



LS ELEVATE FORUM 2025 EXECUTIVE SUMMARY

Private Network of C-Suite Leaders

The LS Elevate Forum convened a select group of C-suite leaders from the consumer industry for an intimate leadership development experience in Barcelona. Designed to foster genuine connection, the forum offered a unique platform for peer-to-peer exchange.

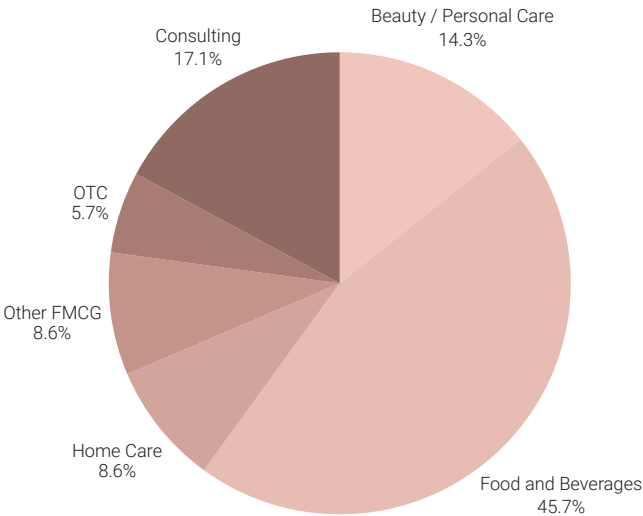
Under the theme "Building High-Performing Teams: Driving Organizational Success Through Strategic Talent," participants engaged in thought-provoking sessions exploring psychological safety as the foundation of high performance, strategic recruitment practices that deliver results, and cultivating disruptive talent for organizational transformation.

Beyond valuable networking opportunities, the forum equipped senior executives with actionable insights and frameworks to build high-performing teams that drive organizational success.

Message from the CEO

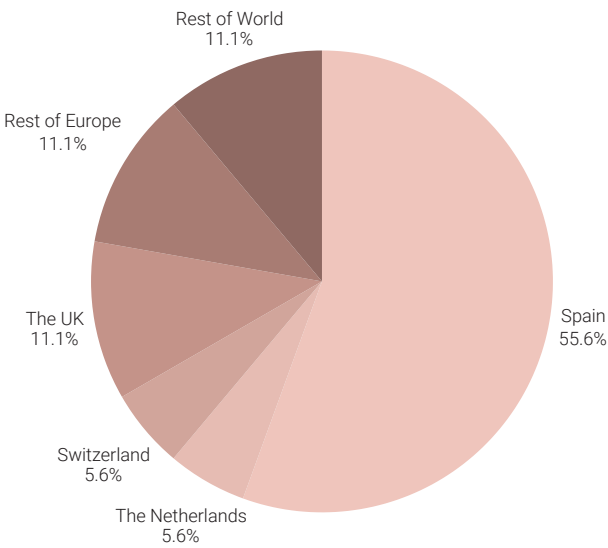
We're on a mission to empower leaders to change the world. It has been a dream of ours to create a unique space where visionary leaders can connect across continents, bridging North America and Europe to share breakthrough ideas and shape our collective future. The LS Elevate Forum represents our commitment to building these vital connections because when we unite the brightest minds from both sides of the Atlantic, we can achieve incredible things. This is just the beginning of fostering a truly global community – stay tuned for more opportunities to expand your network and reach your full potential.

Snapshot of the Delegates



Sector

The LS Elevate network encompasses diverse consumer industries like FMCG and consulting, fostering an environment of knowledge sharing and continuous improvement. The network's broad reach aims to drive excellence across sectors through collaboration and best practice exchange.



Geographics

While the LS Elevate network has a majority of its delegates based in Europe, this does not mean they originate from the region. The network is experiencing rapid global growth, with participants flying in from the US, the UAE, and beyond, creating a diverse gathering spanning nationalities and backgrounds.



Francis Hoefman

SVP Group Talent, Leadership, Categories, and R&D at Reckitt

“Outstanding talent. You can mirror the amount of reflection of the conversation, the depth of the conversation, and you can actually reflect the level of talent at the back of the representation of the people.”

