Trinity Business + Technology Forum 19

Business of NOW
The future begins here
Disruptive technologies, potential environmental catastrophe, social inclusion, ethical business, a highly volatile economic and political environment are just some of the challenges facing business leaders. In the Business of NOW we are responding to the immediacy required by business and society. Together we must help to solve the managerial tension between the present and the future.

Indeed, the Business of Now is a request from future generations to the managers and leaders of today: to address climate change before it is too late; to turn futurist visions of markets and technologies into practical options for the business of today which will provide a platform for the future which benefits society; to make decisions that will not just respond to market forces but shape them so that they serve business and society in a more inclusive and sustaining manner; and ultimately to provide the template for business serving intergenerational stakeholders where managers create, rather than plunder the wealth and opportunities of future generations.
Back in Spring 2014, I was being interviewed for the Chair of Business Studies at Trinity College which was also effectively for the position as Dean of Trinity Business School. Sitting around the table were the eminent business community of Trinity College including the Provost, former Deans of Trinity Business School, Chairperson of the School Advisory Board and various daunting personalities! One key thing bonded us together that day. It was everyone’s realisation and excitement that together we could create the perfect storm for business at Trinity College, Dublin. We had within our grasp a hugely unique opportunity to develop a World class business school in a World class university on an amazing historic campus at the heart of business in a vibrant capital city of the European Union.

Moreover, we had the opportunity and privileged position to transform Trinity Business School into a full suite leading international school which would then maximise the career potential of its graduates and the organisations with which it engaged. In sum, to develop a virtuous circle of leveraging and enhancing business and society across Ireland and the globe. We all knew it would take risk, creativity, hard work and the generosity of donors to realise this ambition. Likewise, we felt the responsibility to make sure that we acted as good custodians of Trinity College Dublin in making sure that Trinity Business School achieved its full potential.
Today marks an important milestone towards the realisation of that mission as we open this 11,400 square metre world class state of the art building for Trinity Business School; funded through self-generated income growth and philanthropy. Over the last 4 years Trinity Business School became the fastest growing established business school in Europe growing to 2 and half times its size in 2015, secured the highest international accreditation by EQUIS which places it amongst the top 2% of business schools in the World and introduced exciting new programmes and some distinctive approaches to management and leadership.

Through generous philanthropic support from Advisory Board, donors, alumni, and industry alongside the strategic vision, innovation and hard work of our faculty, professional staff, students and the wider leadership team across Trinity College, we have taken the School to the global top table where we can fulfil our mission. So I would like to congratulate and thank this entire community of custodians that have helped us realise this unprecedented outcome.

It is fitting that the Trinity Business + Technology Forum, our annual event which brings this community together to tackle the issues facing business, marks the official opening of this iconic new building. I hope that you not only enjoy the discussions but also engage and make things happen.
Welcome

On behalf of the Trinity Research and Innovation, I would like to welcome you to this year’s Business and Technology Forum.

As a research-intensive university, Trinity has a long-standing tradition of innovative excellence. At the core of this, is our commitment to the creation and dissemination of knowledge and expertise, for the benefit of both Ireland and the international community. We are proud to support and enable our many inspirational colleagues, to source funding to resource their research across the breadth of the University, from nano science to neuro science, digital humanities to creative technologies and immunology to oncology, while subsequently facilitating the translation of this knowledge from the generation of intellectual property, to licensing to campus company formation.

Our innovation output is driven by a deep research pipeline, underpinned by 19 research themes distributed across 24 schools, 5 major research institutes and 3 Science Foundation Ireland funded centres.

Since 2013, we have completed 580 collaborative agreements with Industry, which has included 134 technology license agreements for transferring technologies. We have spun out 21 campus companies, with 6 of these emerging last year alone in areas such as medical devices and Augmented Reality. We engage with many of the leading multinational companies such as Intel from the US, Nokia from Europe and China’s Huawei. We also enjoy strong collaborations with indigenous Irish companies such as Eir and Ryan Air, along with many SMEs.

