

Keys to Innovation panel

Moderated by: **Daniel Ebnetter**, CEO, Karger Publishers

Sam Herbert, Co-founder, 67 Bricks

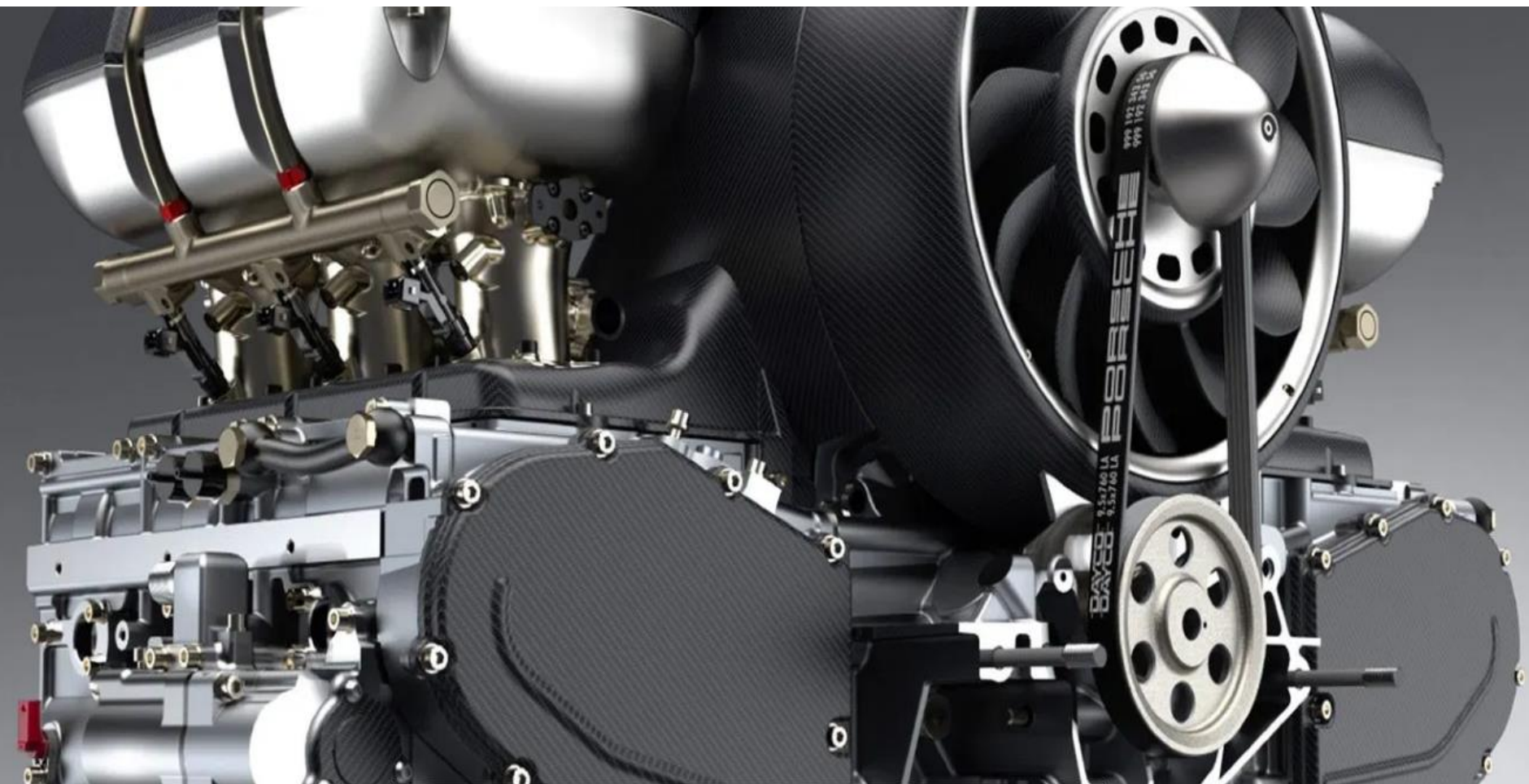
Steven Inchcoombe, Chief Publishing Officer, Springer Nature

Jayne Marks, Vice President of Global Publishing, Wolters
Kluwer Health Research, Learning & Practice

