultural Competency--the Drivers of Building Globally Competent Leaders

LOCATION: Hudson Room

According to Asia Society's Global Learning and Leadership study, over 46% of revenue generated by S&P 500 companies comes from outside of the U.S. This points to the increasingly important role of developing a strong global

competency to educate current leaders, and, more importantly, our youth as future leaders. Corporations and academic institutions need to re-think global education and provide our current workforce and next generation with the appropriate tools and knowledge to lead--tools such as a global mindset, language skills, cultural sensitivity, moral character and leadership skills.

Hear from leaders and engage in exercises that reveal how key decisions are influenced by unconscious bias and learn what a powerful role cultural competency plays when working in a global setting.

Learning Objectives

- Help reveal personal as well as organizational values and norms, and discuss how they impact the quality and effectiveness of our business and talent management decisions.
- Develop a deeper understanding of the filters that we use to judge others and consider how those filters can be employed to benefit our workplaces.

SPEAKERS:

Jessica Kehayes, Executive Director, Education, Asia Society

Howard Ross, Founder & Chief Learning Officer, Cook Ross Inc.

C. Leveraging Business Resource Groups [BRGs]: Building Market Share through Engaging Asian Pacific American & Asian Talent

LOCATION: Tower West

Engaging BRGs in business strategy not only provides a clear path into new consumer audiences, it also offers insights into future consumer needs, grows market share and tests potential revenue streams of product before going to market. As a result, BRGs help companies make game-changing decisions that have a greater chance of success. What are proven initiatives in building strategic alliances?

Learning Objectives

- Learn how to grow an influential Asian Pacific American BRG that benefits business operations while offering professional development opportunities.
- Examine how executive sponsors are leveraging BRGs to contribute to shareholder value.
- Identify ROI opportunities for your own BRG.

FACILITATOR:

Shreya Devendra Jani, Vice President, Corporate Affairs, Pfizer Inc.

SPEAKERS:

Su Sun Bai, Managing Director, Legal and Compliance Division, Morgan Stanley

Atul Kamra, Head of Advice, Wells Fargo Advisors & National President of Asian Connection

MORNING INDUSTRY ROUNDTABLE DISCUSSION

Next Practices in the Finance and Banking Sector

LOCATION: Downtown Room

Join industry professionals for an engaging and lively discussion on the attitudes, beliefs and behaviors that contribute to and get in the way of progress for Asian Pacific Americans.

Learning Objectives

- Explore specific strategies to help your company create a work environment that leverages Asian Pacific American diversity in new ways, including building stronger employee engagement and a more productive workforce that paves the way to new revenue streams and stronger shareholder value.

ROUNDTABLE LEADER:

Virun Rampersad, Managing Director, Global Innovation, BNY Mellon

ROUNDTABLE PARTICIPANTS:

Anilu Vazquez-Ubarri, Managing Director, Global Leadership & Diversity, Goldman Sachs

Jack Yang, Managing Director, Risk Technology, Credit Suisse

11:30 AM - 12:45 PM

MORNING SENIOR EXECUTIVE ROUNDTABLE

By invitation only: pre-registration is required

LOCATION: City Room

Leadership Insights

Innovative Cultures Driving Success & Shareholder Value

In today's fast-paced, increasingly complex and competitive business landscape, innovation isn't just important...it's survival. According to Forbes, in the 1920's the average lifespan of a successful S&P 500 Company was 67 years. Today it is ONLY 15 years. The difference? Rapid and successive innovation that builds shareholder value. Success is no longer the result of occasional innovative products that launch a company into stardom. It is dependent on consistent, strategic change grounded in a culture of innovation that embraces ideas and risk, and leverages its diverse workforce to add perspective to an ongoing conversation about growing your market share and future possibilities.

Learning Objectives

- Gain an in-depth look at the driving elements of innovation.
- Learn about successful initiatives that demonstrate how to position your Asian Pacific American workforce while moving the needle on innovation.

SPEAKERS:

Raghu Krishnamoorthy, Vice President, Executive Development and Chief Learning Officer, Human Resources, General Electric

Mabel C. Tung, Executive Vice President & Practice Executive, Corporate & Institutional Services, Northern Trust Company

12:45 PM – 1:30 PM

Networking Luncheon

LOCATION: Columbus Room

1:30 PM – 2:45 PM

AFTERNOON WORKSHOPS

Morning sessions repeat.

AFTERNOON INDUSTRY ROUNDTABLE DISCUSSION

Next Practices in the Consumer Products and Manufacturing Sector

LOCATION: Downtown Room

Join industry professionals for an engaging and lively discussion on the attitudes, beliefs and behaviors that contribute to and get in the way of progress for Asian Pacific Americans.

Learning Objectives

- Explore specific strategies to help your company create a work environment that leverages Asian Pacific American diversity in new ways, including building stronger employee engagement and a more productive workforce that paves the way to new revenue streams and stronger shareholder value.