We are delighted to collaborate with our colleagues this year at the Trinity Business School in bringing the university’s business and scientific community together in a unique format with our guest speakers and other stakeholders, to unpack and explore the challenges and possibilities in translating scientific concepts into technology solutions to enable new business outcomes.

Leonard Hobbs
Director of Trinity Research & Innovation
Trinity College Dublin
I look forward to meeting you at the event and would encourage you to visit the showcase area where a member from my team will discuss your interests with you and connect you to the appropriate expert, many of whom will also participating in the show case.

The Trinity Business Alumni (TBA) is delighted to once again support the Trinity Business + Technology Forum.

The TBA is a global association of graduates of Trinity, from all academic disciplines, who are engaged in business. The TBA provides a network for alumni to connect, to learn, and to contribute to the development of business, College and wider society. The TBA hosts a range of exciting events every year; from Dinners in Camera, Breakfast Seminars, career development events and supporting student business activities.

Six corporate partners of the TBA play a key role in creating such a dynamic and connected business alumni network. The corporate partners are Accenture, Deloitte, Investec, HSBC, Mason Hayes & Curran, and The Irish Times, and thanks to their generous support the TBA continues to connect alumni in business with each other and the College.

Join the thousands of TBA alumni members today, visit www.tba.ie
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<th>Time</th>
<th>Session</th>
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<tr>
<td>08:00 — 09:00</td>
<td><strong>REGISTRATION AND LIGHT BREAKFAST</strong></td>
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<td>09:00 — 09:30</td>
<td><strong>THE BUSINESS OF NOW</strong></td>
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<td>09:30 — 10:00</td>
<td><strong>BUSINESS AFTER BREXIT</strong> Carolyn Fairbairn, CEO of the Confederation of British Industry</td>
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<td>10:00 — 10:30</td>
<td><strong>THE BUSINESS OF POLICING</strong> Kathleen O’Toole, Confederation of British Industry</td>
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<td>10:30 — 11:00</td>
<td><strong>COFFEE BREAK &amp; SHOWCASE</strong></td>
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<td><strong>PANELS &amp; WORKSHOPS</strong></td>
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12.30 - 13:00  THE ACADEMY AND THE ECONOMY  Philip Lane, governor of the Irish Central Bank

13:00 - 14:00  LUNCH + TOURS & SHOWCASE  Entrepreneurship Pitches hosted by Tangent on First Floor

14:00 - 14:55  OFFICIAL LAUNCH

15:00 - 15:30  BUSINESS IN TRANSITION  Anne O’Riordan, Group Director of Digital at Jardine Matheson

15:30 - 16:00  COFFEE BREAK + TOURS & SHOWCASE

16:00 - 16:50  PANELS & WORKSHOPS

16:55 - 17:25  SPORTS LEADERSHIP: LESSONS FOR BUSINESS  Jamie Heaslip, ex-Ireland and Leinster Rugby Player

17:25 - 17:35  CLOSING REMARKS  Professor Andrew Burke, Dean of Trinity Business School

17:40 - 19:30  NETWORKING AND RECEPTION — TOURS
Explore the Trinity Research Showcase

Trinity’s position as one of the world’s leading universities is defined by our research, scholarship, and capacity to address issues of global, societal and economic importance.

Our strength lies in the breadth and excellence of our expertise; from individual-scholars and thought-leaders, to large multidisciplinary teams, institutes and research centres each delivering research of national and global importance.

Through our research and Innovation strategy, Trinity seeks to harness and maximise the societal and economic benefits from all newly generated ideas and technologies.

Working with industry and other research organisations is key in fulfilling this ambition. Please take the opportunity to visit the research booths, meet the research teams and learn more about how research at Trinity can help and engage with your company.

Exhibitors include our Trinity research Institutes in Humanities, Medical Sciences and national research centres such as ADAPT, CONNECT and AMBER.