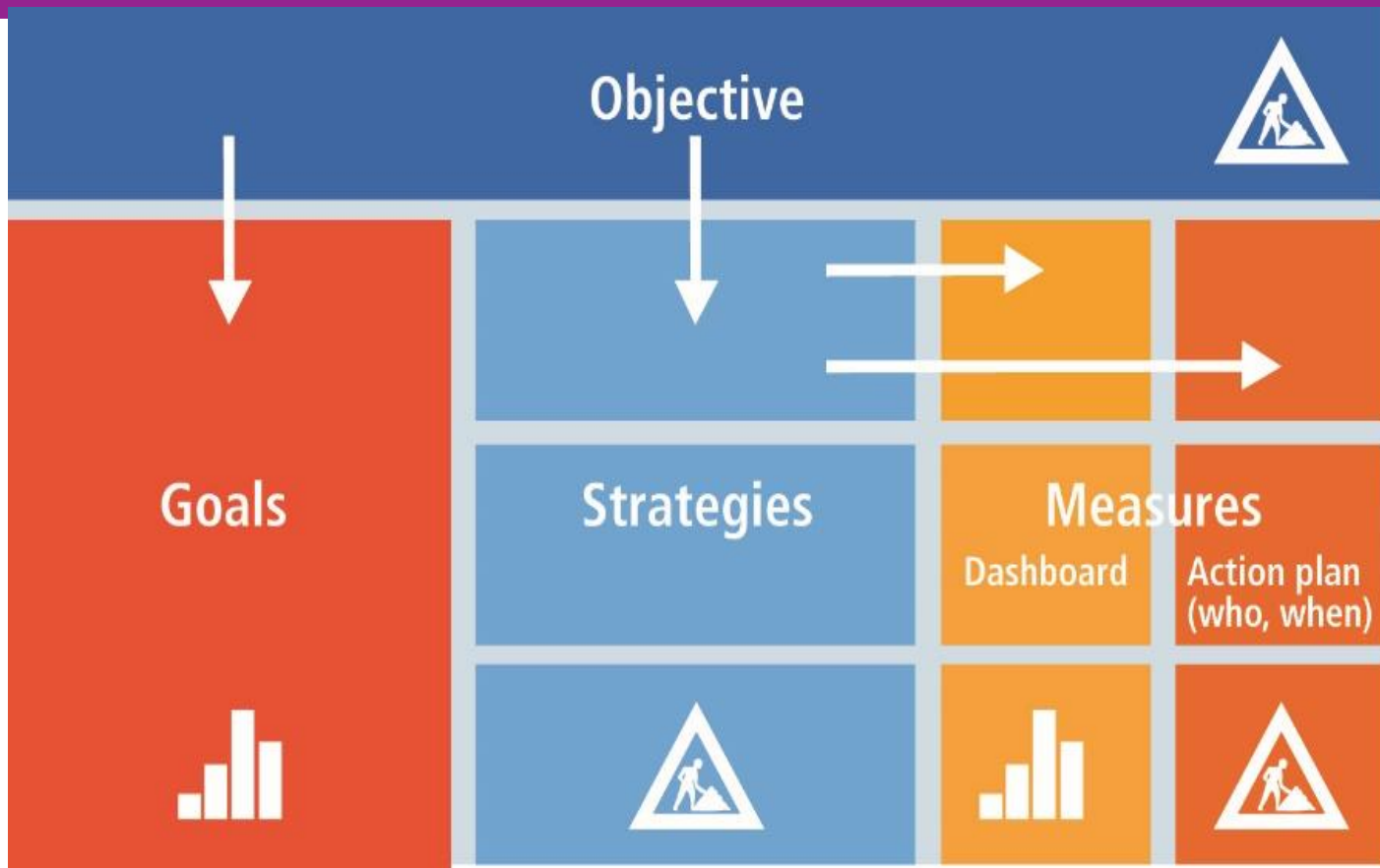
Pierre Montagano, Director Business Development, Code
Ocean

Daimler stops developing internal combustion engines to focus on electric cars

Fred Lambert - Sep. 19th 2019 9:33 am ET [@FredericLambert](#)



Strategic Planning



Innovation

Adaptive	Evolve current offering under current model
Disruptive	Evolve current offering and reinvent model
Radical	Reinvent offering with new capabilities under
current model	
Architectural	New offering with new model

Impact on organizational structure, skills and capabilities



The digital future

- UX/UI
- Product management
- Product owners/scrum masters/project management
- Technology
- Digital marketing/customer engagement

The world of traditional books and journals



- Editorial/Publishing
- Production
- Sales/marketing

Methodologies for success

- Lean product development
- Agile technology
- Innovation – incremental or disruptive



OUR WORLD IS CHANGING

Data

A single jet engine generates 4TB of data an hour

Processors

By 2024 desktop computers will have more processing power than the human brain

Algorithms

Google AI can detect metastatic cancer 99% of the time

We have to get better at using technology for innovation to deliver better user experiences

Thank you!