



The Transformative CEO Community™

## DEVELOPING A LONG-TERM STRATEGY

*Transformative CEO Virtual Summit*

September 18, 2025 11AM – 1:00 PM ET

Panel 11:30 sharp - 12:30

**Session Theme:** Let's talk as if stakeholders weren't listening: *How disruptive will AI really be—and what should we do about it?*

### Summary

AI is in every board packet, yet returns are uneven, broadly low, while expectations are high. In this off-the-record session—no analysts, press, or board members—we'll have a frank conversation about where AI is genuinely material and where it isn't. Drawing on the experiences in the room and on independent perspective from a world-class researcher and advisor on AI and strategy, we'll separate signal from noise and outline pragmatic moves CEOs can take now, as well as what to stop doing. Our objective will be to arrive at a shared view of (1) where AI is relevant to our businesses in the next 12–24 months, (2) a short list of no-regrets actions, and (3) guardrails for risk, talent, and capital allocation.

### Key Discussion Topics

1. **Reality check—impact to date.** What are your thoughts on your business strategy today and how AI might play a part?
2. **Implications for our organization, strategy and operations.** What changes do you foresee for your sector, business model, and operating model (data, org, talent/reward, procurement, risk)? What are you re-prioritizing as a result?
3. **Leading through noise.** In a crowded advisor landscape, how do you, as CEO, set direction—choosing no-regrets bets, stopping low-yield efforts, and sequencing experiments without over-committing?

### Moderator:

Work Group Leader (Facilitator)

Michael G. Jacobides, Sir Donald Gordon Professor of Entrepreneurship & Innovation and Professor of Strategy, London Business School; Academic Advisor, BCG/BHI, Lead Advisor, Evolution Ltd.

### Panelists:

- Julie Mulligan, CEO and Co-founder, Black Tap
- Dr. John W. Mitchell, President and CEO, Global Electronics Association
- Asheesh Advani, President and CEO, JA Worldwide (Junior Achievement)
- Gerry Chesser, CEO, Every Man Jack

## **Julie Mulligan, CEO and Co-Founder, Black Tap**



Julie Mulligan is a restaurateur, designer, and CEO and co-founder of Black Tap Craft Burgers & Beer, an internationally recognized restaurant brand known for its award-winning burgers and Crazy Shake® milkshakes. Since founding Black Tap in 2015 with her husband, Chris Barish, Mulligan has evolved from her initial focus on restaurant design and project management to overseeing all aspects of the business, including creative direction, marketing, menu development, and procurement. She collaborates closely with the leadership team and provides significant support leading up to new openings.

Mulligan is leading strategic growth and development for the spin-off fast-casual concepts Tender Crush (crispy chicken), and Singles + Doubles (burgers). In 2014, Mulligan founded JAMB Studio, a firm specializing in architecture, design, development, interiors, and management. Prior to that, she spent nearly five years at The New School focusing on architecture and space planning. Her experience also includes roles as a designer at Manning Silverstein Architects and NBBJ, and as an intern architect at Allied Works Architecture.

A native New Yorker and licensed architect, Mulligan is a graduate of the Spence School and holds a bachelor's degree in architecture and a BARCH from Rice University.

## **Dr. John W. Mitchell, President and CEO, Global Electronics Association**



Dr. John W. Mitchell serves as President and Chief Executive Officer of the Global Electronics Association (formerly IPC), the leading international trade association representing all facets of the electronics manufacturing industry. Since assuming this role in 2012, Dr. Mitchell has led a period of strategic and dynamic growth, nearly doubling global membership and launching initiatives that elevate workforce development, product standards, and supply chain resilience worldwide. As CEO, he represents more than 3,000 members worldwide and serves as a spokesperson for one of the most vital sectors of the global economy.

A recognized thought leader on the need for secure, diverse, and resilient electronics supply chains, Dr. Mitchell regularly contributes to international policy discussions and advocates for expanding advanced manufacturing capabilities and addressing workforce shortages across the global electronics ecosystem. A trusted voice on workforce innovation, trade policy, ESG, and the future of electronics, he is frequently invited to share insights as a keynote speaker at industry events and conferences worldwide.

He earned a Bachelor of Science in Electrical and Computer Engineering from Brigham Young University, an MBA from Pepperdine University, and a Doctorate in Higher Education Management from the University of Georgia. Outside of his professional work, Dr. Mitchell is an avid triathlete and enjoys spending time with his family, reading, endurance sports, and mentoring students pursuing careers in engineering, technology, and public leadership.