ROUNDTABLE LEADER:

Philip A. Berry, President, Philip Berry Associates LLC

ROUNDTABLE PARTICIPANTS:

Jimmy Ferguson, Chairman, Board of Directors, ACE

Betty Lo, Vice President, Community Alliances & Consumer Engagement, External Affairs, Nielsen

Vipul Sheth, Vice President, Global Quality, Medtronic

1:30 PM – 2:45 PM

AFTERNOON SENIOR EXECUTIVE ROUNDTABLE

By invitation only: pre-registration is required.

LOCATION: City Room

Leadership Insights

Preparing Asian Pacific Americans & Asians for Global Roles

The Asia Pacific region has emerged as the key contributor of global wealth growth, according to Credit Suisse Research Institute's *Global Wealth Report*. The region accounts for 36% of global wealth creation since 2000 and 54% since January 2010. This translates into an unprecedented revenue opportunity for companies that can develop the cultural competence necessary to build relationships and manage workforces in the region.

Learning Objectives

- Learn how businesses can prepare high-potential Asian Pacific Americans and Asians for “stretch” assignments with responsibility for managing teams globally and virtually.
- Identify key tactics to fostering innovation and addressing challenges in the region while building on existing strengths.
- Gain insights of successful strategies that help develop the hard *and* soft skills necessary for your talent to step into future leadership roles.

SPEAKERS:

Belinda C. Tang, Vice President, Leadership and Diversity, IBM Corporation

Linda Zhang, Partner in-Charge, US-China Practice, KPMG LLP

2:45 PM – 3:00 PM

Transition & Afternoon Networking Break

3:00 PM – 3:30 PM

Findings Forum: Key Highlights from Workshops and Roundtables

LOCATION: Columbus Room

Workshop facilitators and industry and executive roundtable panelists will share poignant discussion highlights, outcomes, key questions and action plans with the general session audience. This report out will reinforce the focus on best practices and provide direction for attendees to implement conference takeaways back home at their companies.

3:30 PM – 4:30 PM

Next Generation Leadership: Effectively Leading and Evolving Corporate Climate

LOCATION: COLUMBUS ROOM

The leadership capacities of today's exceptional leaders are similar to those of previous generations. Integrity, authenticity, self-reflection,

confidence...these are some of the core attributes of transformational leaders. The environments in which these gifted leaders operate, however, and the corporate climates they lead, have evolved to being more complex, diverse, global and culturally rich.

The ability to lead effectively within these climates is paramount to success. The Hay Group notes that a positive climate increases the bottom line by up to 30%. The point? Leadership impacts climate, and climate impacts shareholder value. As today's leaders navigated cultural and environmental shifts witnessed over the past decade, we've seen the traditional command and control leadership approach replaced by a more inclusive, supportive, even humble style. But what does this mean for next generation leaders? How will expectations of staff continue to evolve, both in terms of effective leadership style, as well as a productive culture and work environment? What can today's leaders impart on future leaders to help them navigate this constantly evolving path, and what can current leaders glean from these rising stars in terms of their own expectations?

Hear executives discuss the greatest opportunities and challenges facing tomorrow's leaders, and learn what next generation leaders expect, including how they see their paths to leadership positions unfolding.

MODERATOR:

Stephanie N. Mehta, Deputy Managing Editor, *Fortune*

SPEAKERS:

Sofia Chang, Executive Vice President & General Manager,
HBO Home Entertainment

John Kim, Vice Chairman & Chief Investment Officer, New York Life
Insurance Company

Samir Pandiri, CEO, Asset Servicing, BNY Mellon

**** This session is sponsored by BNY Mellon****

4:30 PM – 5:00 PM

Findings Session: Translating Key Learnings

LOCATION: Columbus Room

Synthesizing key learnings, this session is designed to consolidate the research findings, best practices, and winning strategies gleaned at the Diversity Leadership Forum. Participants will chart out next steps to better leverage market opportunities and the Asian Pacific American as well as Asian workforce.

FACILITATOR:

Michael E. Chen, General Partner & CEO, Chen & Associates

SPEAKERS:

Subha V. Barry, Principal, SV Barry Consulting Group LLC

Apoorva Gandhi, Vice President, Multicultural Markets and Alliances,
Marriott International, Inc.

5:30 PM – 7:00 PM

2014 Corporate Diversity Awards Ceremony and Reception

LOCATION: Park Café

PERFORMANCE BY:

Red Baraat

MASTER OF CEREMONIES:

David Whitelaw Reid, Director, Corporate Relations, Asia Society

Awards will be presented for the 2014 Best Employers of Asian Pacific Americans in the following categories:

- Best Company for Asian Pacific Americans to Develop Workforce Skills
- Best Company for Promoting Asian Pacific Americans into Leadership Positions
- Best Company for Support the Asian Pacific American Community
- Best Company for Mentoring
- Best Company for Marketing & Appealing to Asian Pacific Americans
- Best Company for Innovative Practices
- Overall Best Employer for Asian Pacific Americans

CLOSING REMARKS AND ACKNOWLEDGEMENTS

Jonathan Beane, Executive Director, Global Workforce Diversity and Inclusion, Corporate Responsibility, Time Warner Inc.