Onsite Program

ASAP would like to thank Xerox for printing the onsite program.
Vantage Partners is a consulting and training firm that helps companies **advance by aligning** transformational strategies with the power of collaboration. Headquartered in Boston, we serve clients worldwide, across multiple sectors including biopharmaceuticals, healthcare, energy, financial services, high-tech, and manufacturing.
# Table of Contents

Welcome to the 2019 ASAP Global Alliance Summit ......................................................... 4

ASAP Board of Directors | ASAP Global Alliance Summit Program Committee ....................... 5

ASAP Global Staff .................................................................................................................. 6

ASAP Managing & Advisory Board of Directors .................................................................. 7

Summit Sponsor Recognition ................................................................................................. 8

Conference Agenda ............................................................................................................. 9

ASAP Corporate Members .................................................................................................. 14

Overview of Sessions .......................................................................................................... 16

Track 100: Pre-Conference Workshops & Sessions ............................................................. 18

Track 200 Session Descriptions: Plenary Sessions ............................................................ 21

Track 300 Session Descriptions: Advancing the Partner Evolution ................................... 25

Track 400 Session Descriptions: Building Value Through Collaboration ......................... 26

Track 500 Session Descriptions: Transforming Alliance Programs .................................... 28

Track 600 Session Descriptions: Professional Development Workshops ........................... 29

Track 700 Session Descriptions: Partnering Methods Lead to Success ............................... 31

Track 800 Session Descriptions: Evolving Best Practices .................................................. 33

Track 900 Session Descriptions: Leveraging Alliance Frameworks .................................... 35

Alliance Management Resource Center ............................................................................... 37

Conference Speakers ........................................................................................................ 38
Welcome to the 2019 ASAP Global Alliance Summit

On behalf of the board of directors and staff of the Association of Strategic Alliance Professionals, welcome to the 2019 ASAP Global Alliance Summit in beautiful Fort Lauderdale, Florida, USA! Our theme this year is “Agile Partnering in Today’s Collaborative Ecosystems.” While the fundamentals remain, alliance management skills of years past are insufficient for the context and content of today’s on-demand world. At the Summit, you will discover the most current thinking and practice—and experience the very best our profession has to offer.

Make the most of the next couple days to learn, engage, and network. You’ll enjoy a highly interactive experience where learning comes as much from those assembled as from the many top-flight speakers and discussion leaders. Connect with your peers, partners, and industry executives to learn how others are confronting the challenges and opportunities of collaborating with new partners, adopting new models, building capability—and realizing new sources of profit, value, and innovation.

Enjoy ENGAGING in this year’s conference which features:

- 50+ facilitators, speakers, and panelists representing 35+ industry leading companies, educational institutions, and consultancies
- 31 education sessions and in-conference workshops
- 10+ hours of biz dev/networking opportunities
- 4 pre-conference workshops + 3 pre-con sessions
- Multiple in-conference tracks based on learning objectives
- 10+ countries fostering the sharing of global, cross-cultural perspectives

Attendees this year include influential C-level and senior executives from Fortune 100 and 500 companies in number of different industry verticals

The Summit is also a celebration of the community’s crème-de-la-crème. Our Alliance Excellence Awards recognize the companies and executives behind the past year’s most successful alliance initiatives. The awards programming Tuesday announces the winners and celebrates the finalists. Learn what separates the winners from everyone else—and plot your own strategy to be counted among the best.

Heartfelt thanks go to the ASAP Summit Program Committee for its hard work and effort in putting together this stellar program. We also thank our speakers for sharing their expertise and experience. Most importantly, we thank all participants for contributing your insights and knowledge to the discussion.

We hope you immerse yourself in the partnering world—from fundamentals to advanced practices. Meet and learn from other practitioners—their successes and challenges—in your industry and others. Discover new models for partnering and business collaboration—and how to build world-class capabilities at the core of your organization.

