

GROWTH & INNOVATION LEADERS FORUM

SUMMIT DRAFT AGENDA

FEBRUARY 4, 2025

9:00am – 9:45am	Breakfast and Networking
9:45am – 10:00am	Welcome
10:00am – 11:00am	<p><i>Learning to Work with an Innovation Mindset</i> Interactive keynote with Brave New Outpost</p> <ul style="list-style-type: none">▪ John Sweeney and Margi Simmons Brave New Outpost brings improv to business through engaging and well-informed content. John and Margi are experts at innovation and developing high-performance organizations. Their expertise to get everyone in the audience energized is unparalleled.
11:00am – 11:15am	Break
11:15am – 12:30pm	<p>KEYNOTE: <i>Innovating and Growing Hibbett, Inc.</i></p> <ul style="list-style-type: none">▪ Michael E. Longo, President and CEO, Hibbett, Inc. We are pleased to have Mike Longo join our event. Not only was Hibbett the only company in Alabama to go public in 1996, and thus part of a large multi-year, multi-company study that the AEI team has been doing, but they also were recently purchased by JD Sports Fashion PLC for \$1.08 billion. Mike helped grow the company by growing their e-commerce business, leading them through the pandemic and then finalizing the acquisition. Prior to Hibbett, Mike owned City Gear, which was purchased by Hibbett. Learn about both Mike's and Hibbett's growth journeys during this session. Mike will deliver a keynote, and after that there will be time for Q&A with the audience.
12:30pm – 1:30pm	Lunch and Networking
1:30pm – 2:30pm	<p>Student Project Presentation <i>Building a Shipt College Town Brand</i> In this session a team of UA students will present with members of the Innovation team at Shipt. The students worked with the Shipt team as part of the Growth and Innovation Leaders Forum initiative.</p>



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2:30pm – 3:30pm

Panel Discussion

Big Company & Small Company Partnerships

- Benzamin Choi, CEO, Alabama Capital Network
- Matthew Jaeh, Managing Director, Techstars
- Kevin Kaye, Innovation Manager, Alabama Power Company
- Kay Palan, PhD, Dean, Culverhouse College of Business

This session focuses on ways in which more established, larger organizations can partner with startups and smaller growth companies to innovate together. Perspectives from organizations in Alabama that facilitate those relationships will provide examples and best practices. There will be time for questions from the audience.

3:30pm – 3:45pm

Break

3:45pm – 4:45pm

***Interactive Learning Session: Paths to Innovation and Growth
Learning from the 100 (survivors of the biggest IPO cohort to date)***

- Theresa M. Welbourne, PhD, Executive Director, AEI
Participants will work on a few diagnostic tools at their tables and then learn from the research about what led to only 100 firms (including Hibbett) out of 900 in the 1996 sample surviving. After reviewing the facts and discussing how these findings are playing out in your organizations, you will be ready to try out some new ideas to lead and support your organization with continuous innovation and growth.

4:45pm – 5:30pm

Panel of Established Firms Driving Innovation

- Dustin Dew, Innovation Leader, Protective Life
- Other panelists to be announced
Learn from senior executives in more established and larger firms and find out how they are driving innovation. Even though these firms have more money and resources to innovate they also have more barriers to change.

5:30pm – 5:45pm

Closing, Lessons Learned

- Leave with clear action steps that you can take to drive growth and innovation in your organizations.

5:45pm – 8:00pm

Reception: Cocktails, Food, and Networking



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