

World
Business
Forum | 
NYC



4&5 November
2026
The Javits Center

INSPIRING LEADERS EVERY DAY OF THE YEAR



WOBI
Inspiring Ideas



Over 20 years inspiring the global executive community!

97%
OF ATTENDEES
RECOMMEND
WORLD BUSINESS
FORUM

25,000+
COMPANIES
WORLDWIDE

160,000+
ATTENDEES ACROSS
THE GLOBE



LEARNING

Learn from renowned leaders and experts.

Tackle today's most pressing leadership challenges.



INSPIRATION

Empower your organization.

Gain innovative ideas and turn them into action.

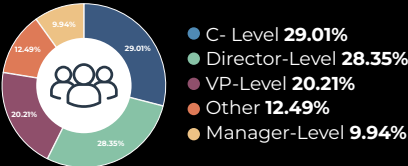


NETWORKING

Expand your professional network.

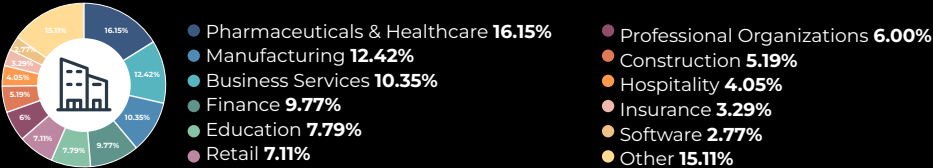
Connect with more than 1,200 leaders and decision-makers.

BREAKDOWN BY MANAGEMENT LEVEL



Who Attends the World Business Forum?

BREAKDOWN BY INDUSTRY



LEADERSHIP

Jim Collins

One of the world's most respected voices on leadership and organizational excellence, Jim Collins is best known for the bestsellers *Good to Great* and *Built to Last*, management classics that have sold more than 10 million copies worldwide. His forthcoming book, *What to Make of a Life*, extends his research to the art of living with purpose and enduring impact.



Sustaining High Performance Over Decades

- Lessons from remarkable lives: A framework for understanding how individual lives can be built, sustained and constantly renewed
- How to translate deep self-knowledge into disciplined action to achieve impact, purpose, and fulfillment
- What it takes to transform crises into catalysts for positive change
- Keys to building personal momentum decade upon decade and staying creative and energetic across an entire lifetime

BUSINESS TRANSFORMATION

Indra Nooyi



The former chairman and CEO of PepsiCo (2006-2018), Indra Nooyi is one of the most respected and transformative business leaders of her generation.

Recognized globally for redefining leadership around purpose and business, she guided PepsiCo through a period of bold reinvention, doubling revenues while championing sustainability and health.

Leading Through Times of Change

- Actionable takeaways on how to foster large-scale cultural change
- On challenging the status-quo and creating room for new ideas as a habit – even when it seems to threaten a business' foundations
- What it means to authentically cherish talent: Building a high-performing workplace where every voice is heard and every person is welcome
- Identifying macro disruptors and the keys to future proofing your organization

LEADING CHANGE

Malcolm Gladwell

Malcolm Gladwell is a bestselling author whose work has transformed how we think about success, decision-making, and human behavior.

The author of hugely influential books including *The Tipping Point*, *Blink* and *Outliers* he is also the host and producer of the award-winning podcast *Revisionist History*.



Engineering Environments for Positive Change

- Why we need to better understand the systems around us to affect positive change
- How real transformation often begins with subtle changes, not sweeping mandates
- The importance of storytelling to reframe challenges and inspire adaptive change when the stakes are high
- Identifying the informal influencers to spark change and build critical momentum in your organization



STRATEGY

Renée Mauborgne

Renée Mauborgne is an INSEAD Distinguished Fellow and the co-author of the global bestseller *Blue Ocean Strategy*, which has sold over four million copies and is recognized as a cornerstone in strategic management. She is also a professor of strategy at INSEAD and co-director of the INSEAD Blue Ocean Strategy Institute.

