



# 2019 A|S|A|P<sup>®</sup> Global Alliance Summit

March 11 - 13, 2019 | Fort Lauderdale, Florida

## Conference Agenda Pre-Conference Workshops & Sessions | Monday, March 11, 2019

V3: 12/18/18

*\*Sessions, times, and speakers are subject to change*

Event Time	Session #	Event	Speaker(s)
7:45 a.m. - 8:30 a.m.		Pre-Con Workshop Breakfast	
8:30 a.m. - 3:00 p.m.	101	CA-AM (Certificate of Achievement - Alliance Management) Certification Exam Prep Workshop	Lynda McDermott, CA-AM   EquiPro International
	102	CSAP Exam Prep Workshop	Ann Trampas, CSAP   Phoenix Consulting Group
	103	Alliance Management 101: The Fundamentals of Alliance Management	David Thompson, CSAP   Eli Lilly and Company
8:00 a.m. - 12:00 p.m.		ASAP Advisory Board Breakfast & Meeting ( <i>invitation only</i> )	
11:45 a.m. - 1:00 p.m.		Workshop Lunch	
12:00 p.m. - 1:15 p.m.		Leadership Lunch ( <i>invitation only</i> )	
1:30 p.m. - 4:30 p.m.		ASAP Leadership Forum ( <i>invitation only</i> )	
12:30 p.m. - 3:30 p.m.	104	Building Your Collaborative Business Model	Dr. Ard-Pieter de Man, CSAP   Vrije Universiteit Amsterdam Dr. Dave Luvison, CSAP   Loyola University Maryland
		Pre-Conference Sessions	
3:30 p.m. - 5:00 p.m.	105	Next Gen Alliance Management: Mapping a TE-AM Road for Successful Alliances	Lynda McDermott, CA-AM   EquiPro International
3:30 p.m. - 5:00 p.m.	106	Improving the Partnering Capability: From Self-Assessment to Action	Parth Amin   Alliance Dynamics, LLC
3:30 p.m. - 5:00 p.m.	107	Best Practices in Authoring Thought Leadership	David Thompson, CSAP   Eli Lilly and Company John DeWitt   JW DeWitt/ASAP Media
3:30 p.m. - 5:00 p.m.		Pre-Conference Session TBD	
6:00 p.m. - 7:00 p.m.		Welcome Networking Reception	



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## Conference Agenda Tuesday, March 12, 2019

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Event Time	Session #	Event	Speaker(s)
7:00 a.m. - 8:15 a.m.		Networking Breakfast	
8:15 a.m. - 8:45 a.m.	200	Conference Opening	Michael Leonetti, CSAP   Association of Strategic Alliance Professionals
8:45 a.m. - 9:30 a.m.	201	Partnering in the AI Era: An Essential Shift from Value Chains to Business Ecosystems	Bruce Anderson   IBM
9:30 a.m. - 10:00 a.m.	202	Celebrating the Alliance Excellence Awards Finalists	
10:00 a.m. - 10:25 a.m.		Morning Networking Break	
10:25 a.m. - 11:15 a.m.	301	Engaging the New Shadow Channel	Jay McBain   Forrester Research
10:25 a.m. - 11:15 a.m.	401	Creating Successful Collaborations	Krishnan Viswanadhan   Celgene Corporation Samy Tadros   Celgene Corporation
11:25 a.m. - 12:15 p.m.	302	Engaging and Leveraging Your Sales Teams to Identify, Qualify, and Nurture New Potential Alliance Partners	Nancy Breiman, CSAP   IBM Charli Francis, CA-AM   IBM
11:25 a.m. - 12:15 p.m.	402	Collaborative Behavior in Alliances: Analysis, Improvement, and Impact	Steve Courtney   Evotec Christoph Huwe, CSAP   Bayer
12:15 p.m. - 1:15 p.m.		Networking Lunch	
1:25 p.m. - 3:05 p.m.	203	ASAP Leadership Spotlights	Tiffani Bova   Salesforce Christine Carberry, CSAP   Keryx Biopharmaceuticals Steve Levine   Dassault Systèmes Charles Onstott   SAIC
3:05 p.m. - 3:25 p.m.		Afternoon Networking Break	
3:25 p.m. - 4:15 p.m.	501	A Technology Integrator's Perspective on the Increasing Importance of Partnering and Alliances	Susan Hallman, CA-AM   SAIC Charles Onstott   SAIC



