










Agenda—Monday, March 26, 2018

| Time | Session Code Session Title | Speaker | Location |
|-------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------|-------------------|
| 7:00 a.m. – 6:00 p.m. | Registration | | Atlantic Foyer |
| 7:00 a.m. – 8:00 a.m. | Pre-Con Workshop Breakfast | | Atlantic Foyer |
| 8:30 a.m. – 11:45 a.m. | ASAP Advisory Board Meeting <i>(Invitation Only)</i> | | Grand Salon B & C |
| 9:30 a.m. – 3:30 p.m. |  Session 101 CA-AM Certification Exam Prep Workshop | Ann Trampas, CSAP <i>Phoenix Consulting Group</i> | Atlantic IV |
| |  Session 102 Alliance Management 201: The Value of Alliance Management | David S. Thompson, CA-AM <i>Eli Lilly and Company</i> Gary Butkus, CA-AM <i>Eli Lilly and Company</i> | Atlantic I |
| |  Session 103 Overcoming Obstacles & Conflict - Utilizing High Impact Collaboration Tools and Techniques to Accelerate Alliance Success | Candido Arreche, CA-AM <i>Xerox Worldwide Alliances</i> | Atlantic III |
| |  Session 104 Strategic Decision Making & Negotiations: Learnings from Game Theory and AM Practice | Harm-Jan Borgeld, CSAP, PhD <i>Merck KGaA</i> Stefanie Schubert, CA-AM, PhD <i>SRH University Heidelberg</i> | Atlantic II |
| 11:45 a.m. – 12:45 p.m. | Board of Director Luncheon <i>(Invitation Only)</i> | | Redfin |
| 1:00 p.m. – 7:00 p.m. | Alliance Management Resource Center | | Atlantic Foyer |
| 1:00 p.m. – 3:45 p.m. | Leadership Forum <i>(Invitation Only)</i> | | Grand Salon B & C |
| 4:00 p.m. – 5:00 p.m. |  Session 105 Next Gen Alliance Management: Mapping a TE-AM Road for Successful Alliances | Lynda McDermott, CA-AM <i>EquiPro International</i> Annick De Swaef, CSAP <i>Belgium Road Research Center</i> | Atlantic III & IV |
| 4:00 p.m. – 5:15 p.m. |  Session 106 Building Corporate Capability for Collaboration- Leveraging an International Standard | Norma Watenpauh, CSAP <i>Phoenix Consulting Group</i> Parth Amin, CSAP <i>Alliance Dynamics</i> | Atlantic I & II |
| 6:00 p.m. – 7:00 p.m. |  Global Alliance Summit Welcome Reception | | Terrace |



100 | Pre-Conference Workshops



Agenda—Tuesday, March 27, 2018

| Time | Session Code Session Title | Speaker | Location |
|-------------------------------|---------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|
| 7:00 a.m. – 6:00 p.m. | Conference Registration and Information Desk | | Atlantic Foyer |
| 8:00 a.m. – 5:00 p.m. | Alliance Management Resource Center | | Atlantic Foyer |
| 7:00 a.m. – 8:15 a.m. | Networking Breakfast & Chapter Tables | | Redfin |
| 8:15 a.m. – 8:30 a.m. | Global Alliance Summit Opening | | Grand Ballroom |
| 8:30 a.m. – 9:30 a.m. | Session 201 Conference Keynote Today's New Business Strategy Leads with Strategic Alliances | Tim Minahan Citrix | Grand Ballroom |
| 9:30 a.m. - 10:00 a.m. | Session 202 Celebration of Alliance Excellence Award Finalists | | Grand Ballroom |
| 10:00 a.m. – 10:30 a.m. | Morning Networking Break | | Atlantic Foyer |
| 10:30 a.m. – 11:20 a.m. | Session 301 Partnering with Change in a World of Ongoing Disruption | Joe Schramm BeyondTrust Morgan Wheaton JDA Software | Atlantic Ballroom |
| | Session 401 Driving Alliance Excellence into the Future | Moderator: Andy Eibling, CSAP <i>Forty86 Consulting Group</i> Casey Capparelli <i>Amgen</i> Nancy Griffin, CA-AM <i>Novartis Pharmaceuticals</i> Mark Noguchi <i>Roche Partnering</i> David S. Thompson, CA-AM <i>Eli Lilly and Company</i> | Grand Ballroom D & E |
| 11:30 a.m. – 12:20 p.m. | Session 302 Architecting for Transformation: The Next Generation Partner Ecosystem | Russ Cobb SAS Institute Norma Watenpaugh, CSAP Phoenix Consulting Group | Atlantic Ballroom |
| | Session 402 Navigating and Effectively Managing Complex Alliances between Large Biotech/Pharma Organizations | Judy Baselice <i>Pfizer</i> Brian N. Stewart, CA-AM <i>Merck KGaA</i> | Grand Ballroom D & E |
| 12:20 p.m. – 1:20 p.m. | Networking Lunch | | Redfin |
| 1:20 p.m. – 2:10 p.m. | Session 303 Experience the Future of the Channel: Integration as a Strategy for Success | Laz Gonzalez <i>Zift Solutions</i> Lisa Stifelman-Perry <i>Qlik</i> | Atlantic Ballroom |
| | Session 304 The Vendor's Role in Building Solution Provider Value in a Volatile Market | Reed Warren <i>Revenue Rocket Consulting Group</i> | Grand Salon A, B & C |
| | Session 403 How to Optimize Value and Gracefully End Alliance Relationships | Ron McRae, CSAP <i>Janssen Biotech</i> Steve Twait, CSAP <i>AstraZeneca Pharmaceuticals</i> | Grand Ballroom D & E |



