



# ASEAN GLOBAL LEADERSHIP PROGRAMME

Cambridge, UK  
11<sup>th</sup> – 15<sup>th</sup> September 2017

*"Leadership in a  
Transformational Digital Era"*



UNIVERSITY OF  
CAMBRIDGE  
Judge Business School

Executive Education

SRW & Co.

# FOREWORD



## *From the CEO of Cambridge Executive Education, University of Cambridge*

Cambridge Executive Education, Cambridge Judge Business School, is delighted to be working once again with SRW&Co. in launching the 2017 ASEAN Global Leadership Programme. The partnership was set up in 2009 when we first launched the ASEAN programme in collaboration with SRW&Co. This will be the 7<sup>th</sup> annual run of the ASEAN Global Leadership Programme and we are very pleased to continue the great partnership with SRW&Co. in delivering this flagship programme for the ASEAN business leaders.

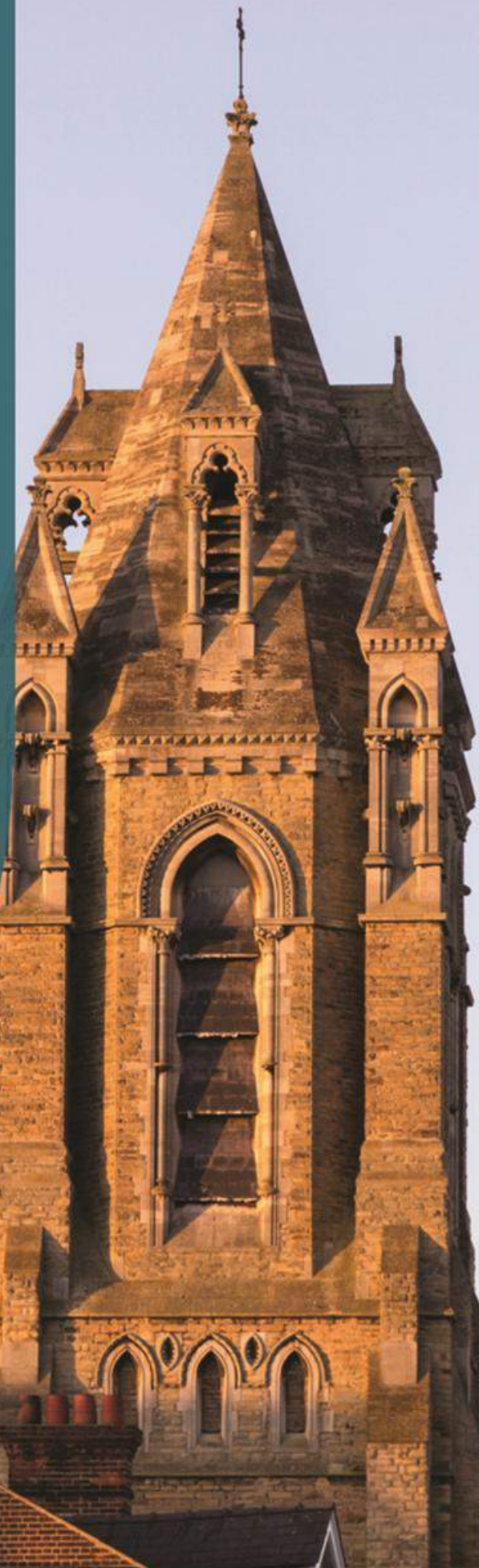
We look forward to delivering a bespoke learning experience, bringing together our world class faculty and practitioner network to meet the learning needs of the ASEAN Global Leadership Programme participants. With its suite of carefully designed learning sessions, this programme will provide you with the opportunity to explore together the latest research and thinking, gaining new knowledge to optimise your learning experience and improve your leadership effectiveness.

It will be our pleasure to welcome you to the University of Cambridge for what promises to be an inspiring, enriching and enjoyable executive education programme. I personally look forward to meeting you all when you are here in Cambridge next fall.