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3:25 p.m. - 4:15 p.m.	502	Building a World-Class Partnering Capability in a Therapeutic Area-Focused Partnership Management Operating Model	Mojgan Hossein-Nia, PhD   Takeda Sara Keen   Vantage Partners Donna Taneja, PhD   Takeda
3:25 p.m. - 4:15 p.m.	303	Connecting Teams and Systems to Advance Channel Opportunities	Alex Western   National Instruments Penny Wright, CA-AM   National Instruments
4: 25 p.m. - 5:15 p.m.	204	ASAP Roundtables	
5:30 p.m. - 6:00 p.m.	205	Celebrating the Alliance Excellence Awards Winners	
6:00 p.m. - 7:00 p.m.		Networking Celebration	



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## Conference Agenda Wednesday, March 13, 2019

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Event Time	Session #	Event	Speaker(s)
7:00 a.m. - 8:15 a.m.		Networking Breakfast	
8:15 a.m. - 9:00 a.m.	206	Conference Keynote	
9:00 a.m. - 9:20 p.m.		Morning Networking Break	
9:20 a.m. - 10:10 a.m.	701	Ecosystem Management versus Alliance Management: What's the Difference?	Ard-Pieter de Man, CSAP, PhD   Vrije Universiteit Amsterdam Harm-Jan Borgeld, CSAP, PhD   Merck KGaA Alex Price   JDA Software Sally Wang   International SOS
9:20 a.m. - 10:10 a.m.	901	Five Critical Dimensions Where Alliances Add Value	Amit Sinha   WorkSpan
9:20 a.m. - 10:10 a.m.	403	Racing to Evolve Clinical Trial Collaboration—Exploratory Combination Study to Global Collaboration	Lawana Dumas, CA-AM   Merck and Co. Brent Harvey, CA-AM   Eli Lilly and Company
10:10 a.m. - 10:25 a.m.		Morning Networking Break	
10:25 a.m. - 11:55 a.m.	601	Own Your Transformation: A Five-Point Agenda for Creating A Collaborative Leadership System	Jeff Shuman, CSAP   The Rhythm of Business Jan Twombly, CSAP   The Rhythm of Business
10:25 a.m. - 11:55 a.m.	602	Alliance Operating Principals: Foundation for Trust and Collaboration	Dave Luvison, CSAP, PhD   Loyola University Maryland
10:25 a.m. - 11:55 a.m.	603	Session Track: Professional Development Workshop	
11:55 a.m. - 12:55 p.m.		Networking Lunch	
1:00 p.m. - 1:50 p.m.	702	The Sky Is Not the Limit, It's The Goal! Building Scalable Alliance Capability	Donna Peek, CSAP   Genpact Scott Van Valkenburgh, CSAP   Genpact



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Event Time	Session #	Event	Speaker(s)
1:00 p.m. - 1:50 p.m.	801	Managing the Transition from Partner to Competitor	Bernie Hannon, CSAP   Citrix Jim Luna, CA-AM   Citrix
1:00 p.m. - 1:50 p.m.	902	Session Track: Leveraging Alliance Frameworks	
2:00 p.m. - 2:50 p.m.	703	Agile Partnering for Speed and Innovation	Norma Watenpaugh, CSAP   Phoenix Consulting Group Laura Powers   Radtac U.S.
2:00 p.m. - 2:50 p.m.	802	Partnerships in Education: Challenges and Opportunities	Aya Aker, CA-AM   Cambridge Assessment Chloe Shaw, CA-AM   Cambridge Assessment
2:00 p.m. - 2:50 p.m.	903	Transforming Partner Ecosystems to Be Adaptable, Responsive, and Impactful	Samantha Foster   Citrix Inna Powell   ServiceNow
2:50 p.m. - 3:10 p.m.		Afternoon Networking Break	
3:10 p.m. - 4:00 p.m.	704	Sailing the Global Seas of Alliance Best Practices	Debbie Clasen, CSAP   Cisco Wael Metwally Abuelmagd, CA-AM   MDS Ken Mullins, CSAP   Image Holders Andrew Yeomans, CSAP   Merck-Serono
3:10 p.m. - 4:00 p.m.	803	Leveraging ISO 44001 Best Practices and Framework in a Real-World Alliance Scenario	Doug Barta   PAREXEL Ken Coppins   collabtogrow
4:10 p.m. - 5:00 p.m.	904	Partnering with an 800-Pound Gorilla	Joe Schramm   BeyondTrust Morgan Wheaton, CA-AM   JDA Software
4:10 p.m. - 5:00 p.m.	804	Building Partnering Capability across the Organization: Applying the Partnering Capability Assessment Platform (PCAP) to Create Better Collaborations	Moderator: Parth Amin, CSAP Panelists: Bernie Hannon, CSAP   Citrix Leona Kral, CSAP   Verizon Steve Twait, CSAP   AstraZeneca
5:10 p.m. - 5:30 p.m.		Conference Close	Michael Leonetti, CSAP   Association of Strategic Alliance Professionals
5:30 p.m. - 7:00 p.m.		Conference Closing Reception	