



# The Future of Business



Special Edition Series of

## Coffee Break with Game-Changers

with your host **Bonnie D. Graham**

Presented by 

**Future of Business with Game Changers, Presented by SAP**  
**Tuesday at 7 AM Pacific /10 AM Eastern**  
**November 06th 2014: Why Design Matters in a Complex World**

The buzz: Design. In a world where everyone is expected to focus on execution, there's a critical need to innovate everything from cars and shoes to enterprise software. The answer to this dilemma? The notion of design is not just for designated "designers". By leveraging design thinking methodology, we can solve the problems we know, and discover new problems and their solutions. Wouldn't your company benefit from the best practices of successful innovation teams, and scaling design thinking globally to enrich the ways we work and live? The experts speak. Jayson Mayden, MarkOne: "I am not

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### Featured Guests



#### Jason Mayden

Jason Mayden is VP of Design, MarkOne. Previously, as Sr. Global Design Director, Jordan Brand/Nike Inc., he oversaw the design and execution of all conceptual products, data driven innovations, and inline lifestyle and performance product for Jordan Brand. During his 13+ years at Nike, he led and contributed to the creation of innovative sport performances products for athletes and cultural icons such as Carmelo Anthony, Chris Paul, Russell Westbrook, Derek Jeter, and Michael Jordan. In 2011, Jason received his Master's degree in General Management and Social Innovation from Stanford University's Graduate School of Business and returned to Nike as the Global Director of Innovation for Nik

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#### George Kembel

George Kembel, Global Director and Co-Founder, Stanford D.School, is an entrepreneur and investor turned educator. George spends his time working with students, teachers, leaders, and investors to unlock the latent innovative capacity of their teams and organizations. Under his leadership, the d.school has grown from a few projects and a classroom of students to hundreds of projects, thousands of students, and a cutting-edge 30,000 sq.ft. facility at the center of campus. From a napkin manifesto to a recognized leader in innovation and education, the d.school has helped usher in a larger global design thinking movement. George focuses the d.school on innovators, not innovations. He priorit

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#### Sam Yen

Sam Yen was named Chief Design Officer of SAP in June 2014. He will continue his work to drive a new era of commitment to design and user experience at SAP and, above all, listen to customers' needs and roll that conversation into tangible results. High profile projects are SAP Fiori, SAP Screen Personas and SAP's UX design services. Previously, Sam was the Global Head of Design and User Experience, and before that he led the SAP AppHaus, an innovation team tasked with building new solutions, establishing new markets, and reaching new users. Sam joined SAP as a senior member of the Design Services Team, a multi-disciplinary group in the Office of the CEO tasked with accelerating the adoption

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