

Microsoft CEO Summit
Fast Facts and Frequently Asked Questions
May 2016

FAST FACTS

- The Microsoft CEO Summit was established in 1997 in response to growing interest in the convergence of technology and business issues among corporate CEOs. Attendees have an opportunity to hear leading industry experts analyze economic trends and technology issues. The summit also offers a forum in which CEOs can discuss and debate business challenges and share insights or experiences with their peers from around the world.
- This year marks the 20th annual CEO Summit, which has evolved into a world-class forum for business leaders to debate technology and innovation in the face of pressing global business issues.
- Microsoft CEO Summit 2016 will take place in Redmond, Washington, May 10–12.
- More than 130 CEOs and leaders from leading companies and organizations representing more than 30 countries will attend the Microsoft CEO Summit.
- In addition to Microsoft Corp. executives, CEO panels and workshops will include a variety of technology and business leaders including the following:
 - **Warren Buffett**, Chairman and CEO, Berkshire Hathaway Inc.
 - **Jamie Dimon**, Chairman and CEO, JPMorgan Chase & Co.
 - **Reed Hastings**, Founder and CEO, Netflix Inc.
 - **Muhtar Kent**, Chairman and CEO, The Coca-Cola Company
 - **Jorge Paolo Lemann**, Cofounder, 3G Capital
 - **Denise Morrison**, President and CEO, Campbell Soup Company
 - **Kevin Plank**, Founder, Chairman, and CEO, Under Armour, Inc.
 - **Rex Tillerson**, Chairman and CEO, Exxon Mobil Corporation

2016 discussion topics will include the following:

Navigating Market Volatility

Continued volatility is to be expected, given sluggish global economic fundamentals, national politics that are heavily influenced by antiestablishment movements, and other geopolitical instabilities.

Driving Growth with Technology

The best companies are leveraging technologies to deepen connections to customers and employees alike as well as open up new sources of profitability, at times by entering adjacent businesses or leaping into new ones across traditional industry boundaries.

FREQUENTLY ASKED QUESTIONS

Q: What is the purpose of the Microsoft CEO Summit?

The Microsoft CEO Summit brings together a distinguished group of more than 130 CEOs and leaders from the world's leading companies and organizations to explore the emerging trends that are shaping the future of global business. The top objectives of the summit are the following:

- Enable an elite group of top-level executives to explore issues around managing global corporations.
- Drive awareness of new technology megatrends and their impact on business and society.
- Stimulate private and informal interaction among peers as a means of strengthening professional and personal relationships.

Q: How did the event get started? Who at Microsoft championed its creation?

In 1997 Bill Gates recognized a need for business leaders to gather and exchange experiences around leading global corporations, and to learn about new technologies that will have an impact on business in the future. Microsoft delivers to participants a unique experience of discussion and interaction among worldwide business leaders set in an intimate business environment.

Q: What is on the agenda? In what types of activities do the CEOs participate?

The tone of the event is highly conversational. The agenda features moderated panel discussions and breakout workshops where CEOs have an opportunity to dive into deep discussions on particular issues.

Q: What have been the subjects of some of the most interesting discussions or debates?

Some of the more interesting subjects likely to fuel discussion include:

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For more information, press only:

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