



# LEADING WITH DATA AND PURPOSE

A leading European multi-business group  
in telco, retail & investments  
set out to **future-proof its leadership**.  
On this journey, we explored customer-centric,  
data-driven innovation in San Francisco.

A leadership expedition by  
**nexworks**

# Welcome

We are excited to take you inside one of our most transformative learning expeditions — a journey into the heart of innovation in San Francisco.

In this 'tour journal', you'll find real-world insights on how customer-centric, data-driven innovation is reshaping leadership for the future.

This experience would not have been possible without the brilliant leaders who joined us and the inspiring companies who opened their doors. A big thank you to you all!

We hope it sparks new ideas, challenges assumptions, and helps you shape your company's Day After Tomorrow.

Enjoy the read!  
**the nexxworks team**



# This program

We kicked off this journey in San Francisco — the beating heart of bold ideas, breakthrough tech, and boundary-pushers.

We explored what it means to thrive in the Never Normal: a world full of uncertainty, volatility... and opportunity.



## Inside the breakdown:



The core mission



Building the storyline



Why it earned the spotlight



Our **expert moderators** are more than hosts, they're catalysts.

They connect the dots, push thinking further, and turn insights into action.



Turn to p.8 to meet **Nancy Rademaker**, our incredible moderator.



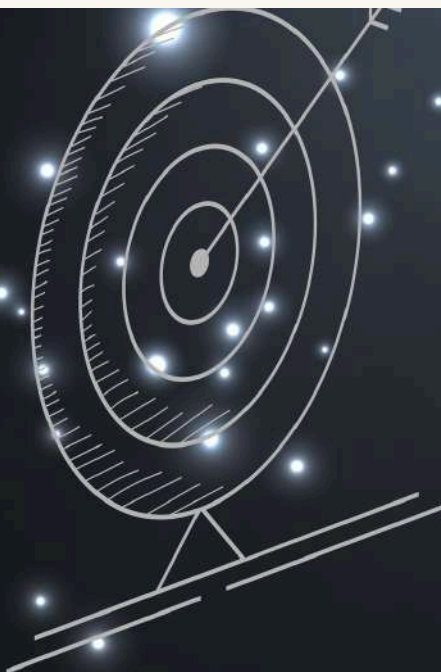
# Exploring the core mission



Before we chose the destination, speakers or even the coffee breaks, we worked with the team to define the mission.

## Together, we built a program around three key themes.

- ✓ **Inspire and challenge leaders** with real-life examples of how customers, data, and technology drive change.
- ✓ **Help participants anticipate** their company's Day After Tomorrow **and act on it**
- ✓ **Foster strong bonds** between participants through unforgettable, shared experiences.





# The itinerary

The itinerary captures the innovative spirit and energy of the region, offering a clear view of the trends, strategies, and technologies driving change and success.

We explored how **AI and data analytics are transforming industries**, boosting efficiency, and driving smarter decisions.



We focused on **practical ways to build a customer-first culture** that adapts to changing demands.

We saw how leading companies build a culture of **innovation to tackle major societal challenges** and drive global impact.

# Building the storyline

Together with the client, we started shaping the narrative around four strategic questions:

- ✓ How do you turn **challenges into opportunities**?
- ✓ How can **uncertainty** become a competitive advantage?
- ✓ Which **technologies** will reshape our industry next?
- ✓ And how do you **stay radically relevant** to tomorrow's customer?



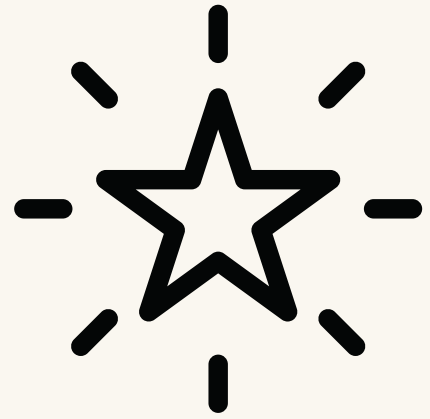
## This storyline became the backbone of the journey

A leadership expedition designed to inspire bold thinking around customer-first, data-driven, and tech-fueled transformation.

