

EMBER BLU

Branding & Leadership Symposium

2018

SUNDAY, 28 OCTOBER

09:00 AM - 02:00 PM

KURUMBA MALDIVES

Featuring

Martin Roll

Global Business & Brand Strategist

Ken Segall

Former Creative Director, Apple

Michael Sung

Chairman of CarbonBlue Innovations



Martin Roll

Global Business & Brand Strategist

Martin Roll delivers the combined value of an experienced global business & brand strategist, senior advisor and facilitator to Fortune 500 companies, Asian firms and global family-owned businesses on how to build and manage strong, global brands as well as leadership of high-performing, marketing-oriented businesses in a hyper connected and fast-paced, digitalized world.

Martin Roll is the founder and CEO of Martin Roll Company and brings with him more than 25 years of C-Suite counselling experience. Mentor for next generation leaders in business families, start-ups and growth companies. He is an Entrepreneur in Residence at INSEAD Business School. MBA from INSEAD.

www.martinroll.com

KEYNOTE ON

“Branding & Leadership in the 21st Century- Next Generation Leadership”

The essence of Martin’s speech will uncover how leadership in the 21st century will be influenced by Constant Change. In which ways the next generation of leadership will have to deal effectively with multiple global demanding challenges spanning from geopolitical volatility, technological disruptions, economic and political uncertainty, the rise of new challenges like China and shifting demographics to highlight a few.

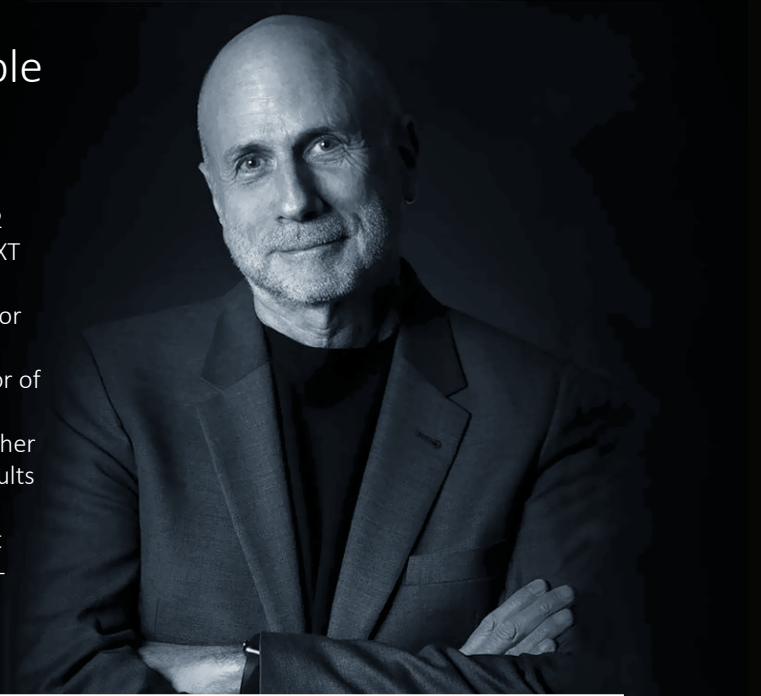
Providing invaluable inspiration and guidance to the audience, he will show how to balance the short and long term lens, building resilience and character, how to keep a horizontal and vertical outlook, balance global perspectives & local insights, and how to lead from a strong strategic compass, with an impactful brand vision.

Ken Segall

Former Creative Director, Apple

Ken Segall worked closely with Steve Jobs for over 12 years as his ad agency creative director spanning NeXT and Apple. He led the creative team behind Apple's famous *Think different* campaign and is responsible for that little "i" at the core of Apple's product naming strategy. Ken is the New York Times bestselling author of *Insanely Simple* and *Think Simple*, which explore the power of simplicity as practiced by Steve Jobs and other brilliant leaders around the world. He currently consults with major brands in strategy, branding and product naming; he blogs about technology and marketing at kensegall.com; and he has fun with it all at scoopertino.com.

www.kensegall.com



KEYNOTE ON

“Working the Steve Jobs Way- The Power of Simplicity”

Ken speaks about the power of simplicity. It's a topic near and dear to his heart, having witnessed the power of simplicity first-hand through his many years of experience with Steve Jobs.