We look forward to visiting with you during the 2019 ASAP Global Alliance Summit!
The ASAP Team

ASAP Board of Directors

Chairman
- Brooke Paige, CSAP | Vice President, Alliance Management | Pear Therapeutics

Vice Chairman
- R. Lynn Richard, CSAP | Vice President, Global and Strategic Alliances | GE Healthcare

Secretary
- Donna Peek, CSAP | Vice President, Global Alliances | Genpact

Treasurer
- Steve Twait, CSAP | Vice President, Alliance and Integration Management (AIM) | AstraZeneca

Chairman, Membership Committee
- Christine Carberry, CSAP | Chief Operating Officer | Keryx Biopharmaceuticals (formerly)

Chairman Emeritus
- Russ Buchanan, CSAP | Vice President, Global Channel Strategy Alliances and Operations | Xerox

Chairman, Chapter Development Council
- Becky Lockwood, CSAP | Principal | RSL Associates

Executive Committee Member
- David S. Thompson, CSAP | Chief Alliance Officer | Eli Lilly and Company

Chairman, Editorial
- Jan Twombly, CSAP | President | The Rhythm of Business

2019 ASAP Global Alliance Summit Program Committee

- Harm-Jan Borgeld, CSAP, PhD | Head Alliance Management | Merck KGaA
- Debbie Clasen, CSAP | Global Ecosystem Partner Development Executive | Cisco
- Karen Denton, CA-AM | Alliance Management Director | Bayer Pharmaceuticals
- Frank Grams, PhD | VP Head Alliance Management, General Medicines, Emerging Markets & CHC | Sanofi
- Jim Luna, CA-AM | Managing Director, Alliances & Business Development | Citrix
- Alexander J. Price | Global Vice President, Global Alliances and Partners | JDA Software
- Joe Schramm | Vice President Strategic Alliances | BeyondTrust
- David S. Thompson, CSAP | Chief Alliance Officer | Eli Lilly and Company
- Penny Wright, CA-AM | Global Channel Enablement Manager | National Instruments
The ASAP Team

ASAP Global Staff

- Michael Leonetti, CSAP | President & CEO | MLeonetti@strategic-alliances.org | +1-781-562-1630 ext.201
- Lori Gold | Director of Membership Services | LGold@strategic-alliances.org | +1-781-562-1630 ext. 203
- Diane Lemkin | Director of Office Administration | D Lemkin@strategic-alliances.org | +1-781-562-1630 ext. 206
- Becky Lockwood, CSAP | Content and Education Consultant | BLockwood@strategic-alliances.org | +1-508-758-3784
- Kimberly T. Miller | Marketing Director | KMiller@strategic-alliances.org | +1-781-562-1630 ext. 208
- Jennifer Silver | Meeting & Event Planner | JSilver@strategic-alliances.org | +1-781-562-1630 ext. 205
- Brendan Ward | Database and IT Coordinator | B Ward@strategic-alliances.org | +1-781-562-1630 ext. 200
- Michele Yudysky | Membership Coordinator | MYudysky@strategic-alliances.org | +1-781-562-1630 ext. 209

What’s the Buzz

Get Social and Stay Connected with Your ASAP* Colleagues Throughout the Year….

- Read and share ASAP blog posts on your social media networks
- Post articles, blogs, and news you think are of interest to our community in the ASAP social media channels
- Continue the conversation and stay current and up-to-date on the latest involving your alliances and partnering peers

Follow us on Twitter @asap_global

Like us on Facebook www.facebook.com/ASAPGlobal/

Join our LinkedIn Group tinyurl.com/LinkedINASAP-Co

www.strategic-alliances.org

Updates at www.asapsummit.org | March 11 - 13, 2019 | Fort Lauderdale, FL, USA
Tiffani Bova  
Global Customer Growth and Innovation Evangelist  
*Salesforce*

Nancy D. Breiman, CSAP  
Director, Global VMware Alliance  
*IBM*

Russ Buchanan, CSAP*  
Vice President, Global Channel Strategy Alliances and Operations  
*Xerox*

Traci Camacho  
Vice President, Strategic Partnering and Alliance Management  
*Covance*

Christine Carberry, CSAP  
Chief Operating Officer  
*Keryx Biopharmaceuticals (formerly)*

Russ Cobb  
Senior Vice President, Growth & Business Operations  
*SAS Institute Inc.*

Nancy Griffin, CA-AM  
Vice President & Head, Alliance Management, Global Business Development & Licensing  
*Novartis Pharmaceuticals Corporation*

Joseph Havrilla  
Vice President and Head of Alliance Management  
*Bayer HealthCare*

Mojgan Hossein-Nia  
Vice President, Head R&D Partnership Office  
*Takeda*

Bob Kanuga, CA-AM  
Vice President, Global Supply Business Development  
*Merck & Co.*

Kerri Lampard, CSAP  
APJ Partner Architecture and Services GTM Director  
*Cisco*

