

Science Summit at UNGA80

# BRAIN ECONOMY SUMMIT 2025 FORGING THE BRAIN INVESTMENT AGENDA

WEDNESDAY, 24<sup>TH</sup> SEPTEMBER 2025

Steelcase WorkLife Center, New York, USA



Steelcase WorkLife Center, 4 Columbus Circle, New York

**7.35 – 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

**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: Melanie O’Leary**, Director of Partnerships, 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 Therapeutic Area Head of Neuroscience and Rare Diseases, Roche

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

**Miranda Wolpert**, Director, Mental Health, Wellcome Trust (TBC)

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

**Keynote by George Vradenburg**, Chairman, Davos Alzheimer’s Collaborativ

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 **Mapping the Milestones in Lifecycle Approach to Brain Health**

**Keynote by Natalia S. Rost**, President, American Academy of Neurology

11.15 – 11.55

## **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 CEO, VitalityIP; 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

11.55 – 12.25

## **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

12.25 – 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**

**Keynote** by **David Gow**, CEO and President, Center for Houston's Future

13.40 – 14.00

## **Brain Ecosystems and Collective Resilience: Harnessing Neuroscience for a More Adaptable World**

### **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

14.00 – 14.30 **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

14.30 – 15.10 **Brain-Readiness of the Workplace in the Exponential Age**

**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

15.10 – 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, "Secrets to Happiness at Work, Crucial Connections"

15.50 – 16.10 **Coffee break**

16.10 – 16.55 **Gambling and the Brain: Understanding Hidden Harms and Advancing Responsible Play**

16.55 – 17.30 **Launching the "Hub of Hubs" for the Brain Economy**

**Chair: Paweł Świeboda**, Founder & Director, NeuroCentury; Co-Founder, Brain Capital Alliance

**William Heisel**, Director for Global Services, Institute for Health Metrics and Evaluation

**Jules Chappell**, CEO, Kokoro

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

**Erwin Böttinger**, CEO, Wyss Center for Bio and Neuroengineering

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

17.30 – 18.00 **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*

18.00 – 19.30 **Reception**



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