### **Christoph Loch**

Director, University of Cambridge  
Judge Business School

CEO, Cambridge Executive  
Education





**Harold Chee**

Programme Development Director

### *From the Programme Director of Cambridge Executive Education*

We are living in a highly competitive and globalised business world characterised by fundamental transformations and innovative disruptions taking place in many industries; its pace, scale, and impact has accelerated to unprecedented levels. Sometimes, these disruptions enhances the value of existing products and services, at other times, it renders existing business models obsolete and companies have to rethink who their customers are and what they value. What does it mean to manage and lead in such a world of ongoing disruption?

This lies at the very core of the design of our unique programme where participants can experience some of the cutting edge thinking from distinguished Cambridge University Judge Business School faculty and contributors situated in one of the world's most prestigious research universities; with a reputation as a centre for rigorous thinking and high impact transformative education. The school is in the business of the transformation of individuals, of organisations and society and brings knowledge to specific business situations to turn thinking into action.

The programme is designed for senior executives and addresses some of the issues of leading in a complex and disruptive business environment. The programme will explore global economic trends & its impact on ASEAN and the EU, Brexit and what we can learn from the EU crisis; current thinking on Innovative disruptions and how to make your organisation innovative; a practitioners session on Fintech; visits to local innovative companies in the Cambridge 'Silicon Valley' to understand how they develop and sustain an entrepreneurial and innovative culture in times of rapid change; latest thinking on leadership based on neuroscience research provides solutions based on science to improve a leader's performance; focus on the use of the digital medium of understanding social media for brand building; In the digital era, Big data analytics is critical to understand as it helps organizations harness their data and use it to identify new opportunities and more effective operations.

This programme promises to be challenging and rewarding for you and enhance your confidence to proactively shape the future at a time of seismic shifts in the business and political environments. We look forward to working with you.

### *From the Chairman & Partner of SRW&Co.*

We launched our first ASEAN Global Leadership Programme (AGLP) in 2009 in collaboration with the University of Cambridge Judge Business School. Since then, the AGLP had become a flagship leadership development programme for SRW&Co. and our business school partners. The AGLP in 2017 with Cambridge Judge Business School will be the 7<sup>th</sup> annual run, which marks the continuity of a solid partnership between SRW&Co. and the Cambridge Judge Business School. The programme scored consistent high ratings reflecting the quality and standard of what a world class business school can offer to the participants.

We are witnessing the dynamic changes and development in the ASEAN region against the context of the ASEAN Economic Community and the challenges and opportunities faced by the leaders in the region. The 4 key themes of our AGLP - Globalization, Innovation, Entrepreneurship and Leadership are very relevant to the ASEAN leaders in both the corporate and public sectors. It is the objective of our AGLP to provide the optimal learning experience and exposure to the ASEAN leaders by engaging them in discussion with the world class faculty of the Cambridge Judge Business School and practitioner network. At the same time, the programme also provides a peer learning platform for the participants to share their experiences and insights as leaders from their respective countries in the ASEAN region.

We believe a week-long programme in the historical 808-year old campus of the University of Cambridge will be both an intellectual and a soul-enriching learning experience for the participants. It will be a good opportunity for the participants to reflect on their mission and purpose as leaders in the conducive environment of the campus. We also hope the participants will work on implementing some of the ideas and insights they gain from the programme for the benefit of their organizations and their countries. Last but not least, we hope the programme will help the participants to reaffirm their commitment and purpose as leaders in their respective organizations.

We look forward to welcoming and meeting you all in Cambridge next fall.



**Daniel Wong**

Chairman & Partner of SRW&Co.

# INFORMATION

## UNIVERSITY OF CAMBRIDGE

Celebrating its 800th anniversary in 2009, the University of Cambridge is one of the world's oldest universities and leading academic centres, and a self-governed community of scholars. Cambridge comprises 31 Colleges and over 150 departments, faculties, schools and other institutions.

The mission of the University of Cambridge is to contribute to society through the pursuit of education, learning, and research at the highest international levels of excellence.