Mon	Tue	Wed	Thu	Fri
Check-in Kick-off	Tech/Data-Driven Innovation	Customer-Driven Innovation	Culture-Driven Innovation	Convergence Check-out



# Why it earned the spotlight



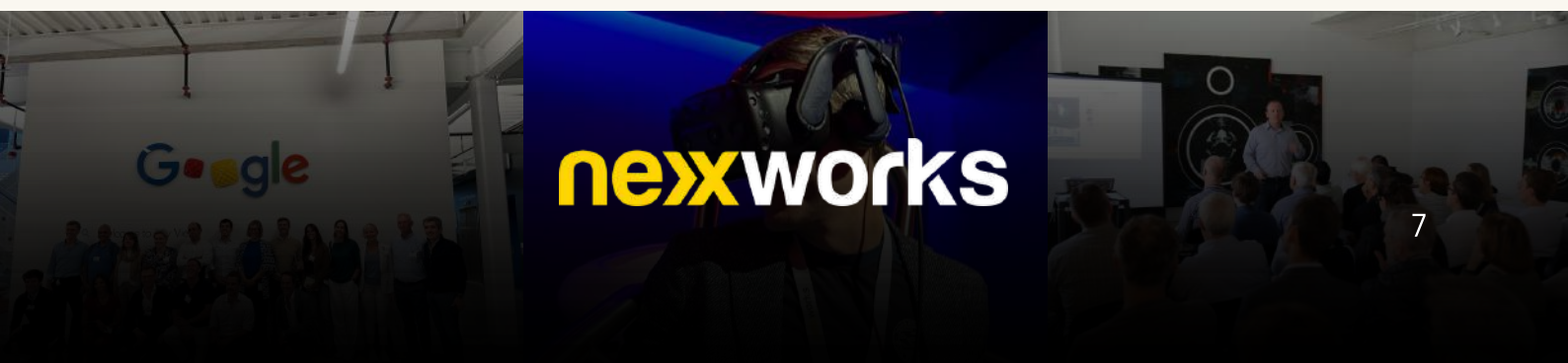
As we researched potential destinations — Boston, New York — one stood out.

Why San Francisco ticked all the boxes for this program? Because it's still the **epicenter of Never Normal!**