All are looking forward to this unique opportunity to engage in active discussion, find collaboration opportunities and new partners.
KEYNOTE SPEAKER:

Carolyn Fairbairn

Carolyn has been Director General of the CBI since November 2015. An economist by training, her career spans business, government and media. She was a partner at McKinsey, and Director of Strategy at the BBC then at ITV. She started out as a journalist at the Economist and was a member of the No 10 policy unit from 1995–7. She has held NED board positions at FTSE firms Lloyds Banking Group, The Vitec Group and Capita plc, and also at the Competition and Markets Authority, the UK Statistics Authority and, from 2008–11, the Financial Services Authority.

BUSINESS AFTER BREXIT:

What role can the private sector play in building Ireland’s future?

In a year once again dominated by the ongoing sound and fury of Brexit, the role of business in public life is increasingly uncertain. For many, the Brexit debate has not just been about how the UK should leave the EU – but a bigger discussion about the way we want to govern our countries, grow our economies, and ultimately determine our place on the world stage. With an increasingly shared economy across the British-Irish isles, business now has a huge part to play in building a future of peace, progress, and common prosperity.
Kathleen O’Toole

Kathleen O’Toole is a lawyer and career police officer who has earned an international reputation for her principled leadership and reform efforts. In 2018, she completed her service as Chief of Police in Seattle, where she led the organisation through a major transformation project that reduced crime and enhanced community trust.

Kathleen also chaired the Commission on the Future of Policing in Ireland, served as Chief Inspector of the Garda Síochána Inspectorate, and was a member of the Patten Commission in Northern Ireland. Earlier in her career, Kathleen rose through the ranks of local and state policing in Massachusetts. She began her career as a beat cop in Boston, and later served as Massachusetts Secretary of Public Safety and Boston Police Commissioner.

Kathleen earned a BA from Boston College, a JD from New England School of Law and a PhD at the Business School of Trinity College Dublin.

The Business of Policing:

On a dare from law school classmates, Kathleen O’Toole joined the Boston Police Department as a beat cop in 1979, trading the calm of an office for the excitement and challenges of inner-city policing. She rose through the ranks at a time when police were trained to fight the “War on Crime,” when performance was measured in terms of response times and arrests, and policing strategy was driven by top-down command. But as crime rates soared and the quality of life deteriorated, communities across the US demanded a new approach. Kathleen has championed private sector business principles as a foundation for public sector success, leading agencies on both sides of the Atlantic through meaningful reforms. She will present a model for change that can be replicated and adapted in other public and private sector organisations.
KEYNOTE SPEAKER:

Phillip Lane

Philip R. Lane is the 11th Governor of the Central Bank of Ireland, taking office on 26 November 2015. He is also a member of the European Central Bank’s (ECB) Governing Council and chair of the European Systemic Risk Board’s (ESRB) Advisory Technical Committee. During 1997–2015, he was on the academic staff at Trinity College Dublin and he remains affiliated with the university as Whately Professor of Political Economy (on leave). Prior to joining the Central Bank, he also chaired the Advisory Scientific Committee of the ESRB and was Director of the International Macroeconomics and Finance Programme at the Centre for Economic Policy Research (CEPR). Professor Lane has also acted as an academic consultant for the ECB, European Commission, International Monetary Fund, World Bank, OECD, Asian Development Bank and a number of national central banks. He is a former managing editor of Economic Policy.

THE ACADEMY AND THE ECONOMY:

This speech will analyse the role of the academy in the economy. In addition to its wider social and cultural benefits, higher education plays a central role in determining economic performance, both through preparing students to join the workforce and in maintaining the productivity of the workforce through lifelong learning. Business schools play an especially influential role, given the importance of high-quality management to the productivity of advanced economies. At the same time, the academy should also influence the policy process, offering an independent and expert perspective on the full range of policy issues, including the macro-financial policy framework. In this regard, the speech will reflect on how the academy can shape the policies of the central bank in the coming years.
Anne O’Riordan

Anne will take up the role as Group Director of Digital at Jardine Matheson Limited (JML) as of June 2019. Jardine Matheson is a 180 year old, Asian conglomerate operating in the Retail, Auto, Hospitality, Construction, Mining and Insurance spaces throughout Asia.