## CAMBRIDGE JUDGE BUSINESS SCHOOL

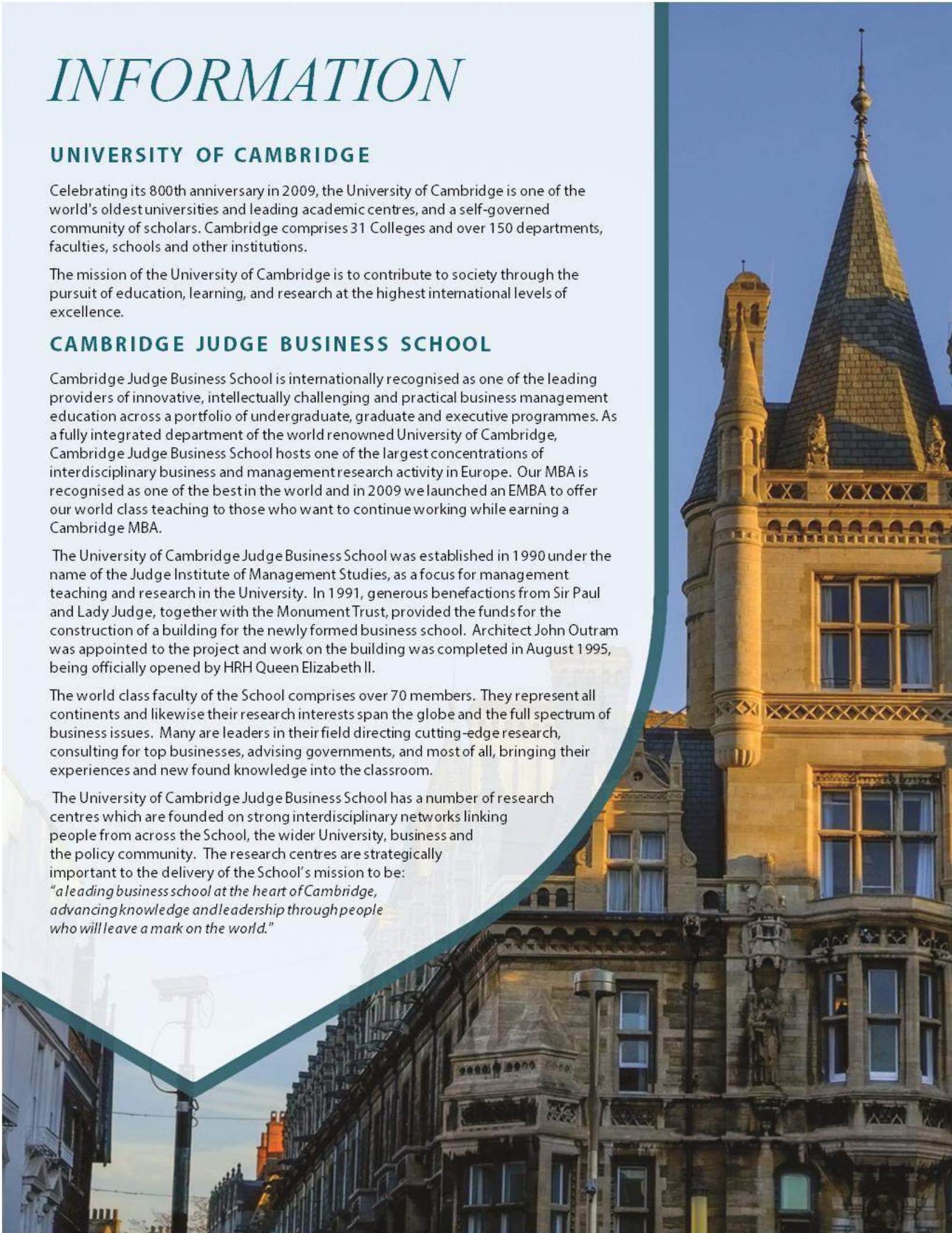
Cambridge Judge Business School is internationally recognised as one of the leading providers of innovative, intellectually challenging and practical business management education across a portfolio of undergraduate, graduate and executive programmes. As a fully integrated department of the world renowned University of Cambridge, Cambridge Judge Business School hosts one of the largest concentrations of interdisciplinary business and management research activity in Europe. Our MBA is recognised as one of the best in the world and in 2009 we launched an EMBA to offer our world class teaching to those who want to continue working while earning a Cambridge MBA.

The University of Cambridge Judge Business School was established in 1990 under the name of the Judge Institute of Management Studies, as a focus for management teaching and research in the University. In 1991, generous benefactions from Sir Paul and Lady Judge, together with the Monument Trust, provided the funds for the construction of a building for the newly formed business school. Architect John Outram was appointed to the project and work on the building was completed in August 1995, being officially opened by HRH Queen Elizabeth II.