Becky Lockwood, CSAP*  
Principal  
*RSL Associates*

Jim Luna, CA-AM  
Managing Director, Alliances & Business Development  
*Citrix*

Robert Porter Lynch, CA-AM  
President  
*The Warren Company*

Brooke Paige, CSAP*  
Vice President, Alliance Management  
*Pear Therapeutics*

Donna Peek, CSAP*  
Vice President, Global Alliances  
*Genpact*

Alexander J. Price  
Global Vice President Global Alliances and Partners  
*JDA Software*

R. Lynn Richard, CSAP*  
Vice President, Global and Strategic Alliances  
*GE Healthcare*

Drew Quinlan  
Vice President Strategic Alliances & Ready Partner Program  
*PTC*

Mary Jo Struttmann, CA-AM  
Executive Director, Alliance Management  
*Astellas Pharma, Inc.*

David S. Thompson, CSAP*  
Chief Alliance Officer  
*Eli Lilly and Company*

Steve Twait, CSAP*  
Vice President, Alliance and Integration Management (AIM)  
*AstraZeneca*

Jan Twombly, CSAP*  
President  
*The Rhythm of Business*

Chris Urban  
Head of Alliance & Integration Management  
*Angen*

Laurent Valroff  
Worldwide Global Alliances Lead  
*Dassault Systèmes*

Lucinda (Cindy) Warren  
Vice President Business Development  
*Johnson & Johnson Innovation / Janssen BD*

Norma Watenpaugh, CSAP  
CEO & Founding Principal  
*Phoenix Consulting Group*
Thank You to our Sponsors!

ASAP would like to thank the following companies for their commitment to ASAP and help in making the 2019 ASAP Global Alliance Summit a success!

**Platinum Sponsors**

**Vantage Partners** is a consulting and training firm that helps companies innovate more quickly, execute with greater discipline, and collaborate more effectively, for sustained impact and growth.

At Vantage, we help clients determine when and how to leverage partnerships—and when not to—providing hands-on support in partner due diligence, launching critical new alliances, and remediating or restructuring alliances when necessary. We help clients assess strategies and analyze where and how to leverage alliances and partnerships of various kinds and identify optimal partners.

As globalization, digital transformation, and other forces blur or obliterate traditional industry and market boundaries, we can help clients identify cross-industry partners, and manage the unique challenges of working with partners that have very different business and operating models.

As companies increasingly rely on alliances and partnerships to drive innovation, growth, and efficiency, we also help clients build and implement alliance organizations and partnership capabilities.

To learn more about Vantage Partners or to access our online library of insights, please visit www.vantagepartners.com

**WorkSpan** is the only Ecosystem Cloud, where alliance leaders build-with, market-with & sell-with their software, hardware, OEM, system integrator, service, cloud, & channel partners. WorkSpan makes it easy to work across partner types and partner tiers to grow ecosystem value by driving joint revenue, entering new markets, accelerating time-to-market, innovating on new solutions to meet shared customer needs and developing trust across company boundaries. WorkSpan is a privately held company backed by Mayfield and is growing its network of global enterprise customers including SAP, Cisco, Dell EMC, HPE, Fujitsu, and Lenovo. www.WorkSpan.com

**Gold Sponsor**

Join the alliance and partnering professionals turning to **The Rhythm of Business** to build speed and agility into their partnering practices by acting like a startup business. Whether you are just getting alliance management started in your company or evolving an existing program, our outcome-focused consulting services and Learning in Action™ training programs empower you to reach higher levels of partnering success.

Set a North Star to guide your path to a next-generation partnering capability. Innovate the partnering experience—from ideation through monetization. Conquer the intricacies of co-development and co-selling. Master ecosystem partnering and orchestration. Partner with new players, develop new business models, and leverage myriad forms of value to achieve your objectives.

Embrace your inner-entrepreneur and take the value you deliver to your customers, partners, and your organization to new heights with The Rhythm of Business. Learn more and access our rich library of insights at www.rhythmofbusiness.com

