

1 WEDNESDAY, 27 NOVEMBER

09:00 - 16:30

Breakfast/Registration
Workshops
 Morning Break
 Networking Luncheon
 Afternoon Break

LEVEL 100 COURSE | B2B AND B2C THEMED

CORE PRICING SKILLS

Pricing is one of the most rewarding business levers, but it is also a highly complex field. Capturing the full value of any pricing initiative implies being able to isolate the signal from the noise (what is really relevant), to link strategy to execution (where are the frictions) and to keep the focus on pragmatic actions (how to we impact the business).

This workshop will provide some unique recipes for modern pricing deployments. Firstly, we will share our brand-new insights with the attendees that link Pricing Power to Financial performance, in order to capture a clear benchmark per sector, communicate the value of your pricing initiative to C-Level and understand from best practices where modern pricing is heading.

Secondly, we will explore an efficient and modular transformation methodology, around the concept of acceleration bricks, in order to focus on key building blocks of the pricing transformation: Segmentation, Value Scoring, List Price Setting, Deal Management, Dashboards & Visibility, Governance, among others.

Lastly, we will explore how to leverage Data & Technology to design and execute a frictionless deployment of your pricing initiative.

ATTENDEES WILL LEARN:

The Power:
 Why Pricing Power is the most impactful profit lever from a unique methodology

The Acceleration:
 How to focus on pricing acceleration bricks for speed and scalability

The Flywheel:
 How to align Strategy and Execution in a frictionless and modern process

PRESENTED BY:



Dr. Manu Carricano
 Founder, TheTopLineLab

Manu Carricano combines top-level academic skills with close to 20 years' experience in Data Science & Pricing consultancy. He is an executive graduate from the Massachusetts Institute of Technology (MIT) in big data and received his PhD. from the University of Bordeaux and MSc from Kedge Business School. His work encompasses a wide range of data science and pricing issues and has been published in international academic journals and major industry and academic conferences. He is one of leading pricing & analytics educators in Europe. He founded TheTopLineLab in 2015 and is Director of the Institute for Data-Driven Decisions and Senior Lecturer at the ESADE Business School.



Jessica Fradier
 Senior Director,
 TheTopLineLab

Jessica Fradier, Senior Director (France) of the TopLineLab, has a broad background in Pricing & Revenue Management and over ten years' experience in tourism, manufacturing and retail. She holds an Executive Master of Business from Warwick Business School (UK) and a MSc in Business and Services Marketing from the Business Institute France - Tours. She is a proven international team director and her key competences include Project Management, Data Analytics and Change and Revenue Management.