



2019 AISIA P Global Alliance Summit

March 11 - 16, 2019 Fort Lauderdale, Florida

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

V9: 2.11.19

**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 Dr. Ard-Pieter de Man, CSAP Vrije Universiteit Amsterdam Dr. Dave Luvison, CSAP Loyola University Maryland |
| 8:30 a.m. - 11:30 a.m. | 104 | Building Your Collaborative Business Model | |
| | | ASAP Advisory Board Breakfast & Meeting (<i>invitation only</i>) | |
| 8:00 a.m. - 12:00 p.m. | | | |
| 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 |
| 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

V9: 2.11.19

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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 (former) 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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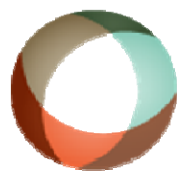
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|-----------------------|-----------|-------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|
| 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 | Jimmy Hwang 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 | |



2019 A|S|I|A|P Global Alliance Summit

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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. - 9:05 a.m. | 503 | Creating and Implementing a Digital Partnering Strategy | Ben Siddall Vantage Partners |
| 8:15 a.m. - 9:05 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 |
| 9:15 a.m. - 10:05 a.m. | 901 | Five Critical Dimensions Where Alliances Add Value | Attis Bouillon Intel Corp. Amit Sinha WorkSpan |
| 9:15 a.m. - 10:05 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 |
| 10:05 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 Empowering Collaborative Leadership | Jeff Shuman, CSAP, PhD 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 | John Davidson GEP Worldwide 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 | |



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|-----------------------|----------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|
| 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 |
| 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 | Launching a New Vaccine Company While Breaking Up a Twenty-Year Alliance | Jean-Philippe Proust Sanofi Pasteur Chris Scirrotto, CA-AM Sanofi Pasteur Eric Skjeveland, CA-AM Merck Global Vaccines |
| 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 |