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The Brightline™ Initiative, Project Management Institute and The Boston Consulting Group Host  
The Economist Events for Davos Panel  
*Event will focus on building agile alliances and forging collaboration to solve critical challenges*

PHILADELPHIA, PA, JANUARY 19, 2018 – The Brightline™ Initiative, a non-commercial coalition dedicated to helping organizations bridge the gap between strategy design and strategy delivery, along with Project Management Institute (PMI) and The Boston Consulting Group are hosting The Economist Events on the panel discussion, “The Business Case for Openness: Implementing Strategy in a Drawbridge up World.”

This event marks Brightline’s debut at Davos. Dovetailing with the World Economic Forum’s overarching theme, “Creating a Shared Future in a Fractured World,” the discussion will address how business leaders can better adapt and implement strategies to promote openness and collaboration. PMI, a founding coalition member of Brightline, is particularly passionate about this topic, given the fact that they focus on collaborating with world-leading organizations to improve infrastructure initiatives in developing and mature communities around the world.

“Today the challenges to sustainable growth through strategy implementation are becoming ever more pressing. As a coalition committed to moving from idea to strategy implementation to results, we’re delighted to support The Economist Events to bring this discussion to the forefront,” said Brightline Initiative Executive Director Ricardo Vargas. “We’re excited by the prospect of helping organizations create and deliver strategies for the future based on the ideas discussed at Davos.”

"This panel is designed to provide critical insights on how leaders are articulating and implementing their strategy to address openness and collaboration," said PMI President and CEO Mark A. Langley. "We're pleased to present a platform for these industry leaders to share their expertise on a range of far-reaching issues that impact public and private sector organizations on a regular basis."

The panel will be introduced by PMI’s President and CEO, Mark A. Langley and moderated by Tamzin Booth, business editor, *The Economist*. The confirmed panel speakers will bring their perspectives from a variety of backgrounds and industries. They include:

- **Jonathan Auerbach**, executive vice-president, chief strategy and growth officer, Paypal
- **Miki Tsusaka**, senior partner, managing director and chief marketing officer, The Boston Consulting Group
- **Hugh Johnston**, vice-chairman and chief financial officer, PepsiCo. Inc

- **Jean-Philippe Courtois**, executive vice-president and president, global sales, marketing and operations, Microsoft

Strategy is a living thing that adapts. In a world with constant disruptions, an organization needs to engage with its ecosystem in designing and implementing its strategy. An idea will only ever remain an idea without project management to bring the idea to fruition. This is why the Brightline Initiative commits itself to developing a holistic knowledge and networking platform that helps organizations bridge the gap between strategy design and strategy delivery and in so doing bring positive benefits to society.

Those not attending the panel on Jan. 23 can join via livestream on The Economist Events' [Facebook](#) page or follow [@EconomistEvents](#) for live tweets using the hashtag #EconBusinessCase from 7:30-8:30am CET.

#### **About The Brightline Initiative**

The Brightline Initiative is a coalition of leading global organizations dedicated to helping executives bridge the expensive and unproductive gap between strategy design and strategy delivery. Brightline™ conducts thought leadership research and promotes best practices designed to improve an organization's ability to deliver on strategic intent.

#### **About Project Management Institute (PMI)**

Project Management Institute (PMI) is the world's leading association for those who consider project, program or portfolio management their profession. Founded in 1969, PMI delivers value for more than three million professionals working in nearly every country in the world through global advocacy, collaboration, education and research. We advance careers, improve organizational success and further mature the project management profession through globally-recognized standards, certifications, communities, resources, tools, academic research, publications, professional development courses and networking opportunities. As part of the PMI family, ProjectManagement.com creates online global communities that deliver more resources, better tools, larger networks and broader perspectives. Visit us at [www.PMI.org](http://www.PMI.org), [www.projectmanagement.com](http://www.projectmanagement.com), [www.facebook.com/PMInstitute](http://www.facebook.com/PMInstitute) and on Twitter [@PMInstitute](#).

#### **About The Boston Consulting Group**

The Boston Consulting Group (BCG) is a global management consulting firm and the world's leading advisor on business strategy. We partner with clients from the private, public, and not-for-profit sectors in all regions to identify their highest-value opportunities, address their most critical challenges, and transform their enterprises. Our customized approach combines deep insight into the dynamics of companies and markets with close collaboration at all levels of the client organization. This ensures that our clients achieve sustainable competitive advantage, build more capable organizations, and secure lasting results. Founded in 1963, BCG is a private company with offices in more than 90 cities in 50 countries. For more information, please visit [bcg.com](http://bcg.com).

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