Delegates lists 2025

Vice President	Executive GM	VP Commercialr
Founder	Global Marketing Director	Managing Director Brand & Communications EMEAM
President Consumer Goods	Managing Director	Sales Director
VP Marketing	HR Director EMEA	Senior Advisor
Non-executive Board Member	General Manager	Country Director
CMO	Senior Transformational Growth Executive	Marketing Director



Cedric Pantaleon

VP First Diet / Baby Food Europe at Danone

"What surprised me the most is the quality of the content and also the interactions that we had. The variety and the diversity of backgrounds and the wealth of experience that is in the room were impressive."

Sabine Everaet

Non-executive Board Member

Former EMEA CIO at The Coca-Cola Company

"The combination of very strong content and then actually having a good calibre of people here with whom you could network was actually astonishing for me."



LS Elevate Forum Highlights

Francis Hoefman - Psychological Safety for High-Impact Team Performance

SVP Group Talent, Leadership, Categories, and R&D at Reckitt

Francis delivered a compelling opening session, establishing psychological safety as the essential foundation for high-performing teams. Drawing on research from Harvard's Amy Edmondson and Stanford's Carol Dweck, Francis explored how psychological safety intersects with a growth mindset to unlock organizational potential.

Key Concept: "The Power of Not Yet." The session introduced reframing challenges from "this is impossible" to "we haven't figured this out yet." This approach helps teams move through comfort, fear, and learning zones to reach the growth zone where innovation occurs.

Four Stages of Psychological Safety: Dynamic table discussions revealed insights across Edmondson's framework:

- Inclusion safety (feeling welcomed)
- Learning safety (safe to ask questions)
- Contributor safety (safe to offer ideas)
- Challenger safety (safe to question the status quo)

Trust as Foundation Francis emphasized that sustainable high performance requires trust: credibility plus reliability plus intimacy, divided by self-orientation. Leaders shared vulnerability examples, from reverse mentoring to owning mistakes publicly, demonstrating how authentic leadership builds trust necessary for risk-taking and innovation during organizational transformation.

Lauren Stiebing - Strategic Recruitment: Placing Talent That Delivers Results

Founder/CEO at LS International

This interactive session began by exploring the fundamental challenges leaders face in hiring exceptional talent. Participants shared their most effective interview strategies and assessment techniques, creating a rich exchange of proven practices from across industries. The session's centerpiece featured a hands-on exercise where each table received a job description and collectively evaluated which participant best matched the role requirements. This dynamic activity sparked valuable discussions around group dynamics, unconscious bias, and the complexities of talent assessment, while providing executives the opportunity to articulate their unique value propositions. The session reinforced a critical leadership truth: while hiring the right talent remains one of the most challenging aspects of leadership, mastering this skill is fundamental to organizational success and a leader's ultimate effectiveness.



Chris Shaw - Disruptive Talent: Building Teams That Transform Organizations

Executive General Manager – VidaCorp UK & Europe at VidaCorp

Chris shared his journey launching the Australian health and beauty company into Europe, using MCO Beauty as a case study for disruptive innovation.

He introduced the concept of "founder energy" through five principles for building innovative teams:

- Wild ambition with clear boundaries
- Frontline obsession to stay customer-connected
- "Drop, don't develop" - Prioritizing speed over perfection
- Triggering innovation through culture
- "70% do it now" experimental mindset

Shaw emphasized accepting risk and failure as prerequisites for innovation, sharing practical examples including vulnerability-based team building and penetrating interview questions designed to identify candidates comfortable with ambiguity and risk-taking.

Unparalleled Networking

LS Elevate forum provided an unparalleled networking experience for leaders. We understand the challenges leaders face in finding time to connect with peers. That's why we dedicated four hours to networking during the forum dinner and full day. Delegates forged invaluable connections, from hiring top talent to exchanging insights with industry experts. The networking opportunities were a resounding success, with 80% of attendees citing it as their favorite part of the event.



