

Science Summit at UNGA80

BRAIN ECONOMY SUMMIT 2025 FORGING THE BRAIN INVESTMENT AGENDA

WEDNESDAY, 24TH SEPTEMBER 2025

Steelcase WorkLife Center, New York, USA



Brain
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Brain
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Hub



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Steelcase WorkLife Center, 4 Columbus Circle, New York

7.30 – 8.15 **Breakfast and coffee**

8.15 – 8.30 **Welcome and Introduction**

Ron Martere, Vice-President, Steelcase

Rym Ayadi, President, EMEA; Co-Founder, Brain Capital Alliance

Harris Eyre, Senior Fellow, Rice University; Co-Founder, Brain Capital Alliance

Paweł Świeboda, Founder & Director, NeuroCentury; Co-Founder, Brain Capital Alliance; Senior Fellow, CFG

8.30 – 8.50 **Global Coordination Strategy for the Brain Economy**

Chair: Harris Eyre, Senior Fellow, Rice University; Co-Founder, Brain Capital Alliance

Kana Enomoto, Director of Brain Health, McKinsey Health Institute

Cara Altimus, Managing Director, Science Philanthropy Accelerator for Research and Collaboration, Milken Institute

Drew Holzapfel, Managing Partner, High Lantern Group

8.50 – 9.30 **Brain Lens Investing: New Paradigm for the Brain Economy Transition**

Chair: Nicole Bardikoff, Associate Director, Grand Challenges Canada

Shiva Dustdar, Head of the European Investment Bank Institute

Tarek Samad, Senior Vice-President and Global Head of Research, Lundbeck

Jan Schadrack, Global Head Medical Affairs, Neuroscience and Rare Diseases, Roche

Danish Munir, Partner, Grey Matter Capital, New York City

9.30 – 9.45 **Living up to our Ambition in Building the Brain Economy**

Keynote by George Vradenburg, Chairman, Davos Alzheimer's Collaborative

9.45 – 10.00 **Crisis Preparedness and Response: Brain Economy Dimension**

Keynote by Shoko Noda UN Assistant Secretary-General; Director, Crisis Bureau UNDP

10.00 – 10.40 **Masterminding Brain-Positive Systems Change**

Chair: Annika Sten Pärson, Founding Partner and Executive Chair of the Inner Foundation

Mikele Epperly, Global Integrated Program Lead, Brain Health & Women's Health, Roche

Allison Sekuler, President and Chief Scientist, CABHI and Baycrest Academy for Research and Education

Diana Saville, Co-founder and President, BrainMind

Dena Trujillo, CEO, Crisis Text Line

10.40 – 11.00 Coffee Break

- 11.00 – 11.15 **Capturing the Societal Impact of Early Alzheimer's Disease Diagnosis**
Critical Questions
- William Heisel**, Executive Director, IHME Client Services
Kate Gillespie, Assistant Director, IHME Client Services
- 11.15 – 11.30 **Mapping the Milestones in Lifecycle Approach to Brain Health**
- Keynote** by **Natalia S. Rost**, President, American Academy of Neurology
- 11.30 – 12.10 **Nourishing the Brain: Towards a Step-Change in Nutritional Self-Awareness**
- Chair: Rym Ayadi**, President, EMEA; Co-Founder, Brain Capital Alliance
- Sarah Hoit**, Co-Founder and Chairman, SIP's Global Brain Health Initiative; Co-Founder and Partner, Retail Health Initiative
Marc Plumart, Chief Growth and Commercial Officer, Sodexo
Gene Bowman, Clinical Trials Director, McCance Center for Brain Health at Massachusetts General Hospital, Harvard University
Michael Connor, Co-Founder and Chief Technology Officer, VitalityIP
- 12.10 – 12.45 **Report Preview: Brain Economy Underpinnings - Hidden Value of Social Production**
- Margaret Meagher**, Chief Impact Officer, Crisis Text Line
Jo-An Occhipinti, Professor, Faculty of Medicine and Health, University of Sydney; Co-Director Mental Wealth Initiative
- 12.45 – 13.25 Lunch**
- Stealth and Endurance in Beating Alzheimer's**
[at 13.10] Lunch-time conversation with **Hassan Fadli**, Founder, 5 Ironman's Beat Alzheimer's Association and screening of 8-minute documentary.
- 13.25 – 13.40 **Making Houston a Brain Economy Lighthouse**
- David Gow**, CEO and President, Center for Houston's Future in conversation with **Jochen Reiser**, President and CEO, UTMB

13.40 – 14.00 **Innovations at the Intersection of the Brain Economy and the Nature Economy**

In Conversation:

Burcin Ikiz, Founder and Chair, International Neuro Climate Working Group

Lawrence Jones, Senior Vice-President, Edison Electric Institute & Member, Royal Swedish Academy of Engineering Services

Followed by a **snapshot of the Resilient Mindset Model**

Donna Volpitta, Founder & Education Director, Pathways to Empower

14.00 – 14.40 **Mind the Gap: Addressing the Needs of Women's Brain Health**

Fireside Chat led by: Ronel Golden, Founder of RSRG Consulting

Lucy Perez, Senior Partner, Life Sciences, McKinsey & Co.; Global Leader, McKinsey Health Institute

Nancy Brown, CEO, American Heart Association

Quianta Moore, Executive Director, The Hackett Center for Mental Health, Meadows Mental Health Policy Institute

Vince Tizzio, CEO, Axis Capital

14.40 – 15.20 **Brain-Readiness of the Workplace in the Exponential Age**

Chair: Paweł Świeboda, Founder & Director, NeuroCentury; Co-Founder, Brain Capital Alliance; Senior Fellow, CFG

Jacqueline Brassey, Co-Director of Healthy Workforces and Director of Research Science at the McKinsey Health Institute

Michael Platt, Director, Wharton Neuroscience Initiative and James S. Riepe Professor, University of Pennsylvania

Pedro Conceição, Director, Human Development Report, UNDP

15.20 – 15.50 **Built for the Brain: How Our Workspaces Help Us Think, Connect and Thrive**

Inspirational Talk by Tracy Brower, Vice-President of Workplace Insights, Steelcase; Author, "Bring Work to Life", "Secrets to Happiness at Work", "Crucial Connections"

15.50 – 16.10 Coffee break

16.10 – 16.45 **Placeholder - Gambling and the Brain: Addressing the Hidden Harms and Advancing Responsible Play**

16.45 – 17.15

Launching the “Hub of Hubs” for the Brain Economy

Chair: Paweł Świeboda, Founder & Director, NeuroCentury; Co-Founder, Brain Capital Alliance; Senior Fellow, CFG

Jules Chappell, CEO, Kokoro

Marco Mohwinckel, President, Tech Tour Mental & Brain Health Program

Erwin Böttinger, CEO, Wyss Center for Bio and Neuroengineering

Charles Rodenkirch, Co-Founder, NeuroNYC; Founder and CEO, Sharper Sense

Garth Smith, VP, Business Development and Partnerships, Ontario Brain Institute

17.15 – 17.45

SIP’s Brain Health Innovation Olympics

Sarah Hoit, Co-Founder and Chairman, SIP’s Global Brain Health Initiative; Co-Founder and CEO, VitalityIP; Co-Founder and Partner, Retail Health Initiative

Kana Enomoto, Director of Brain Health, McKinsey Health Institute

and participating judges and global consortium members of Social Impact Partners | Global Brain Health Initiative

17.45 – 19.30 Reception

The Brain Economy Summit 2025
is part of the **Science Summit at the United Nations General Assembly**

