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Ideagen Global 100 Innovators List: Alex Gorsky

Activation Plan

January 26, 2018

About

- Consulting firm founded by George Anthony Sifakis (Chairman and CEO), focusing on facilitating collaborations between corporations, nonprofits, and government.
- Subsidy of Axela Government Relations, a lobbying firm in Washington (no longer in operation)
- Sifakis appointed by President Trump as Director of the Office of Public Liaison

Annual Ideagen Global Innovation 2030 Summit

(Date: 1/30/18)

Speakers

- Ragy Thomas, Founder/CEO, Sprinklr
- Mitch Bainwol, President/CEO, Alliance of Automobile Manufacturers
- Omar Vargas, Global Head of Government Affairs, 3M
- Reince Priebus, Former White House Chief of Staff
- Chantal Carpentier, Chief New York Office of Secretary General
- Simon Bland, Director, New York Liason Office, UNAIDS
- Jeff Terry, Global Head of Corporate Social Responsibility, Amway Corporation
- Stacy Haller, President/CEO, BrightFocus Foundation
- Kevin Donnellan, Executive Vice President and Chief of Staff, AARP

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Source: https://www.ideagensummits.com/

Traditional/Digital and Social Media: Ideagen

Traditional/Digital Media Coverage

- Extent of media coverage for Ideagen is Global Chairman and CEO George Anthony Sifakis' Huffington Post column and press releases distributed by the company via wire services.
- Few media pieces on event and organization
- Few media pieces surrounding CEO and affiliations with Trump/White House

Social Media

- Ideagen Facebook Page has 25 Likes, with last published post in 2014. No engagement on published posts.
- Ideagen Twitter account has 556 Followers, sporadically sharing/RTing innovation/global health-related articles and promotional content. User does not engage with other users, nor is there any engagement (RTs/Likes/Replies) on published Tweets.

Traditional/Digital Media: George Anthony Sifakis

Traditional/Digital Media Coverage

- Media coverage surrounding Sifakis' position in White House
  - Bloomberg Politics: Trump Names Sifakis as Public Liaison, Passing Over Scaramucci
  - The Hill: Public Liaison director leaving White House
  - The National Herald: George Sifakis, Steve Bannon are Leaving White House Posts, Sources Say
- Media portrayal of Sifakis is generally neutral, with mentions of his Greek heritage and close ties to former White House Chief of Staff Reince Priebus

Watch Outs

President Donald Trump appointed Global Chairman and CEO George Anthony Sifakis as his director for the Office of Public Liason in March 2017

Sifakis left the White House in August 2017 (6 mos. later), with sources saying the White House started looking for candidates to replace him in early August

Sifakis is a close ally and personal friend of former White House Chief of Staff Reince Priebus

Sifakis was named to the Commerce landing team of President Trump in November 2016

Recommended Action Plan

Ideagen has deep roots in Washington and the Trump White House, and former White House Chief of Staff Reince Priebus' plays an active role in the company while being a close "ally" to Chairman and CEO George Anthony Sifakis. To ensure Alex Gorsky remains consistent in his dedication to purposeful leadership, ingenuity, health & wellness, and Our Credo, **I suggest making no public announcement of Alex Gorsky being featured on this list.**

There is little to no public awareness of Ideagen or The Global 100 Innovators List, therefore, it is of minor significance.

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