



# 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

October 16th 2014: **Gamification and Innovation: iWorker, Em'play'ee, and Col'laborer**

The buzz: Gamification. Who in the workforce is driving the uptake of gamification in business? These 'emPLAYees' are Millennials. For them, work is about self-fulfillment, not just salary – and success is defined not by rank or seniority, but by personal matters. For your organization, gamification is not about serving managers and companies, it's what interests employees. The silver lining: When games create an environment for creativity and innovation, everyone wins. The experts speak. Gopal RajGuru, Innovate+Grow: "Never tell people how to do things. Tell them what to do and they will

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### Featured Guests



#### Gopal RajGuru

Gopal RajGuru, founder and Managing Director of Innovate+Grow Group (I+G) since 2000, is a sales educator, consultant, and university professor. He set-up I+G to provide consulting, coaching and training to help clients create new ideas to address unmet customer needs, validate them with customers, position them appropriately in the market, and build awareness through comprehensive inbound and outbound marketing. I+G also helps clients optimise their customer engagement model, and educate their sales teams to capture the value they create through more effective negotiation. Previously, Gopal led a team of consultants at PwC focused on year 2000 project management, optimisation and audit. H

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#### Mario Herger

Mario Herger is CEO, founder and partner of Enterprise Gamification Consultancy LLC, a strategic consulting group focused on gamification, innovation, social business, and intrapreneurship in the enterprise. He had been Senior Innovation Strategist at SAP Labs in Palo Alto, California and Global Head of the Gamification Initiative at SAP where he worked for 15 years. He also co-founded in 2013 and leads the Austrian Innovation Center Silicon Valley (AICSV) that connects Austrian and CEE startups and companies with the Silicon Valley. In his work as a gamification consultant and at SAP, Mario has encountered and supported gamification efforts in the enterprise from multiple levels and depar

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#### Tonja Erismann

Tonja Erismann currently heads the Global Service Innovation team at SAP. She has 15 years of emerging technology management and consulting background with leading global businesses. She's a domain expert in managing innovation, with focus on creative and design methodologies, strategy design, business model transformation, incubation and governance. She has managed and led multiple innovation initiatives at SAP and with customers, in the areas of Intrapreneurship, Innovation culture, and technology incubation such as Digital, IOT, and Mobile. She has been ranked as high potential at SAP and holds an executive MBA from University of Fribourg in Switzerland, a General Management Certificate

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