The world class faculty of the School comprises over 70 members. They represent all continents and likewise their research interests span the globe and the full spectrum of business issues. Many are leaders in their field directing cutting-edge research, consulting for top businesses, advising governments, and most of all, bringing their experiences and new found knowledge into the classroom.

The University of Cambridge Judge Business School has a number of research centres which are founded on strong interdisciplinary networks linking people from across the School, the wider University, business and the policy community. The research centres are strategically important to the delivery of the School's mission to be:

*"a leading business school at the heart of Cambridge, advancing knowledge and leadership through people who will leave a mark on the world."*



## SRW&Co.

SRW&Co. is a regional management consulting firm providing specialist services in designing and implementing a full range of integrated people management and development solutions. Our focus and goal is clear-to help our clients to improve their organizational performance through innovative and effective people management and development practices, which are customized to meet their specific needs and requirements.

Our consulting teams have extensive hands-on experiences working for many leading corporations ranging from global consulting firms, multinational companies, to large local conglomerates. Combining global best practices with local experiences and cultural understanding, we help many leading global and local companies in the Asia-Pacific region to develop and implement a full spectrum of integrated people management and development solutions. We bring with us best practices and research in the field of people management and development to support our custom designed work with clients in the region.

Our technical advisors are industry and business experts who have specialized knowledge and expertise in specific business functions and industries. We also collaborate with our strategic partners comprising leading consulting firms, world class universities and business schools and reputed local boutique consulting firms on a project basis. In fact, even some of our clients become our strategic partners which speak volumes of our partnership approach in working with our clients.

We believe, ultimately, it is the people who will make or break the company. Hence we adopt a balanced and holistic approach in our consulting framework and methodology by combining our technical strength in the custom design of the systems, methodologies and tools, and working on change management and communication to win over the hearts and minds of our clients in the effective implementation of the systems to deliver tangible results and value as expected. We believe the acid test of our deliverables in any consulting assignment lies in the effective implementation of the systems we designed. Hence our design has the built-in implementation module as an integral part of the solution we offer to our clients which is a hallmark of our bench-strength.

Finally, we measure our success as a consulting firm in alignment with the successes of our clients and strategic partners, and The successes of our own people in becoming dedicated professionals who passionately live our values and walk the talk.



# PROGRAMME INFORMATION

Downing College  
University of Cambridge  
Regent Street Cambridge CB2 1DQ



## THE CITY OF CAMBRIDGE

Cambridge is a compact and charming university city steeped in history and benefiting from a peaceful riverside setting. Before the first scholars came in the 13th century, Cambridge was already an important seat of military defence for successive conquerors of the country – the site of the original Norman castle can still be seen. Today, the city offers its many visitors a wide range of cultural sites, leisure activities and restaurants. Cambridge is also less than one hour by train from London.

## TEACHING VENUE

The course will take place at Downing College. The College was founded in 1800 under the will of Sir George Downing, 3rd Baronet (1685-1749). Built in an elegant neo-classical style, Downing offers a comfortable and contemporary learning environment in its own peaceful grounds in the heart of the city of Cambridge.

## GALA DINNER AND CERTIFICATE PRESENTATION

The Gala Dinner will be held at The Hall at Downing College and Certificate Presentation will be held at The Howard Theatre at Downing College.





## CULTURAL TOUR

Our guided cultural tour of Cambridge comprises a walking tour around must-see historic sites and a chauffeured punt (traditional Cambridge boat) ride along the river to learn more about the colleges.

## REGISTRATION

Applications are accepted on a first-come, first-served basis. Early registration is recommended

## TRAVEL & ACCOMODATION

The cost of travel, accommodation and visa will be borne by the participants.

We will recommend the hotel within walking distance to the camps. We suggest all participants make hotel reservations as early as possible to secure rooms during the period.

## WHO SHOULD ATTEND ?

This programme is aimed at those senior executives who have responsibilities for strategic leadership and for improving their company's performance.

Particularly, this programme is very relevant to CEOs, members of Boards of Directors, members of Boards of Commissioners or senior executives who are about to assume top management positions.

The programme is applicable for executives working in both the public sector and the private sector across industries.



