EY and the University of Oxford Said Business School are collaborating to examine how leading companies are transforming, leveraging purpose to drive innovation and growth.

Today’s conversation, presented in collaboration with The B Team, advances this global debate by bringing together top leaders from across sectors to answer essential questions such as:

- What does “thriving” in business mean in the 21st century?
- What does it mean to be a purpose-driven company?
- How and why are customer and employee expectations different today?

We invite your active participation to candidly share your perspectives and experiences for transforming business.

Let’s build a better working world together.
Purposeful Transformation
Thursday, 22 January 2015
Steigenberger Belvédère, Davos

Opening keynote

Sir Richard Branson
Founder of the Virgin Group and Co-Founder and Co-Chair of The B Team

Sir Richard Branson is Founder of the Virgin Group and Co-Founder and Co-Chair of The B Team. Virgin is one of the world's most recognized and respected brands and has expanded into many diverse sectors, from travel to telecommunications, health and wellness, financial services, space travel and renewable energy. In 2004, Richard established Virgin Unite, his nonprofit foundation. It mobilizes the talent and resources from across the Virgin Group and beyond to tackle tough social and environmental problems in an entrepreneurial way.

Distinguished panelists

Arianna Huffington
President & Editor-in-Chief of the Huffington Post Media Group

Arianna Huffington is the Chair, President, and Editor-in-Chief of the Huffington Post Media Group and author of fourteen books, most recently the #1 New York Times bestseller, *Thrive: The Third Metric to Redefining Success and Creating a Life of Well-Being, Wisdom, and Wonder*. She has been named to *Time* Magazine's list of the world's 100 most influential people and the *Forbes* Most Powerful Women list.

Antony Jenkins
Group CEO of Barclays

Antony Jenkins is the Group Chief Executive of Barclays. Previously, he was Chief Executive of Barclays Retail and Business Banking, a position he held since November 2009. Antony started his career at Barclays, where he completed the Barclays Management Development Programme before going on to hold various roles in retail and corporate banking. He moved to Citigroup in 1989, working in both London and New York. In January 2006, he rejoined Barclays as Chief Executive of Barclaycard. Antony is the Chairman of the Banking Environment Initiative, International Advisory Panel member for the Money Authority of Singapore and an advisor to the Acumen Fund.

Irene Rosenfeld
Chairman & CEO of Mondelēz International

Irene is Chairman and CEO of Mondelēz International. Since returning to Kraft Foods, the predecessor to Mondelēz International, in June 2006 as CEO and then Chairman in March 2007, she has successfully repositioned the company to deliver consistent top-tier growth by reinvigorating iconic brands, transforming the portfolio and strengthening its presence in fast-growing emerging markets. She is active in a number of industry and community organizations, including the Economic Club of Chicago and the Board of Directors of the Consumer Goods Forum.

Mark Weinberger
Global Chairman & CEO of EY

Mark Weinberger is the Global Chairman & CEO of EY, a leading global professional services organization with 190,000 people in more than 150 countries. Under his leadership, he is leading Vision 2020, EY’s purpose-driven transformation, to build a better working world. He is also a member of the International Integrated Reporting Council (IIRC), the International Business Leaders Advisory Council (IBLAC) and the International Business Council of the World Economic Forum.

Paul Polman
CEO of Unilever

Paul Polman is the Chief Executive Officer of Unilever. Under his leadership, Unilever has set out an ambitious vision to double its size while reducing its overall environmental footprint and increasing its positive social impact. He is also Chairman of the World Business Council for Sustainable Development and serves on the Board of the UN Global Compact and the Consumer Goods Forum.

Moderator

Stephanie Ruhle
Anchor and managing editor for Bloomberg Television and editor-at-large for Bloomberg News

Stephanie Ruhle is an anchor and managing editor for Bloomberg Television and editor-at-large for Bloomberg News, based in New York. She serves as co-host of *Market Makers*. Prior to joining Bloomberg, Ruhle held leadership roles at Deutsche Bank and Credit Suisse. Ruhle plays an active role in women's leadership and business leader development, founding the Corporate Investment Bank (CIB) Women's Network and co-chairing the Women on Wall Street (WOWS) steering committee.