



2019 AISIA P[®] Global Alliance Summit

March 11 - 16, 2019 Fort Lauderdale, Florida

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

V4: 1/8/19

**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
12:30 p.m. - 11:30 a.m.	104	Building Your Collaborative Business Model	Dr. Ard-Pieter de Man, CSAP Vrije Universiteit Amsterdam Dr. Dave Luvison, CSAP Loyola University Maryland
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>)	
		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	Why Publish? Advancing Your Brand, Function and Career through Professional Journals	David Thompson, CSAP Eli Lilly and Company Mark Dresen Eli Lilly and Company John W. DeWitt, ASAP Media and Strategic Alliance magazines
3:30 p.m. - 5:00 p.m.		Pre-Conference Session TBD	
6:00 p.m. - 7:00 p.m.		Welcome Networking Reception	



2019 AISIA P Global Alliance Summit

March 11 - 12, 2019 | Fort Lauderdale, Florida

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	Strategic Supply Chain Alliances	Bob Kanuga , CA-AM Merck & Co. Robert Porter Lynch, CA-AM The Warren Company Steve Rogers Cincinnati Consulting Group
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 MSD 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	