# PROGRAMME AGENDA & SYNOPSIS



## SUNDAY 10<sup>th</sup> SEPTEMBER 2017

### Cultural Tour

A guided tour and a visit to one of the well-known Cambridge colleges; as well as partaking in a traditional Cambridge activity of punting.

## MONDAY 11<sup>th</sup> SEPTEMBER 2017

### Welcoming Speech

- Christoph Loch

### Welcome & Programme Overview

- Harold Chee

### Economic trends and impact on World economy, EU, AEC and Impact of Brexit

This session will explore the future issues and challenges facing the EU and AEC in a turbulent global economy. Looks at where the EU is heading, what is the best route forward, what are the future nature of collaborations, the implications for the EURO and the institutional frameworks needed to go forward. We will also examine what the prospects are for ASEAN in the future and lessons for ASEAN from the EU experience. Finally, the session will explore the potential pitfalls and benefits of Brexit for the UK, ASEAN and EU.

- Michael Kitson

### Group Photograph

### Disruptive Innovation

What do we mean by disruptive innovation and what are the different types? How to develop disruptive strategies – e.g., What does it mean to manage and lead in such a world of ongoing disruption? How should we re-tool our intellectual frameworks to deal with such ongoing disruption?

- Stelios Kavadias

## TUESDAY 12<sup>th</sup> SEPTEMBER 2017

### Making Your Organization Innovative

The session focuses on a number of themes such as understanding what an Innovative mindset is, and understanding how an organisation's DNA can be major hindrance to change and creativity. In today's fast paced converging world, sustained innovation is a necessity to thrive. The session will learn how to implement innovation and develop a set of practical tools & concepts that you can apply to your business. The benefits of the session, is to learn how to manage innovative development projects and harness the power of users in the innovation process. Finally, the participants will learn how to develop an innovative culture in the organization and also looks at 'Jugaad' Innovation in emerging markets.

- Jaideep Prabhu

### Visit to 1 or 2 companies\* in Silicon Fen:

Cambridge is surrounded by science parks, incubators and innovation centers. The Cambridge Cluster or Silicon Fen, is now the most successful technology cluster in Europe and one of the most successful in the world. Many of these businesses have connections to the University of Cambridge. To date, innovators based at the University and in the wider local community have developed over 1,600 firms employing more than 30,000 people. Collaboration between the University and the private sector continues to influence the growth and prosperity of what is known as the 'Cambridge Phenomenon'.



A visit to 1 or 2 companies within the Cambridge Innovation hub will be organised to meet senior executives from these companies and have an opportunity to discuss with them how an entrepreneurial ecosystem helps their companies, what does it take to develop a culture of innovation and understanding what it takes to succeed in a disruptive business environment

\*companies to be confirmed

## **WEDNESDAY 13<sup>th</sup> SEPTEMBER 2017**

### **Big Data and Analytics**

Organizations now have the ability to capture and utilize data about every aspect of their operations: customers, products, operations, people, competitors, etc. This session looks at what business analytics and big data mean for managers: decision making, developing products, delivering services, operations, citizen interactions. Through exercises, participants learn about: connecting big data to organizational capabilities, achieving a balance between analytical and non-analytical skills, and using data platforms to your advantage

- **David Stillwell & Mohamed Zaki**

### **Visit to Cambridge Science Park & St John's Innovation Centre**

## **THURSDAY 14<sup>th</sup> SEPTEMBER 2017**

### **Strategic Branding in the Social Media Era**

The Internet is changing the world we live in and the agenda is today dominated by the ever-increasing popularity of social media. This session will look at the rise of the connected world, how some companies are using this emerging platform to brand their products. Building a strong brand is a central component of a firm's marketing focus. However, brand building in the social media era is especially challenging. It requires leaders to have deep insights on consumer psychology, market competitive dynamics, opportunities & threats associated with social media. The focus of the session is developing brand positioning, understand the benefits of social media for brand building and social media strategies for brand building

- **Eden Yin**

### **Neuroscience and Leadership Effectiveness**

Neuro-leadership can provide solutions for professionals based on science to improve performance, manage diversity and facilitate better learning. Kate will discuss in an interactive session how creating new habits and deliberate actions and understanding some fundamental neuroscience, a leader can maximize the performance and job satisfaction of a team.