Prior to April 2019, Anne had been with Accenture for 28 years. Over this period, she has worked across the US, Europe and Asia with global companies transforming their business and operating models. She has published numerous articles on the Life Sciences industry over the past 20+ years. In 2016 Anne co-authored a book entitled ‘Healthcare Disrupted: Next Generation Business Models and Strategies (Wiley Feb 2016)’. In 2018, Anne was named as one of the Global top 50 Healthcare Influencers.

BUSINESS IN TRANSITION:
A View from Asia
Anne will describe how the more traditional businesses are transforming so they can adapt and compete in a digital enabled world where new born businesses can see exponential growth over decreasing time frames. She will offer this perspective based on her considerable experience in working in Asia.
Jamie is a recently retired International Rugby Player and former Ireland Captain, Six Nations and Grand Slam Winner, high performance athlete, and more recently off the pitch an entrepreneur and investor in high potential early stage technology companies. Among his most notable investments have been retail stock-checker Pointy, peer-to-peer lender Flender and online news group Lovin Media. In December 2018, he began a new role with Google as a senior account manager. Jamie sits on the Advisory Board for Trinity Business School.

Jamie holds an honours degree in Medical Mechanical Engineering from Dublin City University, a Masters in Management from Smurfit Business School and is a graduate of the Executive Program in Harvard Business School.

LEADERSHIP:
Lessons from the world of Rugby

Jamie’s success as a rugby international was due not only to his own personal focus and commitment but also his extraordinary leadership skills on and off the field. He has had a keen interest in business and sees many parallels between high performing teams in sport and business. In this session, Jamie sits down with the Dean of Trinity Business School for a ‘fireside’ chat to explore what lessons business managers can learn from sport, how to navigate a multi-career life path, and to share a little of his time playing rugby here in Trinity.
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TRINITY BUSINESS SCHOOL IS RANKED IN THE TOP 2% OF BUSINESS SCHOOLS WORLDWIDE
Panel Discussion / 11.00 – 11.45

B1.001 A&K Dargan Theatre
ECONOMIC RELATIONS
IN A FUTURE EUROPE

CHAIR: Professor Frank Barry
PANEL: Danny McCoy, Loretta O’Sullivan
Ruairi Quinn, Valerie Herzberg

The result of the UK Brexit referendum of 2016 may lead to dramatic changes in the landscape in which Irish, UK and broader European trade is conducted. The disruption will be to the geography of production as well as to import sources and export destinations. What might trade relations look like post-reconstruction? And what different trajectories might be expected of an EU without the UK and a UK outside the EU?

R1.032
RECLAIMING PURPOSE:
Values-Driven Organisations and their Place in a Democracy

CHAIR: Prof Louis Brennan
PANEL: Dr Sheila Cannon, Laura Kidd,
Grainne Madden, Sarah McDonough

The Millennial workforce, we are told, are thirsty for purpose. They regard business as a force for positive change and want to work for leaders that are committed to helping to improve society. In the aftermath of the financial crisis, the rise of the #metoo movement, and growing concern for the environment among others, increasing numbers of brands are engaging in corporate activism with mixed results. How do organisations create an authentic purpose driven culture, and what role should organisations play in creating value for society? And if big business lend their powerful voices to influence change what effect will this have on democracy?

B1.025
THE DIGITAL DIVIDE:
Future Cities and Rural Rebirth

CHAIR: Professor Linda Doyle
PANEL: Wendy Belluomini, Jamie Cudden
Moira Murrell, Padraig Monaghan

This panel will compare and contrast the challenges associated with growing and sustaining a business in the emerging digital world, from an urban and rural perspective. The panellists describe how technology has enabled them to succeed while and challenges for business in the years ahead.
Workshops / 11.00 – 11.45

Executive Education Suite – 5th Floor
EMPLOYEE ENGAGEMENT:
What it is and How to Build it

LEAD: Dr Amanda Shantz

Full employment and retention challenges mean that leaders need to engage their talent more than ever before. Professor Amanda Shantz introduces evidence-based tools to help managers and human resources leaders to drive employee engagement. This session, based on custom designed engagement with clients, provides practical insights in how to get more from people and how they can get more from their organisation.

