

CapitalLinkSM

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Title: Corporate Network Author Series
Category: Breakfast Meeting
Location: The Hyatt Lodge, McDonald's Campus, 2815 Jorie Blvd.
Start Date: February 6, 2009
End Date: February 6, 2009
City: Oak Brook
Description:

Date: February 6, 2009
Place: The Hyatt Lodge at McDonald's Campus 2815 Jorie Blvd., Oak Brook
Time: 7:30 am – 9:15 am

The Corporate Network Author Series

Featuring

Adam Hartung

Author of

CREATE MARKETPLACE DISRUPTION: How to Stay Ahead of the Competition

There are companies that don't respond to Disruptions in the market and don't respond to change. These companies have died or are dying. But what about those executives and business strategists seeking effective ways to ignite business growth and profitability, repeatedly and over time?

Create Marketplace Disruption shows you how to be the type of organization that creates its own disruptions, thrives on change, creates lasting growth and, more importantly, creates lasting profits.

Create Marketplace Disruption offers the first start-to-finish process for Disrupting competitors and reaping the benefits; a process that executives and strategists can reproduce over and over again.

Adam Hartung is Managing Partner of Spark Partners, a suburban Chicago consulting firm focused on innovation, growth strategies and achieving above-average performance. Adam helps companies, functional groups and even individuals produce and sustain above average performance. By understanding the causes of organizational Lock-in his clients overcome obstacles to improved performance, and they produce superior results through effective scenario planning, competitor analysis, Disruptions and White Space.

Adam started, financed and sold three start-up companies, and is still an active angel investor. He has consulted as part of The Boston Consulting Group, Coopers & Lybrand, Index and Computer Sciences

Corporation. He has held top roles in strategy, finance, marketing and IT, implementing innovation and creating growth delivering above-average returns with PepsiCo, DuPont and AM International. He was awarded an *MBA with Distinction* from the Harvard Business School, and is author of *Create Marketplace Disruption: How to Stay Ahead of the Competition*, Financial Times Press, 2008.

Registration Fees

\$45.00 includes copy of the book ACG Members
 \$55.00 includes copy of the book Non-ACG Members

Cancellation Policy

All cancellations received in writing to tcobb@acg.org no later than 5pm, Feb. 4 will receive full credit. All no shows will be invoiced. Payment is expected at the time of registration.

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