



# Building Your Flywheel

## Creating Momentum & Growth in Legal

**You are invited to an exclusive, invitation-only event for legal leaders.**

Share, network and learn practical, measurable strategies designed to achieve high-velocity success in today's legal landscape.

### Where

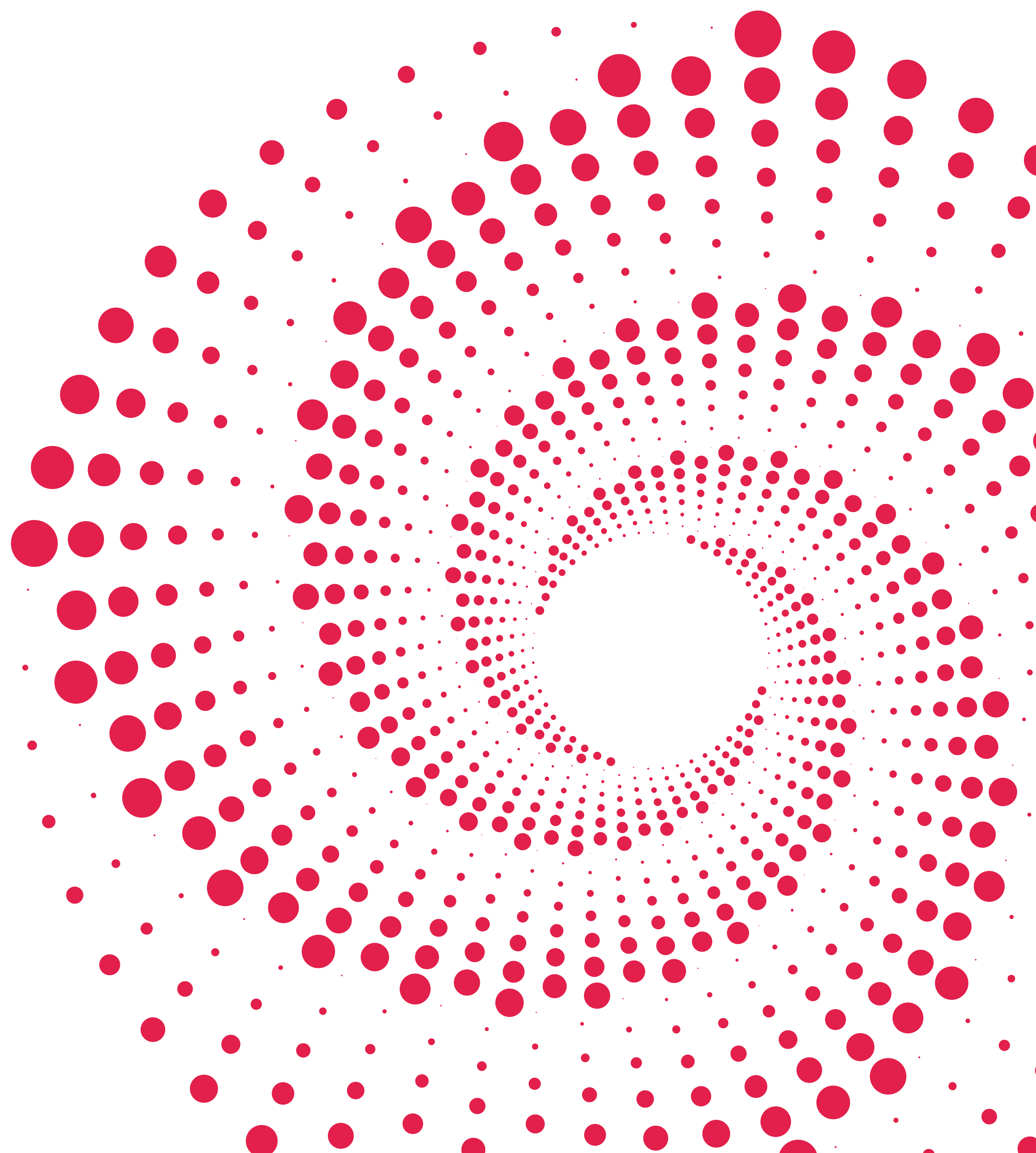
Glaziers Hall | 9 Montague Close  
London Bridge | London

