



Innovating Innovation



Special Edition Series of

Coffee Break with Game-Changers

with your host **Bonnie D. Graham**

Presented by

Innovating Innovation with Game Changers, Presented by SAP
Thursday at 7 AM Pacific/10 AM Eastern
January 29th 2015: Innovating innovation: Art or Discipline, Serendipity or Systematic?

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The buzz: Innovating. Innovation is more critical to your business success than ever. That’s why enterprise leaders want to shift it from an art to a teachable business discipline with predictable outcomes. Can structured vs. informal innovation approaches create a sustainable learning culture? The experts speak. Jeremy Cox, Ovum: “When we think about innovation, we think of people with some spark of genius who are able to see things that mere mortals like us fail to see.”

Claus von Riegen, SAP: “The reason why it is so difficult for existing firms to capitalize on disruptive innovati

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Featured Guests



Jeremy Cox

Jeremy Cox, Principal Analyst at Ovum, leads the research and insights into CRM and its potential for spearheading customer-driven business transformation.

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Claus von Riegen

Claus von Riegen is Vice President and Head of Business Model Innovation at SAP SE. He chairs the BMI Service Center that shapes the design, incubation and scaling of new business models across board areas. In this role, he acts as a transformation agent and helps SAP pursue new business models in an agile way – managing the trade-offs with the corporate immune system that focuses on optimizing our current business model.

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Marco Cigaina

Marco Cigaina is Program Manager in SAP Services Innovation. He focuses on service innovation research, innovation management, and integration of stakeholders in the innovation process.

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