**Silver Sponsors**

**xerox**
## Agenda—Monday, March 11, 2019

<table>
<thead>
<tr>
<th>Time</th>
<th>Session Code</th>
<th>Session Title</th>
<th>Speaker</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 a.m. – 6:00 p.m.</td>
<td></td>
<td>Registration</td>
<td></td>
<td>Las Olas Foyer</td>
</tr>
<tr>
<td>7:45 a.m. – 8:30 a.m.</td>
<td></td>
<td>Pre-Con Workshop Breakfast</td>
<td></td>
<td>Atlantic Foyer</td>
</tr>
<tr>
<td>8:00 a.m. – 12:00 p.m.</td>
<td></td>
<td>ASAP Advisory Board Breakfast &amp; Meeting (Invitation Only)</td>
<td></td>
<td>Las Olas III &amp; IV</td>
</tr>
<tr>
<td>8:30 a.m. – 3:00 p.m.</td>
<td>Session 101</td>
<td>CA-AM (Certificate of Achievement - Alliance Management) Certification Exam Prep Workshop</td>
<td>Lynda McDermott, CA-AM</td>
<td>EquiPro International</td>
</tr>
<tr>
<td>8:30 a.m. – 3:00 p.m.</td>
<td>Session 102</td>
<td>CSAP Exam Prep Workshop</td>
<td>Ann E. Trampas, CSAP</td>
<td>Phoenix Consulting Group</td>
</tr>
<tr>
<td>8:30 a.m. – 3:00 p.m.</td>
<td>Session 103</td>
<td>Alliance Management 101: The Fundamentals of Alliance Management</td>
<td>David S. Thompson, CSAP</td>
<td>Eli Lilly and Company</td>
</tr>
<tr>
<td>8:30 a.m. – 11:30 a.m.</td>
<td>Session 104</td>
<td>Building Your Collaborative Business Model</td>
<td>Ard-Pieter de Man, CSAP, PhD</td>
<td>Vrije Universiteit Amsterdam</td>
</tr>
<tr>
<td>11:45 a.m. – 1:00 p.m.</td>
<td></td>
<td>Workshop Lunch</td>
<td></td>
<td>Atlantic Foyer</td>
</tr>
<tr>
<td>12:00 p.m. – 1:15 p.m.</td>
<td></td>
<td>Leadership Lunch (Invitation Only)</td>
<td></td>
<td>Tinta</td>
</tr>
<tr>
<td>1:30 p.m. – 4:30 p.m.</td>
<td></td>
<td>ASAP Leadership Forum (Invitation Only)</td>
<td></td>
<td>Las Olas III &amp; IV</td>
</tr>
<tr>
<td>3:30 p.m. – 5:00 p.m.</td>
<td>Session 105</td>
<td>Next Gen Alliance Management: Mapping a TE-AM Road for Successful Alliances</td>
<td>Lynda McDermott, CA-AM</td>
<td>EquiPro International</td>
</tr>
<tr>
<td>3:30 p.m. – 5:00 p.m.</td>
<td>Session 106</td>
<td>Improving the Partnering Capability: From Self-Assessment to Action</td>
<td>Parth Amin, CSAP</td>
<td>Alliance Dynamics</td>
</tr>
<tr>
<td>3:30 p.m. – 5:00 p.m.</td>
<td>Session 107</td>
<td>Why Publish? Advancing Your Brand, Function and Career through Professional Journals</td>
<td>David S. Thompson, CSAP</td>
<td>Eli Lilly and Company</td>
</tr>
<tr>
<td>6:00 p.m. – 7:00 p.m.</td>
<td></td>
<td>Welcome Networking Reception</td>
<td></td>
<td>Sky Terrace</td>
</tr>
</tbody>
</table>

