

## ALTO double event London 2019 - Leaders and Decision Makers

**Venue:** County Hall, London  
**Time and date:** Monday, 2<sup>nd</sup> September 2019  
09:15 – 13:00 Marco Bertini – The “Ends” Game  
13:00 – 14:30 networking lunch  
14:30 – 16:30 Unconferencing (round table)

**Session summary:** Technology is rewriting the rules of commerce. In our era of mobile and cloud computing, the internet of things, advanced analytics and micro transactions, enhanced transparency is putting pressure on organisations to profit from the actual value they provide, not from what they make. Today, accountability is no longer a fashionable marketing slogan, but a strategic imperative. Customers and governments demand it: they struggle to understand what their money buys them, and technology empowers them to challenge the promises that businesses make. In this session, which is based on my upcoming book with Oded Koenigsberg, *The ‘Ends’ Game: Technology and the Pursuit of Lean Commerce*, I use examples from sectors as diverse and consequential as healthcare, automotive, education, media, aviation and mining to map the gradual but relentless evolution of markets to the point where money flows to proof rather than promises. The session helps organisations to not only grasp the fundamental challenges of this shift, but also transform what is essentially economic waste into tangible value that market players can appropriate.

### Introducing our presenter

Marco Bertini is associate professor and chair of the marketing subject area at ESADE Business School in Barcelona. He is also co-founder of ESADE’s Institute for Data-Driven Decisions. He completed his doctoral studies at Harvard Business School and was previously on the faculty at the London Business School.

Marco’s research, which for the most part lies at the interface of the economics and psychology of pricing decisions, appears in the leading journals for marketing science (including the Journal of Consumer Research, the Journal of Marketing, the Journal of Marketing Research and Marketing Science) and management practice (including the Harvard Business Review and the MIT Sloan Management Review). His coaching, speaking and advisory work similarly focus on the challenge of designing and implementing a proper strategy to generate revenue from customers—the “back end” of the marketing process, if you will.



Recently, Marco was named to the Thinkers50 Radar, a shortlist of the scholars “most likely to shape the future of how organisations are managed and led.” Prior to this, he was nominated for the Business Professor of the Year Award, a global competition of the Economist Intelligence Unit, and recognised by the Marketing Science Institute as one of the most promising scholars in the field.

A native of Italy, Marco also lived in Australia, the United States, the United Kingdom and now Spain. For more information, please visit [www.marcobertini.com](http://www.marcobertini.com).