200 | Plenary Sessions










300 | High Tech/Channels
Changing Channels:
Adapting by Demand



400 | Life Sciences/
BioPharma Raising
Alliance Value



Agenda—Tuesday, March 27, 2018 (continued)

| Time | Session Code Session Title | Speaker | Location |
|-----------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------|
| 2:20 p.m. - 3:10 p.m. |  Session 501 Realizing the Value of Non-Traditional Partnerships in Pharma/Biotech and Technology | ■ Stuart Kliman, CA-AM <i>Vantage Partners</i> | Grand Ballroom D & E |
| |  Session 502 Alliances Standing the Test of Time | ■ Andy Masland <i>NEC</i> ■ Andrew Yeomans, CSAP <i>Merck-Serono</i> | Atlantic Ballroom |
| 3:10 p.m. - 3:30 p.m. | Afternoon Networking Break | | Atlantic Foyer |
| 3:30 p.m. - 4:20 p.m. |  Session 503 Alliances in Corporate Development: Back to the Future? | ■ Ben Gomes-Casseres, CSAP <i>Brandeis University</i> ■ Scott Cohen <i>PwC</i> | Grand Ballroom |
| |  Session 504 How to Harness and Leverage New Digital Technologies and Innovation Ecosystems | Moderator: Philip Sack, CSAP <i>CollaboRare & Digital Leadership Institute</i> ■ Phil Hogg, CA-AM <i>Everlink Payment Services</i> ■ Todd Miller, CA-AM <i>ChromaWay</i> ■ Scott San Antonio, CA-AM <i>Schneider Electric</i> | Atlantic Ballroom |
| 4:30 p.m. - 5:20 p.m. |  Session 203 ASAP Roundtables | | Grand Ballroom |
| 5:30 p.m. - 6:00 p.m. |  Session 204 Alliance & Chapter Excellence Awards Ceremony | | Grand Ballroom |
| 6:00 p.m. - 7:00 p.m. |  Alliance Excellence Awards Celebration Reception | | Terrace |