Tangent – 1st floor
UNLOCKING CREATIVITY
FOR INNOVATION

LEAD: Jesse Hayden

What is creativity and why is it so important? What is the relationship between creativity and innovation? We all have the capacity to be creative whether we like to think so or not. This workshop aims to enhance our understanding of the creative process and how it can lead to the development of innovative products, services and processes. It will also explore how we foster a culture of innovation in an organisational context.

Executive Education Suite – 5th Floor
TRINITY TECH SERIES
Meet the Trinity Spinout Companies and learn how they are at the forefront of Research and Innovation

LEAD: Dr Declan Weldon

The Trinity Tech Series - aims to bring alumni and leading Trinity researchers from multiple disciplines together to showcase current work, to learn more about how Trinity spinout companies are at the forefront of research, discuss future trends and explore opportunities for engagement and collaboration.
Panel Discussion / 11.45 – 12.30

B1.001 A & K Dargan Theatre
DIGITAL TRANSFORMATION STRATEGY

CHAIR: Professor Laurent Muzellec
PANEL: Laura Belyea, Anthony Day
        Professor Na Fu

In order to succeed with digital transformation, companies should not prioritise technology and digital capabilities but should rather focus on people to create a culture of empowerment, innovation and engagement. The panel will discuss how human resources should be managed to achieve digital transformation.

B1.032
CLIMATE ACTION:
Responding to the Climate Emergency

CHAIR: Professor Gerard McHugh
PANEL: Sean Hawkshaw, Prof Jenny McElwain
        Brendan Murphy, Prof Ian Robertson

The window for saving the earth from ecological annihilation is closing. This panel will explore what, if anything, individuals and businesses can do in response.

B1.025
THE CITIZEN AND SOCIETY IN A DIGITAL AGE

CHAIR: Professor Jane Ohlmeyer
PANEL: Lisa Dillon, Prof Linda Hogan, Lorna Ross,
        Prof Vincent Wade, Paul Kelleher

Data has become the new oil. The abundance of data and the value that can be extracted from it is transforming business models, enabling better decision-making, aiding innovation, improving products and services. It is also increasingly evident that these new technologies are not just shaping our own capabilities, but also our behaviours and the way we live, and furthermore, how society is evolving. This panel will discuss how business can continue to innovate while considering human factors such as privacy, security and ethics, while also discussing other aspects such as machine autonomy and policy.
Workshops / 11.45 – 12.30

Executive Education Suite – 5th Floor
**LEAD:** Richard Keegan & Dr Heiko Gierhardt

**LEAN OPERATIONAL EXCELLENCE**
Based on our highly successful short open programme in Lean Operational Excellence, this seminar gives insight into how senior leaders can use practical lean business concepts to drive sustainable and continually improving competitiveness and create opportunities to develop the next generation of leaders for their organisation.

Executive Education Suite – 5th Floor
**LEAD:** David Pollard

**WORKPLACE DESIGN:**
Prototyping Workshop
The modern workplace is vastly different from what it was a decade ago and as the pace of changes gathers momentum, the workplace of the future is somewhat difficult to predict. Workplace design prioritises the experience of staff in order to create a workplace where they can be content, work productively and feel valued. The challenge for workplace designers is how to translate this into the physical space, aesthetic and flow. This workshop will use Design Thinking to explore the possibilities of the future workplace.

