

25-28 February 2019

Mobile World Live

Panel Discussion - Progressive Leadership in the Digital Age

This live broadcast session discussed the importance of sustainable and responsible leadership, strategic business alignment with the UN Sustainable Development Goals and how intelligent connectivity can create a better future for all.

To prosper within this digital age, leaders are mindful of the dual commercial pressures before them. Whilst retaining strong relationships with shareholders and investors, businesses need to accommodate the increasing consumer demands to implement responsible practices and sustainable policies. A delicate balancing act to perform; this underscores the necessity for leaders to subscribe to a progressive leadership approach for healthy financial returns, whilst ensuring their social compass is pointing in the right direction. The most successful brands nurture relationships with consumers through ensuring an open culture of trust and transparency. Investors are drawn to leaders with the ability to reflect holistically of current technological climate and consumer desires. Business leaders are the architects of the digital future, those designing strategies whereby profits are anchored by social contracts will thrive in the age of digitisation.

Hear from these progressive leaders on the shaping of the digital future, technological innovation and business strategies aligned with the UN SDGs, and how they are driving sustainable and responsible leadership.

Panel – Sasha Twining is joined in the studio by:

Christa Gyori, CEO, Leaders on Purpose

Co-founder of Leaders on Purpose, an enterprise funded by Harvard, the World Bank and the London School of Economics - which links experts from the corporate world, government, non-profit and academia to drive organisational potential through purpose driven leadership.

Kaan Terzioglu, Former CEO, Turkcell

Announced as the winner of the GSMA's 'Outstanding Contribution to the Mobile Industry Award' for 2019, for contribution in significant ways to the development of the mobile industry and the advancement of mobile communications. Under Kaan's leadership, Turkcell provided connectivity in humanitarian emergencies and disaster areas including services for over 1.4 million Syrian refugees living in Turkey.

James Gowen, VP of Supply Chain Operations and Chief Sustainability Officer, Verizon

Verizon is committed to using their technology and assets to help build a brighter future. Verizon manages their supply chain responsibly to ensure business is not adversely impacting the environment or societal values of communities around the globe, and working to reduce greenhouse gas emissions. James Gowen has been deeply involved in the advancement of innovative and sustainable technologies and recently spearheaded the launch of Verizon's flagship \$137M green energy initiative which enabled Verizon to eliminate 20,000 metric tons of CO2.

[Watch the panel here.](#)