200 | Plenary Sessions



500 | Cross-Industry Pioneering Tomorrow's Partnering



Agenda—Wednesday, March 28, 2018

| Time | Session Code Session Title | Speaker | Location |
|-------------------------|----------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|----------------------|
| 7:00 a.m. – 6:00 p.m. | Conference Registration and Information Desk | | Atlantic Foyer |
| 8:00 a.m. – 5:00 p.m. | Alliance Management Resource Center | | Atlantic Foyer |
| 7:00 a.m. – 8:15 a.m. | Networking Breakfast | | Redfin |
| 8:15 a.m. – 10:15 a.m. | Session 205 ASAP Leadership Spotlights | | Grand Ballroom |
| | Leadership Spotlight #1 Alliance Management: "To change the name and not the letter..." | Lucinda Warren <i>Johnson & Johnson Innovation / Janssen Business Development</i> | |
| | Leadership Spotlight #2 Retail Reinvented and the Imperative for Collaboration | Wayne Usie <i>JDA Software</i> | |
| | Leadership Spotlight #3 The Goods and Bads of Partnering Behaviors: Challenges Faced by Alliance Management | Mark Noguchi <i>Roche Partnering</i> | |
| | Leadership Spotlight #4 Winning with Strategic Alliances: The Heart of Your Growth Strategy | Russ Cobb <i>SAS Institute</i> | |
| 10:15 a.m. – 10:40 a.m. | Morning Networking Break | | Atlantic Foyer |
| 10:40 a.m. – 11:30 a.m. | Session 505 Joint Development of Complex Solutions Requires Extreme Partnering | Jan Twombly, CSAP <i>The Rhythm of Business</i> Jeff Shuman, CSAP, PhD <i>The Rhythm of Business, Bentley University</i> | Grand Ballroom |
| | Session 506 Strategic Partner Communications in a Merger: Managing Transformational Change | Mark Coffin, CSAP <i>Shire</i> | Atlantic Ballroom |
| 11:30 a.m. – 12:30 p.m. | Networking Lunch | | Redfin |
| 12:30 p.m. – 2:00 p.m. | Session 601 Taking Charge! Negotiating the Deal You Want Every Time | Ross Reck, PhD <i>Ross Reck & Associates</i> | Grand Ballroom D & E |
| | Session 602 Building Your Collaborative Business Model | Dave Luvison, CSAP, PhD <i>Loyola University Maryland</i> | Atlantic Ballroom |



200 | Plenary Sessions














500 | Cross-Industry Pioneering Tomorrow's Partnering



600 | Professional Development Workshops



Agenda—Wednesday, March 28, 2018 (continued)

| Time | Session Code Session Title | Speaker | Location |
|-----------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|
| 2:10 p.m. - 3:00 p.m. |  Session 701 Onboarding Your Partner: Understanding How to Design a Partnership that Works | ■ Candido Arreche, CA-AM <i>Xerox Worldwide Alliances</i> | Grand Ballroom D & E |
| |  Session 801 Three Strategies for Increasing Partner Adoption and Engagement | ■ Scott Sugimoto <i>Salesforce</i> | Atlantic Ballroom |
| |  Session 901 Alliance Management: A Growing, Enterprise-wide Activity | ■ Karen Denton, CA-AM <i>Bayer Pharmaceuticals</i> ■ Christoph Huwe, CA-AM, PhD <i>Bayer AG Pharmaceuticals</i> | Grand Salon A, B & C |
| 3:00 p.m. - 3:20 p.m. | Afternoon Networking Break | | Atlantic Foyer |
| 3:20 p.m. - 4:10 p.m. |  Session 702 Metrics and Measures: Tools for Finding Troubles and Triumphs | ■ Molly McCartney, CA-AM <i>Equifax, Inc.</i> ■ Renee Tannenbaum, CA-AM <i>Halozyme, Inc.</i> ■ Ann Trampas, CSAP <i>Phoenix Consulting Group</i> | Grand Ballroom D & E |
| |  Session 802 Herding Your Lawyers: Turning Negotiators into Collaborators | ■ Nancy Breiman, CSAP <i>IBM Corporation</i> ■ Bernie Hannon, CSAP <i>Citrix</i> ■ Bill Kleinman <i>Haynes and Boone</i> | Atlantic Ballroom |
| |  Session 902 Leaders in Collaborative Excellence | ■ Robert Porter Lynch, CA-AM <i>The Warren Company</i> | Grand Salon A, B & C |
| 4:20 p.m. - 5:10 p.m. |  Session 703 The Great Alliance Revival | ■ Gerry Dehkes, CSAP <i>KPMG International</i> ■ David Erlenborn, CSAP <i>KPMG LLP</i> | Grand Ballroom D & E |
| |  Session 803 Centralized vs. Decentralized Alliance Organizations: How to Survive and Thrive in Both Ecosystems! | ■ Tony DeSpirito, CSAP <i>Schneider Electric</i> ■ Scott San Antonio, CA-AM <i>Schneider Electric</i> | Atlantic Ballroom |
| |  Session 903 The Value Alliance Professionals Can Bring to Complex Projects | ■ Annick De Swaef, CSAP <i>Belgium Road Research Center</i> ■ Robert Porter Lynch, CA-AM <i>The Warren Company</i> | Grand Salon A, B & C |
| 5:15 p.m. - 5:30 p.m. |  Global Alliance Summit Close | | Grand Ballroom D & E |
| 5:30 p.m. - 7:00 p.m. |  Global Alliance Summit Sunset Celebration | | Terrace |



700 | Basic Best Practices Alliance Health Best Practices



800 | Alliance Leadership Piloting Partner Complexity



900 | Advanced Leadership Leading Collaborative Excellence