## Here's why it earned the spotlight:

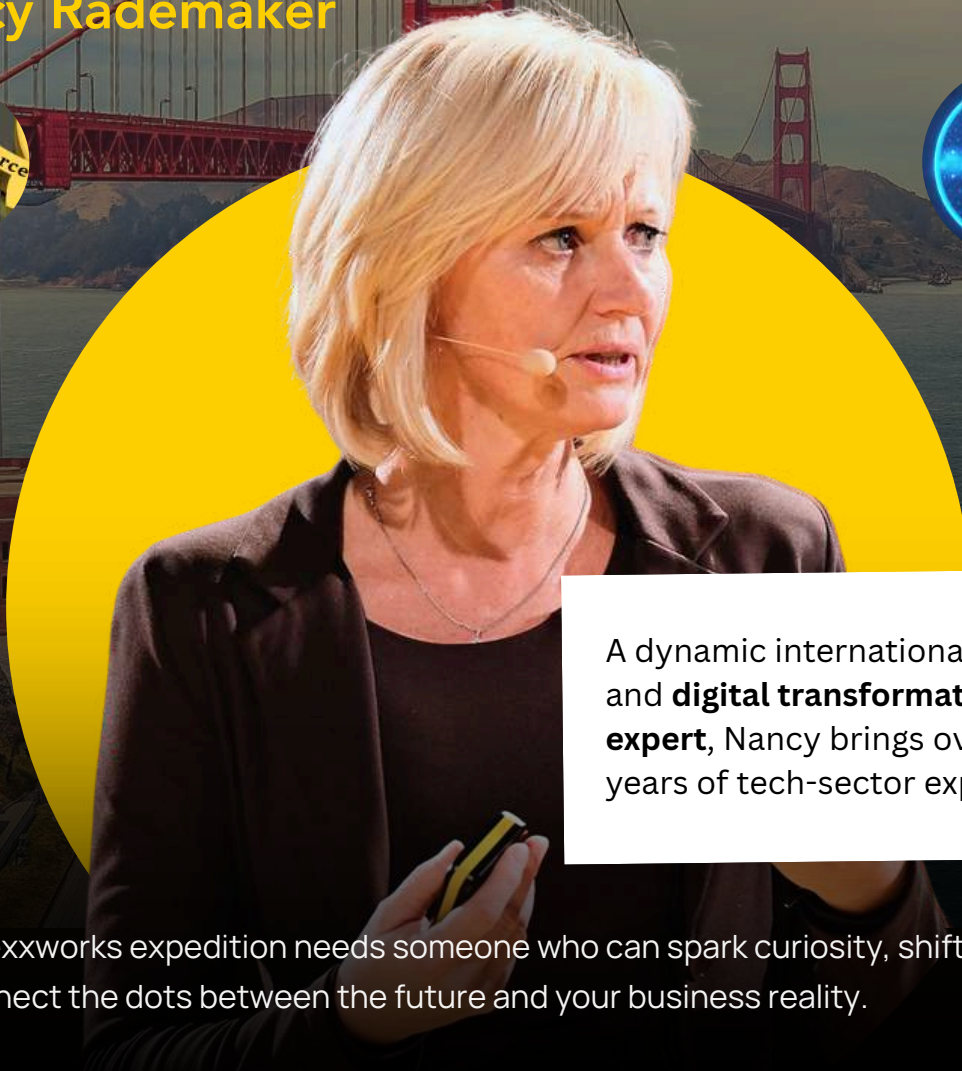
- ✓ Global hub for technology and disruption
- ✓ Start-up ecosystem fueling cross-industry innovation
- ✓ Highest concentration of venture capital firms
- ✓ Home to e-commerce pioneers and retail tech trailblazers
- ✓ Epicenter of Web3, crypto, and the future of finance
- ✓ Stanford & UC Berkeley: where global trends are born
- ✓ Sustainable brands redefining conscious consumption
- ✓ The sharing economy, reimagining customer expectations
- ✓ A living lab for the Future of Work, logistics, and CX

In short? San Francisco was everything the storyline demanded — and more.



# Meet the moderator

Nancy Rademaker



A dynamic international speaker and **digital transformation expert**, Nancy brings over 20 years of tech-sector experience.

Every nexxworks expedition needs someone who can spark curiosity, shift mindsets, and connect the dots between the future and your business reality.

For this program, that someone was **Nancy Rademaker**. A dynamic international speaker and digital transformation expert, Nancy brings over 20 years of tech-sector experience — including at Microsoft — and has guided leaders through innovation ecosystems from Silicon Valley to Shanghai.

With her infectious energy, sharp insights and real-world examples, she helped participants:

- ★ Decode how customer centricity is being redefined in a digital-first world
- ★ Understand the power of AI to transform products, people and purpose
- ★ Explore how culture and leadership must evolve to survive — and thrive — in The Beyond