## Gerry Chesser, CEO, Every Man Jack



Gerry Chesser is the CEO of Every Man Jack, a men's care pioneer focused on efficacious, naturally derived products. With over 25 years of experience in the consumer products industry, Gerry has furthered the company's vision as a purpose-led business, including achieving B Corp Certification in 2023.

Prior to joining the company in 2021, Gerry was the Group CEO of the US health and Wellbeing Division of Unilever, which consisted of OLLY, Smarty Pants Vitamins, Liquid IV and Welly Health. He also held the position of CEO and COO of OLLY from its founding to

its sale to Unilever.

Before joining OLLY, he worked at OWN Products in roles including CEO and COO, as well as Method Products as the VP of Operations. Early in his career, Gerry held operating roles at Clorox and Nestle USA.

He currently resides in Sonoma County with his wife, Alexia, their two children, Jag and Maleah, and beloved Labrador, Deacon. He received his B.A. in History from Wake Forest University - go Deacs!

## Asheesh Advani, President & CEO, JA Worldwide (Junior Achievement)



Asheesh is a lifelong social innovator who has led JA Worldwide since 2015. During his leadership tenure, JA Worldwide has been recognized as one of the ten most impactful NGOs in the world in annual rankings.

As an alumnus of JA, Asheesh recalls how participating in a JA after-school program as a teenager stayed with him during his entrepreneurial endeavors, which have involved leading two businesses from start-up to acquisition. Asheesh's first venture helped pioneer the business of peer-to-peer finance and was acquired by Richard Branson's Virgin Group in 2007 and rebranded as Virgin Money. Prior to joining JA, he served as CEO of a financial technology company that was acquired by Interactive Brokers in 2015 and rebranded as Interactive

Advisors. His experiences as an entrepreneur and founder have been chronicled in case studies at Harvard Business School and Babson College.

While running his first venture, Asheesh served as a columnist for *Entrepreneur Magazine* for five years and wrote two books about business finance, which received positive reviews in the *Wall Street Journal* and *Business Week*. More recently, his book [\*Modern Achievement\*](#), co-authored with bestselling author Marshall Goldsmith, reconsiders the concept of achievement and provides actionable insights for aspiring leaders. The book was selected as one of the top five books of 2024 in the Leadership and Strategy category at the Porchlight Business Book Awards and is an international bestseller.

Asheesh is a member of the Young Presidents Organization (YPO) and is also actively involved in the World Economic Forum (WEF) as a stewardship board member of the Center for the New Economy and Society. He started his career as a consultant at Monitor Company (now Monitor Deloitte) and at the World Bank, where he conducted research on industrial clusters as a source of entrepreneurship and innovation in promoting economic growth.

In 2022, Asheesh was selected as an honoree from the United States for the YPO Global Social Impact Award. In 2024, he was selected by Thinkers50 as one of the world's most inspirational leaders in its inaugural Leaders50 list.

Asheesh holds degrees from the Wharton School and Oxford University, where he was a Commonwealth Scholar. He and his family now live in the Boston area.

## **Michael G Jacobides, Sir Donald Gordon Professor of Entrepreneurship & Innovation and Professor of Strategy at London Business School (Moderator)**



Michael G Jacobides, Sir Donald Gordon Professor of Entrepreneurship & Innovation and Professor of Strategy at London Business School, has been ranked as Thinkers50, a top 50 management thinker, since 2019. He is Academic Advisor of BCG's Henderson Institute, Lead Advisor of Evolution Ltd, an advisory boutique focused on leveraging the AI disruption and digital ecosystems, and is a NED at Aegis, a AI-native firm aiming to redefine cybersecurity services. He has advised Fortune-500 firms and tech startups in Europe, the US and Asia and has engaged with policy, being the Chief Digital Economy Advisor at the Hellenic Competition Commission.

He is part of the WEF's AI Governance Alliance and has co-authored its White Paper for Platforms and Ecosystems. He has visited Harvard, NYU, Cambridge, Imperial, Bocconi and Wharton, where he obtained his PhD, after studying at Athens, Cambridge and Stanford. His work appears in the top academic journals including such as the Strategic Management Journal and Strategy Science (where his papers on ecosystems and AI are some of their most-read), as well as Organization Science, Research Policy, Academy of Management Journal, and Industrial and Corporate Change where he is a co-Editor.

He also publishes in Harvard Business Review, California Management Review (where he won the 2023 Best Paper of the Year Award), Forbes, Fortune and the Financial Times. He is the faculty lead in the joint FT-LBS executive course on AI strategy which will start in 2026, and has appeared in industry and company meetings, including WEF's Davos, the AI Summit and TEDx.