

Jeroen De Flander and Jules Polonetsky to Speak at the Strategy Execution Summit

The Balanced Scorecard Institute (BSI) and Spider Strategies announced that strategy execution expert Jeroen De Flander and the Future Privacy Forum Executive Director Jules Polonetsky will headline the Second Annual Strategy Execution Summit, which takes place May 19-21 at the Park Hyatt in Washington, D.C.

The Balanced Scorecard Institute (BSI) and Spider Strategies announced that strategy execution expert Jeroen De Flander and the Future of Privacy Forum Executive Director Jules Polonetsky will serve as keynote speakers at the [Second Annual Strategy Execution Summit](#), which takes place May 19-21 at the Park Hyatt in Washington, DC.

De Flander, a strategy execution expert and author, will serve as the opening keynote speaker, speaking about strategy execution in the 21st Century. Polonetsky, Executive Director and Co-chair of the Future of Privacy Forum, a Washington, D.C.-based think tank that seeks to advance responsible data practices, will serve as the closing keynote speaker, and will present on the strategic implications of responsible data practices.

The international event will focus on users' experiences with strategic planning and management using balanced scorecard systems, as well as strategic performance analysis and execution via QuickScore™. It has been designed as a networking event where participants can absorb lessons learned and best practices from BSI and Spider Strategies' experiences in 80 countries around the world.

De Flander is one of the world's most influential thinkers on strategy execution. He has shared the stage with prominent thinkers like Michael Porter, Costas Markides, Roger Martin, Robert Kaplan & David Norton and helped more than 23,500 managers in 35+ countries master the necessary execution skills. His first book, *Strategy Execution Heroes*, reached the Amazon bestseller list in 5 countries and was nominated for Management Book of the Year 2012 in the Netherlands. His second book, *The Execution Shortcut*, reached the #3 spot in its category on Amazon. De Flander is co-founder of the performance factory – a leading research, training, and advisory firm focused solely on helping individuals and organizations increase performance through best-in-class strategy execution. He has advised 75+ companies including Atos Worldline, AXA, Bridgestone, Brussels Airport, CEMEX, Credit Suisse, GDFSUEZ, Honda, ING, Johnson & Johnson, Komatsu, Nike and Sony on various strategy and strategy execution topics.

Polonetsky serves as Executive Director and Co-chair of the Future of Privacy Forum, a Washington, D.C.-based think tank that seeks to advance responsible data practices. Founded five years ago, FPF is supported by more than 80 leading companies, as well as an advisory board comprised of the country's leading academics and advocates. FPF's current projects focus on online data use, smart grid, mobile data, big data, apps and social media. As AOL's former Chief Privacy Officer and SVP for Consumer Advocacy, Polonetsky was responsible for ensuring that AOL's users could trust the company with their information and for educating employees about best practices for advertising, content, and product development. Polonetsky currently chairs the privacy advisory board of Gigya, and serves on the Advisory Boards of the Cookie Clearinghouse, Frankly and the Center for Copyright Information. In 2001, Crain's NY Business magazine named Jules one of the top technology leaders in New York City. Polonetsky is a regular speaker at privacy and technology events and has testified or presented before Congressional committees and the Federal Trade Commission.



[See Agenda Here](#)

About the Balanced Scorecard Institute:

The Balanced Scorecard Institute, a Strategy Management Group Company, provides strategic planning, balanced scorecard, and performance management training, certification, and consulting services to government, nonprofit, and commercial organizations. Services include public and on-site courses, facilitation and consulting services, a balanced scorecard automation solution, and information and tools used by executives, managers and analysts to transform their organizations into “performance excellence” organizations. For more information about the Institute’s consulting or training services, go to <http://balancedscorecard.org/contact>. For more information about, or a free evaluation of, the Quickscore software solution, go to <http://www.spiderstrategies.com/tour/balanced-scorecard-software/>

The Institute’s website is a leading resource for information, ideas and best practices on strategic planning and management, performance measurement, and balanced scorecard systems. The Institute’s Nine Steps to Success™ balanced scorecard framework integrates strategic planning, budgeting, operational planning, performance measurement and strategy execution into a practical disciplined framework for helping organizations achieve higher levels of performance.



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