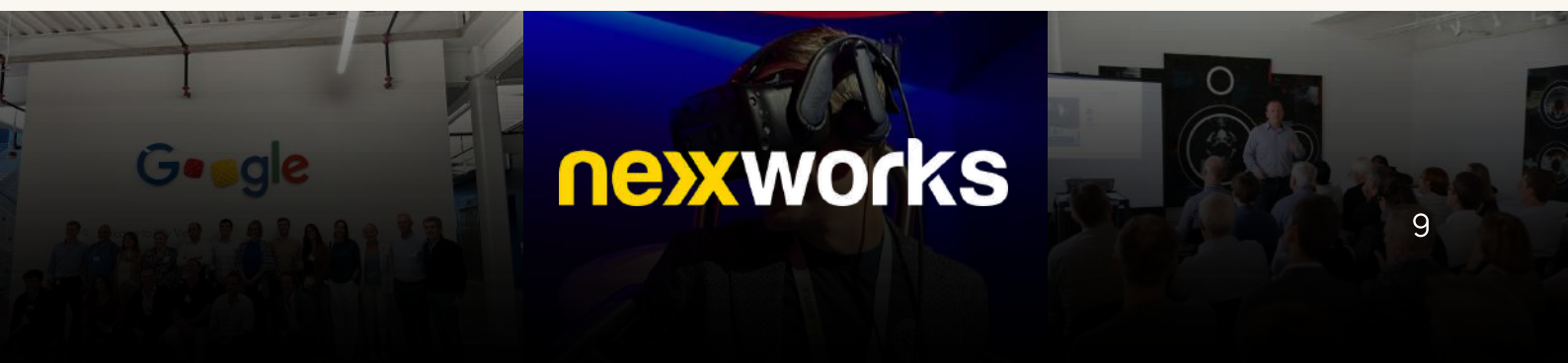
# From hundreds of options to one unforgettable week

Curating the perfect learning expedition is not about packing in as many visits as possible. It is about finding the right rhythm. We carefully select the best companies, inspiring leaders, and powerful experiences to create a journey that feels just right.

Thanks to our global network, we unlock access to innovation labs, disruptors, and trailblazers. Each visit is carefully selected to fit the story, spark new ideas, and leave a lasting impact. It is more than a week of visits. It is a journey filled with mind-expanding moments, reflection, discussion, and a few unforgettable surprises.

## Explore the schedule

Mon	Tue	Wed	Thu	Fri
Check-in + Kick-off	Expert Session	Company visit	Company visit and Tour	Breakfast + Pitch Sessions
	Company visit	Expert session		Wrap-up
	Company visit	Expert session	Company visit	
	Lunch	Lunch	Lunch	
Program kick-off	Expert Session and tour	Company visit	Company visit	
Keynote Nancy Rademaker	Expert Session	Company visit	Dinner + expert session	
Dinner & reconnecting	Dinner	Dinner		



# Decoding the future of AI

**Tuesday, 09.10 AM – 10.10 AM**

What better way to start an expedition about the “Day After Tomorrow” than with someone shaping it? Jeremiah Owyang opened the week with a powerful mix of credibility, clarity, and bold vision on tech-driven transformation.

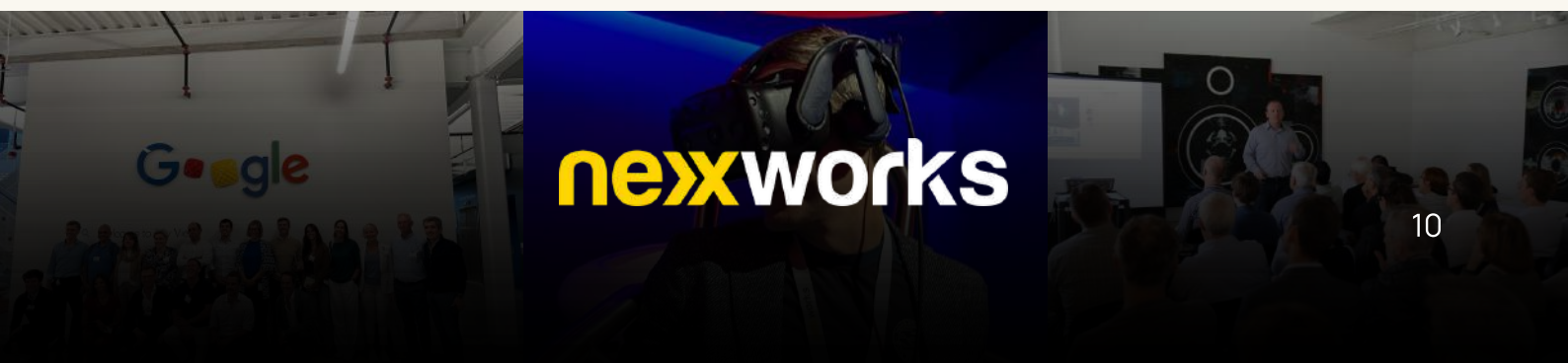
As a Silicon Valley veteran and founder of an AI-focused investment fund, Jeremiah offered more than trends. He gave a clear, strategic view of the AI Tech Stack, helping the group move beyond buzzwords.