Beyond conversation skills, one of the most powerful neuro-leadership tools to master is to manage the social and emotional needs of others at work. One of the main components is to increase reward and reduce threat. When the brain perceives a threat, whether real or perceived, the brain is affected which blocks individuals' ability to plan and create.

Neuroscience reveals how the social nature of the workplace can help companies increase retention rates and reduce the rising costs associated with turnover by working smarter and not harder.

- **Kate Tojeiro**

### **Gala Dinner and Certificate Presentation**

## **FRIDAY 15<sup>th</sup> SEPTEMBER 2017**

### **FinTech guest speaker: Robert Wardrop on 'Alternative Finance'**

### **Action Planning, Synthesis and Review**

Finally, participants will draw up a final action plan and then a presentation by some of the participants on the ways in which the course has helped develop their work as principles, the changes they intend to introduce and the strategies they will employ to ensure that such changes are sustained.

- **Harold Chee**

# FACULTY BIOGRAPHIES



**Professor Christoph Loch** was a Director of the INSEAD Israel Research Center and Dean of the PhD Programme, INSEAD, Fontainebleau, France. Associate (client consulting team member), McKinsey & Company, San Francisco, USA, and Munich, Germany. Strategic Analyst (competitor and industry analyses), Siemens AG, Munich, Germany. Lecturer (evening MBA course on Management Science and undergraduate course in Operations Management), University of Tennessee, Knoxville, USA. Non-executive Director of educational software start-up company Prendo.

Professor Loch has been the Chairman of the Behavioral Operations Management section of INFORMS, Department Editor for both Management Science (R&D and Innovation department) and Production and Operations Management, and the special issue on behavioural operations management, and Associate Editor of Management Science, Manufacturing and Service Operations Management (M&SOM) and Operations Research.

## Prof. Christoph Loch

Director of Cambridge  
Judge Business School

Professor of Management Studies



**Dr. Eden Yin** research interests are in New product growth in high-tech industries; internationalisation strategies for firms from emerging economies; global business ethics; managing arts and cultural products.

Dr. Yin is a member of the American Marketing Association, INFORMS, AIB and the Academy of Marketing Science. He has taught both undergraduate and graduates, as well as business executives, in the United States, the United Kingdom, China, Australia, Finland, Denmark, Brazil and Argentina.

Eden held appointments at the University of Southern California and principles of marketing and internet marketing at the Loyola Marymount University in Los Angeles prior to joining Cambridge Judge Business School.

## Dr. Eden Yin

Senior Lecturer in Marketing  
Fellow of St. Edmund's College



**Harold Chee**

Programme Development Director

**Harold Chee** is involved in client management, designing and teaching on the Cambridge Executive Education's customised programmes. His teaching and research interests are in Leadership, Coaching, Strategy and Marketing; He has designed tailored programmes for many companies in the engineering, energy, banking, publishing, food and beverages, steel, telecoms and chemical sectors.

Harold has taught in China, Asia Pacific, Europe, USA and Southern Africa with a variety of clients such as Philips, Volvo, Akzo Nobel, ITT, Continental Tyres, China Post, Volkswagen, Tesco, Roche Pharmaceuticals, Tetra Pak, Lufthansa, the BBC, the Home Office, PricewaterhouseCoopers, Norwegian Paper & Pulp and the Reserve Banks of Zimbabwe and Swaziland. His current clients in China include ABB, Siemens, Daimler and Sinopec.

Before joining Cambridge Executive Education, he worked as a Lecturer/Programme Director at Ashridge Business School, where he managed, designed and taught programmes for many tailored clients, as well as on the MBA and many Open Programmes such as Strategy & Leadership and the Advanced Management Programme. Before Ashridge, he was senior training consultant and business development manager in Beijing, China, helping to set up the China-Britain Management Training Centre. Prior to this, he worked for the giant mining company Anglo-American Corporation in Zimbabwe as an Organisational Development Manager. Harold has also worked as a university lecturer for several years with Westminster and Newcastle Business schools in the UK and has been a visiting professor at the universities of Boston, Moscow and Essex. Early in his career he was a marketing manager for several organisations.