Cedric Pantaleon and Eva Pérez Torra - Enhancing Team Performance Through Modern Approaches

VP First Diet / Baby Food Europe at Danone and Quality Food Safety Director at Danone (respectively)

Eva and Cedric from Danone shared their transformation journey from a locally-driven to category-led organization. Using real examples from their R&D and quality teams, they demonstrated how to manage the transition from "local heroes" to regional purpose-driven roles. Key insights included their talent formula (Attitude × Competencies), creating psychological "base camps" for teams, and emphasizing that "Danone is what you do" - focusing on behaviors over concepts. The interactive session explored matrix organization challenges and practical solutions for maintaining employee identity and motivation during structural transformation.



Panel Discussion

Following an insightful session with Chris Shaw, Executive General Manager at VidaCorp, Vanessa Vermaas, Senior Executive Search Consultant at LS International, led a focused panel discussion on how organizations can integrate disruptive talent to drive transformation. Chris shared lessons from his shift from Diageo to VidaCorp, emphasizing leadership's role in fostering inclusive, innovative teams that align experimentation with strategic goals.

Panelists Miranda Prins-Visscher (CEO, GBFoods) and André Grünwald (Global Head of eCommerce, Logitech) brought perspectives from FMCG and digital commerce, discussing how to balance disruption with operational performance. Together, the panel offered practical strategies for building talent ecosystems that support sustainable innovation and growth.

Introducing New Ways to Elevate Your Talent

Do you have the right talent on board? In today's rapidly evolving business landscape, an organization's capacity for innovation is directly tied to the quality of talent it attracts. The right hire doesn't just fill a position—they bring fresh perspectives, challenge conventional thinking, and spark breakthrough ideas that redefine markets. Exceptional talent acts as a catalyst, transforming visions into competitive advantages and building teams capable of navigating uncertainty while seizing opportunities others miss.

Executive Search Excellence. As an executive search firm, we understand that innovation isn't just about having the right processes or technologies—it's about finding people who think differently, act boldly, and drive meaningful change. The most successful organizations recognize that in an era of constant disruption, strategic talent acquisition isn't just important—it's the foundation upon which sustainable innovation and long-term business success are built. This is precisely what we deliver: the exceptional leaders who transform businesses.

Developing Talent Excellence Beyond Recruitment. Through the LS Elevate, we've created comprehensive programs that empower professionals to unlock their full potential and navigate career transitions with confidence. Our structured approach equips leaders with proven techniques to build powerful personal brands, master strategic positioning, and secure the roles they deserve in today's competitive market. Whether supporting companies through workforce transitions with meaningful outplacement programs or helping individual professionals elevate their careers, the LS Elevate Academy ensures that exceptional talent continues to thrive and evolve.

What Attendees Had to Say

The LS Elevate Forum received exceptional praise for its high-quality networking opportunities, insightful content mix, and optimal intimate format. Participants consistently highlighted the value of connecting with accomplished business leaders in a relaxed setting, while appreciating the focus on human leadership and practical insights they could immediately apply to their work.

The event's balance of structured presentations and interactive discussions created an engaging learning environment that facilitated meaningful peer exchanges across diverse industries.

Notably, 100% of attendees expressed interest in returning for the 2026 forum, demonstrating strong satisfaction with the experience and its professional development value.



Vagner Paes

Strategy and portfolio Director at Asahi

"It's a unique opportunity to exchange with great minds and be close to people who are shaping the future of the business."

ATTEND THE LS ELEVATE FORUM 2026

Seeking genuine connections with C-suite leaders? The LS Elevate Forum offers a rare opportunity to build authentic relationships with CHROs and CEOs of leading global FMCG companies. Engage in meaningful conversations, gain fresh perspectives, and discover innovative approaches reshaping industries. Space is intentionally limited to preserve our exclusive, transformational atmosphere.

Eva Pérez Torra

Quality Food Safety Director at Danone

"If you are willing to grow and if you are willing to get good networking with highly experienced executives, you need to attend."



[REQUEST TO ATTEND](#)



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