He showed how new technologies are converging toward the next frontier: Artificial General Intelligence. Jeremiah’s session gave the group exactly what they needed, a shared language, sharp insights, and practical direction focused on real customer impact.

★ **Signature  
session**



**Jeremiah  
Owyang**



# Engineering simplicity at scale

Wednesday, 02 PM – 03.15 PM

If Day 2 was about putting the customer at the center, Stripe showed us how to build from that center — at internet scale.

As the world's largest fintech unicorn, Stripe does more than process payments. It powers millions of businesses with tools like frictionless APIs, smart fraud protection, and deep analytics — all designed to remove complexity for users.

In a lively panel led by the Global Head of Enterprise, we explored how Stripe stays customer-focused while growing worldwide. Through real stories and insider insights, we saw how their culture, products, and partnerships revolve around one key question: What makes this easier, faster, and better for customers?

★ Spotlight

stripe

Stripe offered a living case study in how **customer-centricity and technology** can co-drive growth and trust.





# Where innovation gets 10X'd

Thursday, 08.30 AM – 10 AM

Few places represent radical innovation like X, The Moonshot Factory – and on Day 3, we got rare access inside.

Part of Alphabet, X is where big ideas like Waymo, Loon, and Wing were born. It's a place where bold ambition meets sharp discipline, turning the “impossible” into prototypes.

Over breakfast, we met Astro Teller, the Captain of Moonshots, who shared the lab's core philosophy: 10X thinking. It is not about small improvements but rethinking assumptions, challenging norms, and creating a culture where failure drives progress.

The session showed how X builds a culture of experimentation, openness, and deep user focus. We've written a blogpost about this session. Read it to 10x your knowledge.

★ Spotlight



We were joined by none other than **Astro Teller, the legendary Captain of Moonshots**, who guided us through the lab's core philosophy: 10X thinking.



Beyond the spotlight sessions, participants engaged in closed-door conversations with the architects of today's most advanced AI systems, leading venture capital voices, and world-renowned tech visionaries.

We explored how next-gen platforms are reshaping collaboration, how global tech leaders are rethinking the workplace, and how top-tier academic

minds are reframing the economics of innovation.

Each encounter was curated to stretch thinking, challenge assumptions, and offer rare access to the people and places shaping the future.

## Conclusion

# End-to-end experience design

An immersive learning expedition isn't just about what happens in the room. It's about the in-between moments — the conversations over lunch, the unexpected inspiration sparked during dinner, the shared experience that turns colleagues into co-creators.

From curated restaurant settings that fuel connection, to immersive activities that reinforce the mission, every detail is designed to amplify learning and deepen engagement.

**Interested in how this could work for your organization? Let's chat!**



**Nils Demanet**

Business Development @ nexxworks

[Book an intake call >](#)

[Send an email >](#)

# About



At nexxworks, we don't predict the future—we dive straight into it. The world is shifting fast, and outdated strategies won't cut it. **We challenge leaders to unlearn, rethink, and embrace what's next.**

We skip the dull lectures and take you to the heart of disruption. Our learning expeditions throw you into real-world innovation—**meeting pioneers, disruptors, and visionaries shaping tomorrow.**

**How are we different?** We curate chaos. We make you question assumptions, debate with the best, and rethink everything—no fluff, no filters—just raw insights that push you forward.

Buckle up!

[Explore our approach >](#)





# What we offer



## Tailor-made Programs

We co-create **fully customized programs** to tackle your specific business challenges, from immersive learning expeditions and strategic offsites to in-company bootcamps tailored to your needs.



