

Science Summit at UNGA80

BRAIN ECONOMY SUMMIT 2025 FORGING THE BRAIN INVESTMENT AGENDA

WEDNESDAY, 24TH SEPTEMBER 2025

Steelcase WorkLife Center, New York, USA

Organized and hosted by:



Brain
Capital
Alliance



Brain
Economy
Hub



RICE UNIVERSITY

Davos
Alzheimer's
Collaborative

The BrainHouse
Hosted by DAC

McKinsey
Health Institute

BUILDING
BRAINS
COALITION



THE UNIVERSITY OF
SYDNEY
Brain and Mind
Centre



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OF SAN MANUEL NATION



BETTER GAMBLING
FORUM
FOR PLAYERS PROTECTION WORKSHOPS
Partnership of Online Gaming and Casino
in Collaboration with Police, Consumer and Social Welfare Agencies

In the context of the World Economic Forum Brain Economy Actio Forum:

WORLD
ECONOMIC
FORUM

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CRISIS TEXT LINE

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Steelcase WorkLife Center, 4 Columbus Circle, New York

7.30 – 8.15 Breakfast and coffee

8.15 – 8.20 Welcome

Ron Martere, Vice-President, Steelcase

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

Ann Marie T. Sullivan, Commissioner, Office of Mental Health, New York State

8.20 – 8.30 Brain Economy: Past, Present and Future

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

8.30 – 8.50 Global Coordination Strategy for the Brain Economy

Opening Remarks: **Kana Enomoto**, Director of Brain Health, McKinsey Health Institute

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

Andy Moose, Head of Health and Wellness, World Economic Forum

Drew Holzapfel, Managing Partner, High Lantern Group

8.50 – 9.00 The Vision for a Californian Brain Economy

Josh Fryday, Chief Service Officer for the State of California and Candidate for California Lieutenant Governor

9.00 – 9.40 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

9.40 - 9.50 The Essence of Alchemic Sonic Environment: A Deep Listening Experience

Satya Hinduja, Composer, Sound Artist and Founder

9.50 – 10.30 **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

10.30 – 10.50 **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

10.50 – 11.10 Coffee Break

11.10 – 11.25 **Mapping the Milestones in Lifecycle Approach to Brain Health**

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

11.25 – 12.05 **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

Michael Connor, Co-Founder and Chief Technology Officer, VitalityIP

12.05 – 12.20 **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

12.20 – 12.30 **The Case for a Global Hub for Advancing Mental Health**

Thomas G. Schulze, President-Elect of the World Psychiatric Association

12.30 – 13.20 Lunch

Stealth and Endurance in Beating Alzheimer's

[at 13.00] Lunch-time conversation with **Hassan Fadli**, Founder, 5 Ironman's Beat Alzheimer's Association and screening of 8-minute documentary.

13.20 – 13.30 **Living up to our Ambition in Building the Brain Economy**

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

13.30 – 13.45 **Making Houston a Brain Economy Lighthouse**

In Conversation:

David Gow, CEO and President, Center for Houston's Future in conversation with **Jochen Reiser**, President and CEO, UTMB

13.45 – 13.55 **Towards a Brain Economy Research Agenda**

Simon Fischer-Baum, Associate Professor on Psychological Studies, Rice University

13.55 – 14.35 **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

14.35 – 14.40 **My Brain My Brain My Beautiful Brain**

Read by:

Shawn "The Creative Kid" Letford, Brain Capital Ambassador

Genein Letford, Co-Director, Lyrics 'N Leadership Institute

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

Pedro Conceição, Director, Human Development Report, UNDP

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

15.20 – 15.40 **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”

15.40 – 16.00 Coffee break

16.00 – 16.15 **Crisis Preparedness and Response: Brain Economy Dimension**

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

16.15 – 16.55 **Gambling and the Brain: Addressing the Hidden Harms and Advancing Responsible Play**

Chair: Shawn Fluharty, Head of Government Affairs, Play’N Go, Minority Whip, West Virginia Legislature

Francis Keyser, SVP of Product - IGT Everi

Tracy Parker, Senior Vice-President, Accreditation, Advisory, and Insights - Responsible Gambling Council

Paul Pellizzari, Vice-President, Global Social Responsibility - Hard Rock International

Travis Sztainert, Director of Research and Education - International Center for Responsible Gaming

16.55 – 17.10 **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

17.10 – 17.40

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

17.40 – 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

Advancing the Global Agenda: from G7 Canada to G7 France

Jennifer Dotchin, Senior Manager, Hotchkiss Brain Institute, University of Calgary

Edith Sky Gross, International Scientific Relations Manager, Paris Brain Institute

Followed by

Reception

Toast to the Brain Economy

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