### When

24 Oct. 2024  
8:30AM – 7:00 PM

**RSVP Now**

**To Request your Seat**



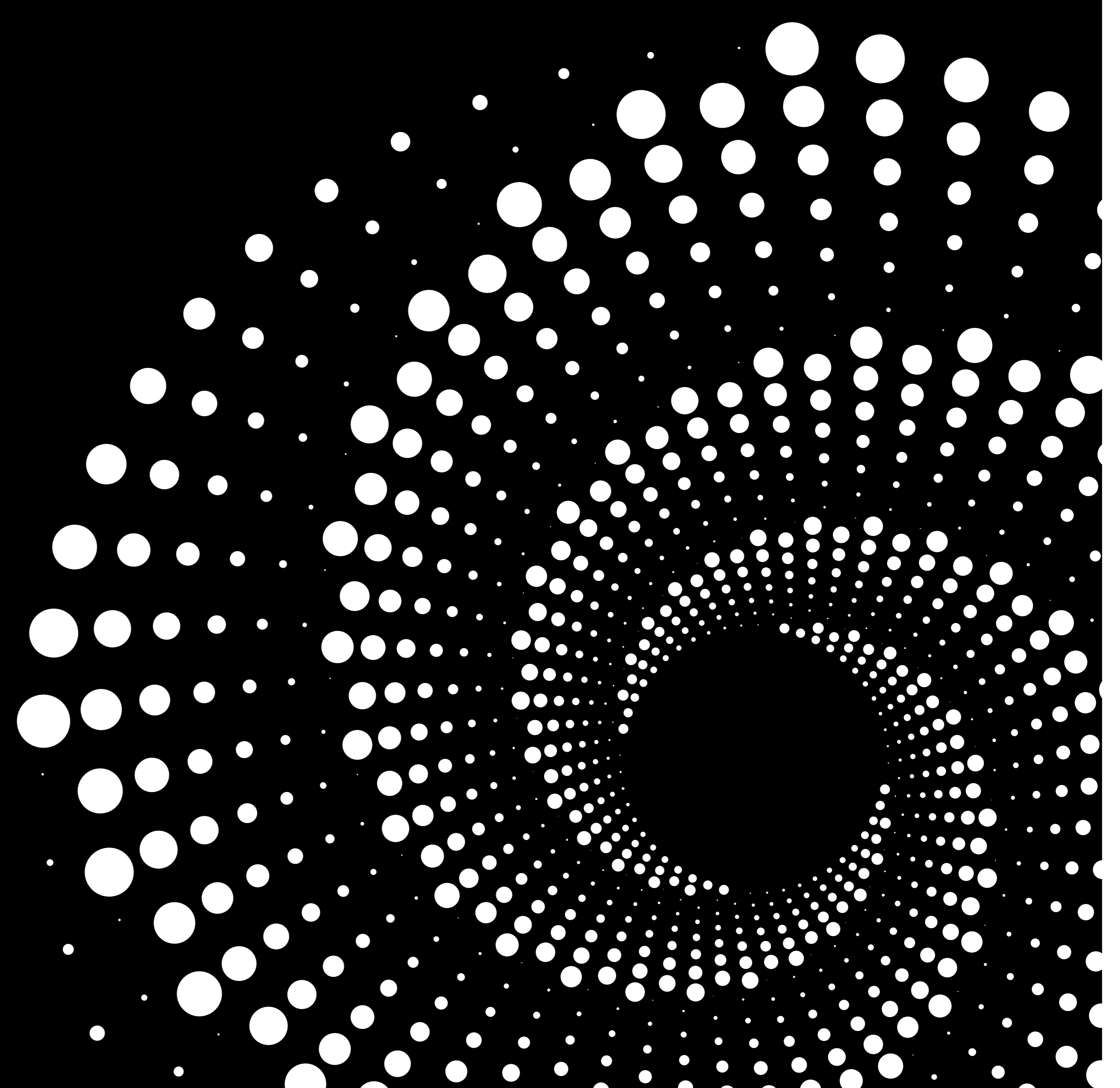
# Overview

**What is the flywheel concept?** The flywheel concept describes how consistent, strategic initiatives that reinforce each other create lasting momentum to positively impact organizational growth. For decades, companies such as Amazon, Netflix, and Apple have been employing processes of continuous innovation to create self-sustaining, virtuous cycles of value creation. Why is this important for legal?

Today's astonishing speed of tech advances, including AI and GenAI, and proliferation of data and rich insights are creating myriad opportunities for legal to capitalize on the flywheel effect. As new innovations are employed, whether in legal operations, litigation, outside counsel management, incident response, or intellectual property, the entire organization benefits from the building momentum of successful implementations.