## Open Programs

**Ideal for individuals or small teams**, our open programs take you to the frontlines of innovation. Join expeditions to global innovation hubs like Silicon Valley or Singapore or attend one of our forward-looking masterclasses.



## Keynote Speakers

Our world-class speakers, including Steven Van Belleghem, Nancy Rademaker, Rik Vera and others, **bring bold energy and razor-sharp insights to your stage.**

**Curious in how this could work**  
for your organization? Chat with us!



### Nils Demanet

Business Development @ nexxworks

[Book an intake call >](#)

[Send an email >](#)

# Tailor-made Programs



No two companies are the same — and neither are our tailor-made programs. At nexxworks, we don't believe in off-the-shelf inspiration. Our tailor-made programs are co-created with you, built around your strategic goals, cultural DNA, and leadership ambitions.



# Who's already rewiring their **Day After Tomorrow?**



Discover our  
**tailor-made solutions**  
for leadership teams

[Learn more](#)





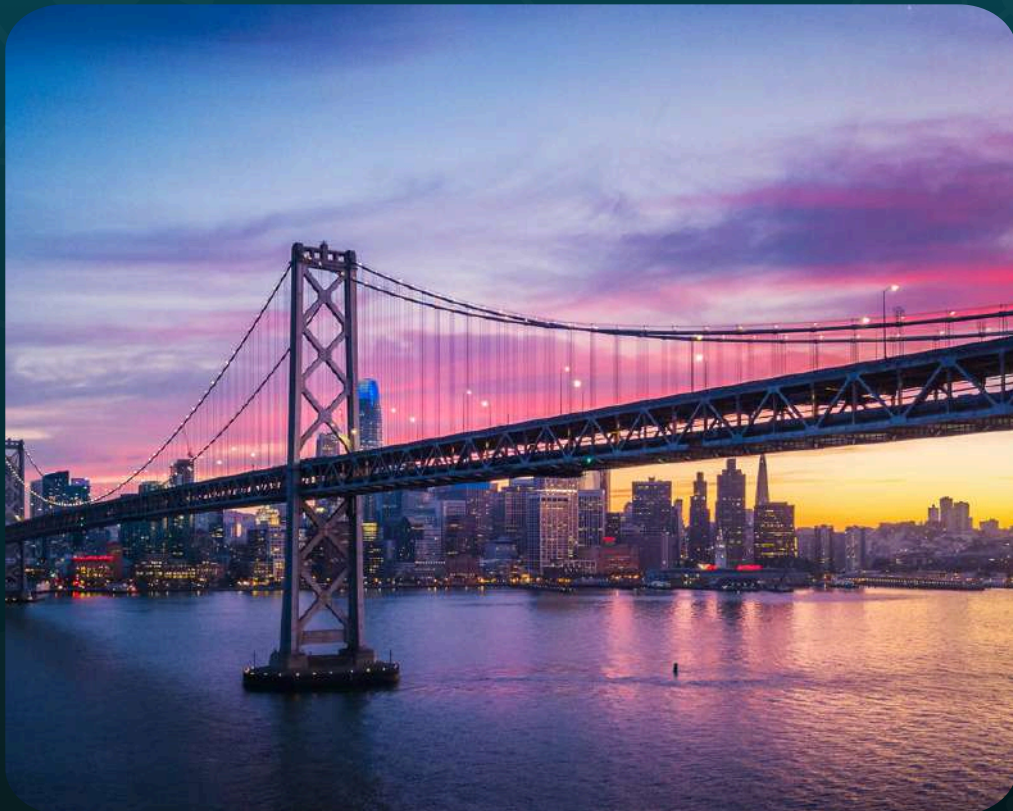
We'd love to stay in touch!  
Whether you have questions or just want to  
share your thoughts & challenges, don't  
hesitate to reach out!



# LEADING WITH DATA AND PURPOSE

Discover how customer-centric, data-driven innovation is shaping tomorrow's leaders.

This leadership expedition shares real-world insights and bold ideas from the heart of innovation  
— San Francisco.



A leadership expedition by  
**nexxworks**