Harold is an economics graduate and holds several masters degrees, and has studied at the London School of Economics, Essex, Kent and University of London Institute of Education. Amongst some of his publications are: Chinese Leadership with B. Wang (Palgrave Macmillan, 2011), the chapter "To export or not to" in Globalisation Laid Bare: Lessons in International Business edited by N. Ferguson, V. Cable and A.K. Sen (Gibson Square Books, 2010), The Myths of Doing Business in China (Palgrave Macmillan, 2007, 2nd edition), Global Marketing Strategies (Financial Times/Pitman, 1998) and Marketing with R. Harris (Financial Times/Pitman, 1993).



**Prof. Jaideep Prabhu**

Professor of Marketing  
Fellow of Clare College

**Professor Jaideep Prabhu** is a member of the editorial boards of the Journal of Marketing, the International Journal of Research in Marketing and the Journal of Management Studies. He is an associate editor of Customer Needs and Solutions and BMJ Innovations, is on the editorial advisory board of The Schmalenbach Business Review, and is a member of the senior advisory board of the European Journal of Marketing.

He has consulted with or taught executives from ABN Amro, Bertelsmann AG, British Telecom, the UK's Department of Trade and Industry (DTI), EDS, Egg, IBM, ING Bank, Laird, the NHS, Nokia, Océ Copiers, Philips, Roche, Shell, Vodafone and Xerox among other organisations in Colombia, Finland, Germany, Netherlands, Portugal, Switzerland, UK and US.

He has been interviewed by or has had his work profiled on BBC News 24, The New York Times, MIT Sloan Management Review, BusinessWeek, US News & World Report, The Financial Times, Le Monde, The Times, The Times of India, The Economic Times, Anglia News, The Asian Age, The Deccan Chronicle, The Statesman, The Calcutta Telegraph, Exec Digital and elsewhere.

Jaideep is a member of the & Enterprise and Director of the Centre for India & Global Business (CIGB). Cambridge Corporate Governance Network (CCGN), Jawaharlal Nehru Professor of Indian Business



### **Dr. Mohamed Zaki**

Research Associate, Cambridge Service Alliance

**Dr. Mohamed Zaki's** key research interests lie in the field of Big Data analytics implications for service science, business model innovation and customer experience. His research uses an interdisciplinary approach of Big Data technology to address a range of real organizations problems to make better business decisions within complex service network.

He is currently leading the Big Data and analytics for service research at the Cambridge Service Alliance, University of Cambridge. He is working in many research projects in collaboration with business industries such as BAE systems, Caterpillar, IBM, Pearson and Zoetis. His recent research investigated How can big data create value for companies, what are the key data-driven business models, and what are the questions large companies need to ask when creating their own data-driven business models?

He is also a co-investigator in many EPSRC research networks such as Consumer Goods, Big Data, and Redistributed Manufacturing (RECODE) and EPSRC-Digital Economy (NEMODE). He has experience of both academic and industrial research and am a keen contributor to the international research community.

He was awarded MSc. in Information System and Organisation Management and PhD in business analytics; both degrees from Manchester Business School (MBS), University of Manchester. His PhD thesis investigated the impact of employing different data and text mining techniques to detect frauds in the stock exchange markets. The research proposed an ontological approach for financial fraud. The proposed ontology brings together existing domain knowledge from previous efforts with new knowledge derived from the analysis of unstructured sources based on existing fraud cases reported by Security Exchange Commission (SEC).



### **Robert Wardrop**

Director of the Cambridge Centre for Alternative Finance

**Robert Wardrop** is a sociologist in the Finance & Accounting subject group at Cambridge Judge Business School. He has a successful track record of investing in and advising small and mid-sized firms in North America, Europe and Asia spanning over 30 years, and this experience led to his interest in understanding how and why alternative channels of finance emerge outside the traditional banking and capital markets system.

His current research focuses on small and mid-sized firms that issue bonds as an alternative to bank financing, with the aim of better understanding the decision-making behaviour of firm owners and classes of investors across different economies. In addition to his academic role at Cambridge, Robert currently serves on the Global Advisory Boards of the University of Chicago Booth School of Business and the School of Business at Queen's University in Kingston, Canada.