Conference Events

100 | Pre-Conference Workshops & Sessions
<table>
<thead>
<tr>
<th>Time</th>
<th>Session Code</th>
<th>Session Title</th>
<th>Speaker</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 a.m. – 6:00 p.m.</td>
<td></td>
<td>Conference Registration and Information Desk</td>
<td></td>
<td>Las Olas Foyer</td>
</tr>
<tr>
<td>8:00 a.m. – 5:00 p.m.</td>
<td></td>
<td>Alliance Management Resource Center</td>
<td></td>
<td>Las Olas Foyer</td>
</tr>
<tr>
<td>7:00 a.m. – 8:15 a.m.</td>
<td></td>
<td>Networking Breakfast</td>
<td></td>
<td>Las Olas Foyer</td>
</tr>
<tr>
<td>8:15 a.m. – 8:45 a.m.</td>
<td>Session 200</td>
<td>Conference Opening</td>
<td>Michael Leonetti, CSAP</td>
<td>Association of Strategic Alliance Professionals</td>
</tr>
<tr>
<td>8:45 a.m. – 9:30 a.m.</td>
<td>Session 201</td>
<td>Partnering in the AI Era: An Essential Shift from Value Chains to Business Ecosystems</td>
<td>Bruce Anderson</td>
<td>IBM</td>
</tr>
<tr>
<td>9:30 a.m. – 10:00 a.m.</td>
<td>Session 202</td>
<td>Celebrating the Alliance Excellence Awards Finalists</td>
<td></td>
<td>Las Olas I, II, V, VI</td>
</tr>
<tr>
<td>10:00 a.m. – 10:25 a.m.</td>
<td></td>
<td>Morning Networking Break</td>
<td></td>
<td>Las Olas Foyer</td>
</tr>
<tr>
<td>10:25 a.m. – 11:15 a.m.</td>
<td>Session 301</td>
<td>Engaging the New Shadow Channel</td>
<td>Jay McBain</td>
<td>Forrester Research</td>
</tr>
<tr>
<td>10:25 a.m. – 11:15 a.m.</td>
<td>Session 401</td>
<td>Creating Successful Collaborations</td>
<td>Krishnan Viswanadhan</td>
<td>Celgene</td>
</tr>
<tr>
<td>11:25 a.m. – 12:15 p.m.</td>
<td>Session 302</td>
<td>Engaging and Leveraging Your Sales Teams to Identify, Qualify, and Nurture New Potential Alliance Partners</td>
<td>Nancy Breiman, CSAP</td>
<td>IBM</td>
</tr>
<tr>
<td>11:25 a.m. – 12:15 p.m.</td>
<td>Session 402</td>
<td>Collaborative Behavior in Alliances: Analysis, Improvement, and Impact</td>
<td>Steve Courtney</td>
<td>Evotec AG</td>
</tr>
<tr>
<td>12:15 p.m. – 1:15 p.m.</td>
<td></td>
<td>Networking Lunch</td>
<td></td>
<td>Sky Terrace</td>
</tr>
</tbody>
</table>
## Agenda—Tuesday, March 12, 2019 (continued)

<table>
<thead>
<tr>
<th>Time</th>
<th>Session Code</th>
<th>Session Title</th>
<th>Speaker</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:25 p.m. – 3:05 p.m.</td>
<td>Session 203</td>
<td>ASAP Leadership Spotlights</td>
<td>➥ Steve Levine, PhD</td>
<td>Living Heart Project, Dassault Systèmes</td>
</tr>
<tr>
<td></td>
<td>Leadership Spotlight #1</td>
<td>The Living Heart Project: If We Work Together, Can We Build a Human Heart?</td>
<td>➥ Tiffani Bova</td>
<td>Salesforce</td>
</tr>
<tr>
<td></td>
<td>Leadership Spotlight #2</td>
<td>Building Your Growth IQ: Right Choices at the Right Time</td>
<td>➥ Christine A. Carberry, CSAP</td>
<td>Keryx (Formerly)</td>
</tr>
<tr>
<td></td>
<td>Leadership Spotlight #3</td>
<td>Connect-Collaborate-Collaborate: The Value of the Virtuous Cycle</td>
<td>➥ Charles Onstott</td>
<td>SAIC</td>
</tr>
<tr>
<td></td>
<td>Leadership Spotlight #4</td>
<td>Helping the US Government Move at the Speed of Startups through Emerging Technology Partnerships</td>
<td>➥ Charles Onstott</td>
<td>SAIC</td>
</tr>
<tr>
<td>3:05 p.m. – 3:25 p.m.</td>
<td></td>
<td>Afternoon Networking Break</td>
<td></td>
<td>Las Olas Foyer</td>
</tr>
<tr>
<td>3:25 p.m. – 4:15 p.m.</td>
<td>Session 303</td>
<td>Connecting Teams and Systems to Advance Channel Opportunities</td>
<td>➥ Jimmy Hwang</td>
<td>National Instruments</td>
</tr>
<tr>
<td></td>
<td>Session 501</td>
<td>A Technology Integrator’s Perspective on the Increasing Importance of Partnering and Alliances</td>
<td>➥ Coby Halloway</td>
<td>SAIC</td>
</tr>
<tr>
<td></td>
<td>Session 502</td>
<td>Building a World-Class Partnering Capability in a Therapeutic Area-Focused Partnership Management Operating Model</td>
<td>➥ Mojgan Hossein-Nia, PhD</td>
<td>Takeda</td>
</tr>
<tr>
<td>4:25 p.m. – 5:15 p.m.</td>
<td>Session 204</td>
<td>ASAP Roundtables</td>
<td></td>
<td>Las Olas III &amp; IV</td>
</tr>
<tr>
<td>5:30 p.m. – 6:00 p.m.</td>
<td>Session 205</td>
<td>Alliance &amp; Chapter Excellence Awards Ceremony</td>
<td></td>
<td>Las Olas I, II, V, VI</td>
</tr>
<tr>
<td>6:00 p.m. – 7:00 p.m.</td>
<td></td>
<td>Alliance Excellence Awards Celebration</td>
<td></td>
<td>Sky Terrace</td>
</tr>
</tbody>
</table>
## Agenda—Wednesday, March 13, 2019

