

LUX ROUNDTABLE

The Lux Executive Roundtable is an invitation-only opportunity for C-level leaders within global companies navigating three dynamic imperatives: Innovation, Sustainability, and Growth. In the C-suite, Chief Technology Officers, Chief Strategy Officers, Chief Sustainability Officers, and Chief Growth Officers — all share the opportunity to address these imperatives.

For a CXO, the Lux Executive Roundtable delivers these tangible benefits:



Industry Connections

Exclusive gathering to tackle big challenges in innovation-related decision making.



Invite Only

Complimentary, invitation-only event for C-level leaders within large, global companies in adjacent industries.



Peer Learning

Peer-group learning, contributing, and networking around critical leadership issues.



Confidential Forum

Confidential, safe space to engage in open, intellectual dialogue — guided by Lux and molded by the C-suite attendees.



Actionable Takeaways

Ideas and frameworks to weave into decision-making and consensus-building

SPRING 2025 | COLOGNE

Securing Firm Footing Amid Winds of Change

Inspired by signs of the thawing of the Cold War during a trip to the Soviet Union in the late 1980s, the German rock group, Scorpions, recorded “Wind of Change,” which went on to become one of the best-selling singles of all time. For many corporate leaders, the year 2024 brought several winds of change: consequential national elections, shifting trends in macroeconomics, and accelerated changes in Boards and the C-suite. Behind closed doors, innovation leaders are wondering whether they need to rethink previously sacrosanct transformational priorities. Finding focus is becoming a professional imperative.

“I’ve been to other Roundtables, but they tend to be just in our industry. The same faces, the same issues...[but] this one was unique. It was a diverse group. I heard truly new perspectives.”

– Chief Technology Officer of Alternative Solutions Division at Top-5 Oil & Gas Company

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10 March | COLOGNE

12:00-
13:00

Networking Lunch

13:00-
14:15

Leadership Challenge: Winds of Change

Given the winds of change that surround us, if you had to focus your attention on **only one of the following three elements** for the remainder of 2025, what would it be, and why: (1) How you source and carry out innovation, (2) how you transition innovation from lab to market, or (3) how you build the case for innovation for internal/external stakeholders.

- If you choose (1), how do you plan to enhance the way you interpret weak signals, ideate around emerging R&D opportunities, and initiate new lab programs? Can AI play a central role in this?
- If you choose (2), how will you evolve the transition from lab to business divisions, and business divisions to market adoption? What compromises are you willing to make?
- If you choose (3), how do you plan to hasten consensus with internal/external stakeholders? Could you turn investors from innovation skeptics to innovation enthusiasts?

14:15-
14:30

Coffee Break

14:30-
15:30

Potential Avenues: Prioritizing Among Priorities

As an innovation leader — thrust into this era of skepticism around innovation's value to the enterprise — if you had to safeguard and robustly pursue **only one high-impact innovation priority**, what would that priority be, and why?

- As costs for innovation continue to escalate, how do you plan to fund your chosen high-impact innovation priority? What kinds of other priorities are you willing to kill?
- By when do you foresee delivering financial outcomes from this priority? How do you plan to generate success during the intervening years?
- How do you plan to measure and manage risk in the pursuit of that single high-impact priority? What is the risk threshold beyond which you will discontinue pursuing this priority midstream?

15:30-
15:45

Taking Action: Three Questions

- What is the biggest learning from today's discussion, and how will you operationalize it within your own organization?
- What questions remain in your mind about the ideas, challenges, and solutions that we discussed today?
- What would you suggest as a topic/agenda for our next Executive Roundtable?

Evening Networking Dinner to Follow