The *Cambridge Centre for Alternative Finance* is an international interdisciplinary academic research institute dedicated to the study of alternative finance, which includes financial channels and instruments that emerge outside of the traditional financial system (i.e. regulated banks and capital markets). Examples of alternative channels are online 'marketplaces' such as equity- and reward-based crowdfunding, peer-to-peer consumer/business lending, and third-party payment platforms.

Alternative instruments include SME mini-bonds, private placements and other 'shadow banking' mechanisms, social impact bonds and community shares used by non-profit enterprises, and alternative currencies such as Bitcoin.



### **Kate Tojeiro**

Executive Performance Coach  
Managing Director of Xfusion

**Kate Tojeiro** is an Executive Performance Coach, MD of progressive leadership consultancy Xfusion and author of *The Art of Possible* – new habits, neuroscience and the power of deliberate action.

Having built up a string of prestigious FTSE 250 and Fortune 100 clients over the last 15 years, Kate has worked with the boards, senior leaders and teams of some of the world's largest organisations and also some of the most cutting edge, organically-grown start ups. During that time she has formed a unique and compelling reputation for developing leaders.

A regular fixture on BBC radio and a respected voice across the media, Kate works with leaders, teams and the next generation of rising stars. Clients include Google, Rio Tinto, Barclays, Santander, McLaren, Orade and Accenture and various technology start-ups. Kate works across the globe.

Kate is an Associate Faculty Member of the Judge Business School, a faculty member of Google Learn and also a Fellow of the RSA.



### **Michael Kitson**

University Senior Lecturer in  
International Macroeconomics  
Deputy Director of the MBA Programme  
Assistant Director of the Centre for  
Business Research (CBR)  
Fellow of St Catharine's College

**Michael Kitson** is an Assistant Director of the Centre for Business Research (CBR), Cambridge, and is Hub Director of the UK-Innovation Research Centre. He has undertaken research for: the Arts and Humanities Research Council (AHRC); the Department of Business Innovation and Skills (BIS); the Economic and Social Research Council (ESRC); the Engineering and Physical Sciences Research Council (EPSRC); and the National Endowment for Science, Technology and the Arts (NESTA).

Michael Kitson was Assistant Director of the National Competitiveness Network (NCN) of the Cambridge-MIT Institute (CMI), and Director of NCN. CMI was a joint venture between Cambridge University and the Massachusetts Institute of Technology to improve competitiveness, innovation and entrepreneurship in the UK. He has provided evidence and advice to: the EU; the House of Lords enquiry into globalisation; and various regional and local governments. He is currently advising the Northern Ireland Government about its innovation policy.





### Dr. David Stillwell

Deputy Director of The Psychometrics Centre

**Dr. David Stillwell** is also Lecturer in Big Data Analytics and Quantitative Social Science at the Cambridge Judge Business School. David would describe himself as a computer nerd, but we perceive him rather as a Mark Zuckerberg of Psychometrics. In June 2007, between obtaining his first degree and embarking on his Masters, David began a personal side project designing applications for social networks. The result was the myPersonality Facebook application that allows users to take real psychometric tests and receive feedback on their results. Today myPersonality has collected data from more than 6 million people, and the resulting database has become a priceless academic resource used by numerous researchers all over the world.

Since these early successes, the influence of David's work has expanded considerably, so that today its impact ranges from targeted online advertising, psychometric adaptive test development, ipsative techniques in test design, the real-time analysis of online digital footprints, behavioural prediction and state-of-the-art school examinations. It is for very good reason that Pacific Standard Magazine has recently named him among their 'top 30 thinkers under 30', the young men and women they predict will have a serious impact on social, political and economic issues in the near future.



### Prof. Stelios Kavadias

Margaret Thatcher Professor of Enterprise Studies in Innovation & Growth

Director of the Entrepreneurship Centre

Director of Research

**Professor Stelios Kavadias** serves as an Associate Editor for Management Science's Entrepreneurship and Innovation department, and as the Department Editor for the R&D, New Product Development and Project Management department of Production and Operations Management.

At Georgia Tech's Huang Executive Education Center he regularly contributed to open enrolment and custom executive programmes on innovation and project management, and was the Academic Director of their GE Energy PLMP programme.

He has authored several case studies through close collaboration with major firms across multiple industries.







**UNIVERSITY OF  
CAMBRIDGE**  
Judge Business School

**Executive**Education

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