Leading Growth Beyond Competition: Strategies for Sustainable Innovation

- Discover how to create new, competition-free markets using the timeless Blue Ocean principles
- Unlock growth opportunities through nondisruptive creation while preserving industries, jobs, and communities - so business and society thrive together
- Apply adaptable strategies to navigate uncertainty and leverage disruption constructively
- Learn from a decade-long study across 30+ industries and global case studies to balance innovation, value creation, and sustainable impact

EMOTIONAL INTELLIGENCE

Daniel Goleman

Daniel Goleman is a world-renowned psychologist and bestselling author who has revolutionized leadership thinking with the groundbreaking concept of emotional intelligence. Recognized as one of the world's most influential business thinkers, *Emotional Intelligence* has sold more than five million copies and continues to shape business and society at large.



Leading with Emotional Intelligence: Unlocking Human Potential

- Understanding emotional intelligence as a key driver of effective leadership and high-performing teams
- Keys to developing self-awareness, self-regulation, and resilience in order to thrive in complex business environments
- How to leverage empathy and social skills to build strong and meaningful relationships and achieve impactful results
- Aligning personal purpose with organizational goals to maximize impact, motivation, and results



AI STRATEGY

Zack Kass

Zack Kass has over a decade in AI leadership, most recently as Head of Go-To-Market at OpenAI where he spearheaded sales and partnerships, turning research into deployable business solutions. He has also served as an advisor and VP of Revenue at Lilt, as well as VP of Sales and Customer Success at Figure Eight. He is also author of the recently published bestselling book *The Next Renaissance: AI and the Expansion of Human Potential*.

Global AI Advisor and Former Head of Go-To-Market at OpenAI

- Demystifying AI's complexity with an actionable roadmap for its implementation
- Redefining Intelligence: Preparing for a world where intelligence is unmetered—and rethinking what it means to be human in the process
- Beyond the hype: Turning AI's ethical and societal dilemmas into strategic value
- A world of opportunities: A pragmatic guide to future-proofing your business by fostering resilience, adaptability, and innovation

TALENT

Liz Wiseman

Liz Wiseman is a globally recognized leadership thinker, bestselling author, and executive advisor whose work equips leaders to amplify capability and performance at every level. An advisor to companies like Apple, Google, Nike, Disney and Meta she is the bestselling author of *Multipliers*, *The Multiplier Effect*, *Rookie Smarts* and *Impact Players*.



Multiplying Genius: How Top Leaders Unlock Extraordinary Talent

- How to discover and maximize natural strengths in every team member
- Creating conditions for stretch: Challenge talent beyond comfort zones to accelerate growth and engagement
- Shift from being the genius to being a “genius maker”: Empowering others to do their best thinking and work
- Keys to building a “talent magnet” culture that attracts high performers and gives them reasons to stay and excel

BRAND STRATEGY

Omar Johnson



Omar Johnson is the former CMO of Beats by Dre and VP of Marketing at Apple, where he grew Beats from a \$20M startup to a \$2B global brand and led its \$3B acquisition by Apple. Having worked on breakthrough campaigns at Nike, Coca-Cola, and Kraft, he is now founder of ØPUS Intelligence, helping brands connect with culture through AI-powered marketing.

B2H (Business to Human): The Future of Human-Centered Marketing

- Redefining marketing through a human-centric lens that connects people, products, and storytelling
- How to turn brands into movements by building authentic emotional connections and purpose-driven experiences
- Leveraging AI and technology to enhance creativity, personalization, and customer engagement
- Navigating the future of marketing where customers are creators and experience defines brand success

HIGH PERFORMANCE TEAMS

Jennifer Colosimo



Jennifer Colosimo is the President of the Enterprise Division at FranklinCovey, where she leads global strategy and execution for organizations seeking to build stronger leaders, teams, and cultures. She is co-author with Stephen R. Covey of *Great Work, Great Career*, and is the co-author of *Expect a Lot, Care a Lot*, due to be published in 2026.

Building High-Performance Teams for Sustainable Success

- What distinguishes high-performing teams from busy but misaligned ones
- How leaders raise the bar while building clarity, trust, and accountability
- Creating teams that combine high expectations with genuine care for people
- Sustaining performance by balancing results, relationships, and energy over time