Executive Education Suite – 5th Floor
**LEAD:** Dr Chris Keely

**INDUSTRY ACADEMIC COLLABORATION**
Industry Academic Collaborations – how to develop partnerships which enable industry to benefit from the world leading teaching, research and infrastructure within Trinity College. Meet the Business Development Team, hear about case studies of successful collaborative research projects where industry benefit from the world class research in Trinity. Learn more about Trinity’s Managed Consultancy Service.
The UN Human Rights Council published Guiding Principles on Business and Human Rights in 2011 and in 2016 the Council of Europe affirmed the EU Member States’ commitment to developing and adopting national plans in line with the “Protect, Respect and Remedy” principles. The Irish government published their plan in mid-2017 and a “Business & Human Rights Implementation Group” has recently been formed to advance the plan. But who among us understands what this means for business in Ireland and globally?

Trinity has a tradition of innovation. Meet some of our Trinity community who will share their personal experiences of entrepreneurship.

The format of this session will be a series of short tag-team presentations, where an industry partner will first describe the technology challenges and opportunities which their industry is facing, and the TCD Principle Investigator responds with a description of how TCD is taking on that challenge in looking for solutions and exploring new opportunities. We will showcase how TCD science is converting advanced concepts into impactful solutions in areas such as semiconductors, batteries, 3D printing and pharma.
Workshops / 16.00 – 16.50

Executive Education Suite – 5th Floor
THE MINDFUL LEADER
LEAD: Professor Sarah-Jane Cullinane

Trinity Business School run a two-day retreat for leaders in the idyllic surrounds of the Cliff at Lyons retreat in County Kildare. Based on our Mindful Leaders retreat, this seminar explores how mindfulness can support us in being an authentic and resilient leader by developing the skills needed to keep calm, present and clear-headed when making important decisions.

Tangent – 1st floor
CREATIVE PROBLEM-SOLVING
LEAD: Alison Treacy

Creative Problem-Solving Taster – A hands-on, interactive session that asks attendees to problem-solve by collaborating in teams alongside some of the student startups participating on LaunchBox, Tangent’s Student Accelerator.

Executive Education Suite – 5th Floor
LICENSING OPPORTUNITIES
LEAD: Dr Samantha Williams

Licensing Opportunities – Trinity has been successfully transforming advanced research into real-world, impactful solutions via technology transfer activities, such as IP licensing, industry engagement, consultancy and campus company formation. Meet Trinity’s Technology Transfer Case Managers to hear about Trinity’s intellectual property portfolio in ICT, Life Science, Health and Materials Science & Engineering.
Contributors

Jess Hayden
Organisational Psychologist
Elan Vital

Prof. Anne Marie Healy
Head of School of Pharmacy
Trinity College Dublin

@amhamon

Leonard Hobbs
Director of the Trinity Research & Innovation Lab
Trinity College Dublin

@LenHobbs

Prof. Linda Hogan
Founder of Trinity Ethics Lab
Trinity College Dublin

Richard Keegan
Adjunct Associate Professor
Trinity Business School
Trinity College Dublin

Dr Chris Keely
Senior Business Development Manager
Trinity Research & Innovation
Trinity College Dublin

Paul Kelleher
Senior Director of Engineering
Qualcomm Ireland

Prof. Daniel Kelly
Director for Trinity Centre for Bioengineering
Trinity College Dublin

Laura Kidd
LinkedIn Learning Solutions
Growth Markets

Mary Lawlor
Founder of Frontline Defenders
Member of Trinity Business School Advisory Board

@MaryLawlorFLD
Prof. Mark Ledwidge  
VP Development & Strategy  
Solvitron

Grainne Madden  
CSR Specialist & Consultant

Danny McCoy  
Chief Executive Officer  
Irish Business & Employers Confederation

Sarah McDonough  
Director  
Atomic DNA

Prof. Jenny McElwain  
Head of Botany  
Trinity College Dublin

Dr Jim McGrath  
Director of Materials & Surface Technologies  
Johnson & Johnson

Dr Gerard McHugh  
Dean of Development  
Trinity College Dublin

Sean Melly  
Chairman of School Advisory Board & Managing Director  
Powerscourt Capital Partners