Steve was as advertised—difficult and sometimes brutal—but he was also one of the most effective business leaders in history. It was a mix of talent and personality that allowed him to lead Apple from the brink of extinction to unimaginable success. In this talk, Ken takes a closer look at Steve's management style, illuminating principles that anyone can adopt to motivate employees, make better products and streamline complicated companies. Ken also shares the thinking of the many business leaders who contributed their ideas about simplicity to his second book. He shows how this thinking can improve a company's products, marketing and corporate structure—and make better leaders of us all.

Michael Sung

Chairman of CarbonBlue Innovations

Prof. Michael Sung is a technology venture builder and investor, having founded various companies in diverse high-tech industries ranging from semiconductor equipment to graphene manufacturing. Prof. Sung is a primary founder of RealCapital, the leading blockchain real estate fund investment platform.

He is managing partner of FinNX, Chairman of CarbonBlue Innovations, founding faculty at the Chinese Institute of Economics and Finance and an advisor for the National Belt and Road Research Institute. Prof. Sung is a founder of the One World Blockchain Alliance and also the founding board member for the Technology Innovation Council of Asia and serves in various advisory roles for the HK, Taiwan, and China governments on international tech transfer policy and building innovation ecosystems.



www.carbon.blue

KEYNOTE ON

“The Crypto Age: An Overview of the Blockchain Innovation that is Disrupting the World”

We live in a very special moment in the history of humanity to catch this next wave of transformative innovation, where the technology, business models, traction across industries, and regulation are all simultaneously maturing to enable practical enterprise applications within the next couple years. Just as internet technology could be applied to any business 20 years ago, Blockchain will radically transform the business landscape within and across all industries. This talk will elucidate the rapid evolution and emerging future trends of blockchain and cryptotoken innovation in 2018. The talk will first introduce to the layman the fundamental concepts of why blockchain technology is poised to revolutionise the world, discuss the evolution of ICO crowdfunding fundraising and regulatory trends, describe a variety of practical use cases in different industries, explain key cryptotoken business models that will drive the decentralized digital economies of the future.

Title “Next Generation Leadership for Start-Ups and Growth Companies, through a Strategic Lens”

Panelists

Featuring panelists from 4 major industries: Telecom, Education, Construction and Finance



Mohamed Ali Janah

Chairman of Hotels & Resorts Construction



Dilan Rajapakse

MD/ CEO of Commercial Bank of Maldives



Adhly Rasheed

Executive Director of Islanders Education



Ismail Rasheed

MD & CEO of Dhiraagu PLC

Tentative Program Overview

* Please note: the program is tentative. The times and information are subject to change.

Title

The Role of Branding and its Impact on Values and Leadership in the 21st Century

Date

October 28, 2018

09:00AM - 09:05AM

Welcome & opening remarks by Ember Blu

Venue

Kurumba Maldives

09:10AM - 09:55AM

Opening Keynote by Mr. Martin Roll
"Branding & Leadership in the 21st Century: Next Generation Leadership"
Q&A Exchange

10:00AM - 10:50AM

Panel discussion moderated and led by Mr. Martin Roll with distinguished business leaders from the local business scene discussing and providing perspectives on leadership and the opportunities Maldivian companies are facing in the years to come.
"Next Generation Leadership for Start-Ups and Growth Companies, through a Strategic Lens"
Featuring panelists from 4 major industries: Telecom, Education, Construction and Finance

10:55AM - 11:05AM

Break

11:10AM - 11:55AM

Keynote by Prof. Michael Sung
"The Cypto Age: An Overview of the Blockchain Innovation that is Distrupting the the World"
Q&A Exchange

12:00PM - 12:45PM

Closing Keynote by Mr. Ken Segall
"Working the Steve Jobs Way – The Power of Simplicity"
Q&A Exchange

12:50PM - 01:50PM

Lunch & Social Exchange