## Topics include:

- Creating a competitive advantage in your legal department with data and analytics
- Building an outside counsel management process that optimizes ROI
- Learning from successful, responsible use of AI and GenAI in litigation
- Implementing a brand and anti-counterfeiting monitoring strategy
- Measuring the efficacy and impact of IP from all angles



# Speakers

## Keynote

### **Dr. Jo Salter MBE**

Britain's first female fighter-jet pilot, voted BBC's 50 most inspiring women in the world.



## Featuring Industry Leaders

**Event MC: Stephen Allen** Chief Scout **Trampelpfad**

**Adefunke Adeyeye** Global Lead Anti-Counterfeiting and Product Protection **Haleon**

**Mo Zain Ajaz** Founder **LEX360**

**Jonathan Ball** Intellectual Property Partner **Norton Rose Fulbright**

**Laurie David-Henric** Global Legal Operations Executive **argenx**

**Nick Finnie** Head of Intellectual Property **ADC Therapeutics**

**Joanna Goodman** Freelance IT Columnist **The Law Society Gazette**

**Anthony Kenny** Assistant General Counsel Corporate and CBS **GSK**

**Bob Mignanelli** VP, Legal **Haleon**

**Saswata Mukherjee** Group General Counsel Nutrition **Unilever**

**Ravinder Passi** Group General Counsel **Hitachi Astemo**

**Andreas Popper** Managing Director & CEO **Naexas**

**Louis Roukine** Head Intellectual Property Counsel **Leading Luxury Brand**

**Edward Walker** Chief Corporate Officer **Transport UK Group**

**Daniel Winterfeldt** Managing Director & GC, EMEA & Asia **Jefferies Investment Bank**

**Ashley Winton** Chairman **The Data Protection Forum**

**Andrew Z. Weaver** Medical Devices & Mechanical Engineering Patent Prosecution Vice Chair, International IP Lead **Polsinelli**

**Patrick C. Woolley** Chair, Intellectual Property Department **Polsinelli**

## UnitedLex speakers

**Sophie Bodet** IP Lead Adviser

**Rajitha Boer** Chief Client Officer

**Aaron Crews** Chief Product and Innovation Officer

**Renee Meisel** Chief Executive Officer

**Steve Schley** Executive Vice President of IP Solutions

# Detailed Agenda

- 8:30-9:10 Networking**  
Breakfast & Registration
- 9:10-9:30 Welcome**  
Flywheel Fundamentals and Opportunities for Legal
  - Rajitha Boer, UnitedLex
  - Renee Meisel, UnitedLex
- 9:30-10:30 Keynote**
  - Dr. Jo Salter MBE
- 10:30-11:15 Legal Operations Panel**  
Leveraging data and insights to reduce spend and mitigate risk when managing outside counsel
  - Moderator: Laurie David-Henric, argenx
  - Mo Zain, LEX360
  - Saswata Mukherjee, Unilever
  - Ravinder Passi, Hitachi Astemo
- 11:15-11:30 Networking**  
Break & Snacks
- 11:30-12:30 Legal Strategy**  
True Disruption - Making Legal a profit center
  - Edward Walker, Transport UK Group
- 12:30-1:30 Networking**  
Lunch
- 1:30-2:15 Gen AI Panel Session**  
Evaluating and learning from successful, responsible use of AI and GenAI in litigation
  - Moderator: Aaron Crews, UnitedLex
  - Joanna Goodman, The Law Society Gazette
  - Anthony Kenny, GSK
  - Ashley Winton, The Data Protection Forum

- 2:15-3:00 IP Panel Session**  
Protecting brands in today's global marketplace with anti-counterfeiting measures
  - Moderator: Sophie Bodet, UnitedLex
  - Adefunke Adeyeye, Haleon
  - Andreas Popper, Naexas
  - Louis Roukine, Leading Luxury Brand
  - Patrick C. Woolley, Polsinelli
- 3:00-3:15 Networking**  
Break & Snacks
- 3:15-4:00 Legal Ops (Contracts)**  
"Contracts are a great place to start": What we can learn from the Haleon success story
  - Bob Mignanelli, Haleon
- 4:00-4:30 Diversity & Inclusion**  
Fostering inclusive culture
  - Daniel Winterfeldt, Jefferies Investment Bank
- 4:30-5:30 IP Panel Session**  
Proving value and measuring IP impact goes beyond "simple metrics"
  - Moderator: Steve Schley, UnitedLex
  - Nick Finnie, ADC Therapeutics
  - Jonathan Ball, Norton Rose Fulbright
  - Andrew Z. Weaver, Polsinelli
- 5:30-5:45 Awards & Closing Remarks**  
Discussion & wrap-up
- 5:45-7:00 Networking**  
Drinks Reception

**RSVP Now**

**To Request your Seat**