Padraig Monaghan  
Chief Executive Officer  
Optum Ireland

Prof. Michael Morris  
Investigator  
AMBER

@GrainneMadden

@SeanJMelly
Contributors

Moira Murrell
Chief Executive
Kerry County Council
@moiramurrell

Brendan Murphy
Commercial & Regulatory
Director
Ervia
@ervia

Dr Laurent Muzellec
Associate Professor in Marketing
Trinity College Dublin
@muzellec

Daniel Neale
Programme Director
Corporate Human Rights Benchmark
@RankBHR

Prof. Valeria Nicolosi
Chair of Nanomaterials &
Advanced Microscopy
Trinity College Dublin
@ambercentre

Prof. Jane Ohlmeyer
Director of
Trinity Long Room Hub
Trinity College Dublin
@janeohlmeyer

Marie Louise O’Callaghan
Business Student of the Year
2019 Trinity College Dublin

David Pollard
Founder Learning Tech Labs & Creative Engagers Dublin

Dr Martha O’Hagan
Assistant Professor in Finance
Trinity College Dublin

Loretta O’Sullivan
Chief Economist
Bank of Ireland
Ruairí Quinn
Former Minister for Finance
Lecturer, Trinity Business School,
Trinity College Dublin

Dr Mary Lee Rhodes
Assoc.Professor in Business
Trinity College Dublin

Prof. Ian Robertson
Co-Director Global Brain Health Institute
Trinity College Dublin

Lorna Ross
Chief Innovation Officer
VHI Health & Wellbeing

Ricky Rose
Chief Executive Officer
Mountain Productions

Dr Amanda Shantz
Associate Professor in HRM
Trinity College Dublin

Alison Treacy
Student Startup & Innovation Manager
Tangent, Trinity’s Ideas Workspace
Trinity College Dublin

Prof. Vincent Wade
Director of Adapt
Trinity College Dublin
@AdaptCentre

Dr Declan Weldon
Deputy Director,
Trinity Research & Innovation
Trinity College Dublin

Dr Samantha Williams
Licensing Manager
Trinity Research & Innovation
Trinity College Dublin
Floorplans

G
1. Luce Foyer
2. A&K Dargan Theatre B1.001
3. Theatre B1.025
4. Pearse Street Entrance
5. Campus Entrance

B
2. A&K Dargan Theatre B1.001
6. Theatre B1.032
THE TRINITY BUSINESS + TECHNOLOGY FORUM IS KINDLY SUPPORTED BY THE TRINITY BUSINESS ALUMNI (TBA)

The TBA is a forum for alumni to connect and network, to learn, and to contribute to the development of business, College and wider society

TRINITY BUSINESS ALUMNI
East Chapel, Trinity College, Dublin 2, Ireland
+353 1 896 2088 • alumni@tcd.ie
www.tba.ie

TBA Corporate Partners
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Trinity works with over 400 industry partners, generating global impact through research and innovation.

Contact Dr. Chris Keely, Senior Business Development Manager, Trinity Research & Innovation to find out how we can help your business

ckeely@tcd.ie / +353 87 7432836 / +353 1 896 3028
Inspiring Innovation
Empowering Entrepreneurship
Tangent, Trinity’s Ideas Workspace (1st floor)

3 Workshops taking place on Thurs. 23rd of May

Unlocking Creativity for Innovation (Time: 11.00-11.45hrs)
Workplace Design (Time: 11.45-12.30hrs)
Creative Problem-Solving Taster Session (Time: 16.00-16.50hrs)

For further information please see www.tcd.ie/tangent/
Trinity Business School ‘In Conversation with the Trinity MBA’
Discover how the Trinity Executive MBA can enhance your career.

Attend our information evening to learn more about the programme, its career benefits and the application process from a panel of MBA insiders.

Thursday, 20th June 6.30pm
Register at tcd.ie/business/mba
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Tailored custom programmes mapped to organisational needs.

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tcd.ie/business/executive-education