



KEYNOTE SPEAKER

Dave Knox

How startups reveal the future of your industry, and how big companies respond.

Author, *Predicting The Turn*

WPP Atticus Grand Prix

Forbes CMO Network

CEO, Blue North

ABOUT DAVE

Dave Knox is an investor, startup advisor, and brand builder, serving as the Executive Director of Blue North, the Entrepreneur & Innovation Hub for Northern Kentucky. Prior to Blue North, Dave was the Chief Marketing Officer of Rockfish where he helped the company become one of the fastest-growing agencies in the country. Simultaneously, Dave cofounded The Brandery, a top 10 startup accelerator. Combining these worlds, Dave is the author of the bestselling *Predicting the Turn: The High Stakes Game of Business Between Startups and Blue Chips*. Dave has been named to the Cincinnati Power 25, a Cincinnati Marketing Legend by the AMA, Mentor of the Year by the Kentucky Entrepreneur Hall of Fame, and CMO of the Year in the Business Courier C-Suite Awards.

KEYNOTES

01 · SIGNATURE KEYNOTE

Predicting The Turn

How startups reveal the future of your industry. And the four strategies big companies use to respond: acquire, invest, partner and build.

- Where early signals show up in your category
- When to acquire, invest, partner or build
- Lessons from the brands on Predicting The Turn

02

The AI Turn

The forces reshaping business right now. How leaders decide what to change, and what to leave alone.

- The forces reshaping your industry
- Questions leaders should ask now
- How to respond without chasing hype

03

Building the Bridge

What actually works when corporations and startups try to work together. Drawn from Brand Fusion and Dave's work since co-founding The Brandery.

- Why corporate-startup partnerships stall
- How to set up the first meeting and first pilot
- Lessons from 3,754 Brand Fusion meetings

04

Entrepreneur-Led Economic Development

How regions grow by building around their founders. Drawn from The Brandery, Blue North, StartupCincy and CincyETA.

- What founders need from a region
- How hubs, accelerators and corporate partners fit together
- Lessons from Cincinnati and Northern Kentucky

WHAT ORGANIZERS SAY

"Hands down the best town hall speaker we've ever had."

Navin Kunde, Open Innovation Manager, R&D, Clorox

"Few people can meaningfully speak of both the entrepreneur's universe and the Fortune 50."

Pete Blackshaw, Founder of BrandRank.ai and former Global Head of Digital at Nestlé

"Dave's talk is compelling, honest, and insight based. It is packed with current and relevant examples of how the game is changing between big companies and startups."

Chris Foley, SVP/CMO, Pepperidge Farm

FORMATS

- **Keynote:** a 30 to 60 minute talk for the main stage
- **Fireside chat:** a moderated conversation with your host
- **Executive workshop:** a working session for leadership teams
- **Board session:** a private briefing for directors

HAS TAKEN THE STAGE AT

NACD · NRF · SXSW · AdTech · TEDxCincinnati · MarTech · Clorox · General Mills · Humana · Nestlé · WPP