<table>
<thead>
<tr>
<th>Time</th>
<th>Session Code</th>
<th>Session Title</th>
<th>Speaker</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 a.m. – 6:00 p.m.</td>
<td></td>
<td>Conference Registration and Information Desk</td>
<td></td>
<td>Las Olas Foyer</td>
</tr>
<tr>
<td>8:00 a.m. – 5:00 p.m.</td>
<td></td>
<td>Alliance Management Resource Center</td>
<td></td>
<td>Las Olas Foyer</td>
</tr>
<tr>
<td>7:00 a.m. – 8:15 a.m.</td>
<td></td>
<td>Networking Breakfast</td>
<td></td>
<td>Las Olas Foyer</td>
</tr>
<tr>
<td>8:15 a.m. – 9:05 a.m.</td>
<td>Session 503</td>
<td>Creating and Implementing a Digital Partnering Strategy</td>
<td>Ben Siddall</td>
<td>Vantage Partners</td>
</tr>
<tr>
<td>8:15 a.m. – 9:05 a.m.</td>
<td>Session 701</td>
<td>Ecosystem Management versus Alliance Management: What’s the Difference?</td>
<td>Moderator: Ard-Pieter de Man, CSAP, PhD</td>
<td>Las Olas V &amp; VI</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Vrije Universiteit Amsterdam</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Panelists:</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Harm-Jan Borgeld, CSAP, PhD</td>
<td>Merck KGaA</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Alexander J. Price</td>
<td>JDA Software</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Sally Wang</td>
<td>International SOS</td>
</tr>
<tr>
<td>9:15 a.m. – 10:05 a.m.</td>
<td>Session 403</td>
<td>Racing to Evolve Clinical Trial Collaboration—Exploratory Combination Study to Global Collaboration</td>
<td>Lawana Dumas, CA-AM</td>
<td>Merck and Co.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Brent Harvey, CA-AM</td>
<td>Eli Lilly and Company</td>
</tr>
<tr>
<td>9:15 a.m. – 10:05 a.m.</td>
<td>Session 901</td>
<td>Five Critical Dimensions Where Alliances Add Value</td>
<td>Attis Bouillon</td>
<td>Intel</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Amit Sinha</td>
<td>WorkSpan</td>
</tr>
<tr>
<td>10:05 a.m. – 10:25 a.m.</td>
<td></td>
<td>Morning Networking Break</td>
<td></td>
<td>Las Olas Foyer</td>
</tr>
<tr>
<td>10:25 a.m. – 11:55 a.m.</td>
<td>Session 601</td>
<td>Own Your Transformation: A Five-Point Agenda for Creating A Collaborative Leadership</td>
<td>Jeff Shuman, CSAP, PhD</td>
<td>The Rhythm of Business</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Jan Twombly, CSAP</td>
<td>The Rhythm of Business</td>
</tr>
<tr>
<td>10:25 a.m. – 11:55 a.m.</td>
<td>Session 602</td>
<td>Alliance Operating Principals: Foundation for Trust and Collaboration</td>
<td>Dave Luvison, CSAP, PhD</td>
<td>Loyola University Maryland</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11:55 a.m. – 12:55 p.m.</td>
<td></td>
<td>Networking Lunch</td>
<td></td>
<td>Sky Terrace</td>
</tr>
</tbody>
</table>

**Professional Development Workshops**
- 400 | Building Value Through Collaboration
- 500 | Transforming Alliance Programs
- 600 | Professional Development Workshops
- 700 | Partnering Methods Lead to Success
- 900 | Leveraging Alliance Frameworks

Updates at [www.asapsummit.org](http://www.asapsummit.org) - March 11 – 13, 2019 - Fort Lauderdale, FL, USA
<table>
<thead>
<tr>
<th>Time</th>
<th>Session Code</th>
<th>Session Title</th>
<th>Speaker</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:00 p.m. – 1:50 p.m.</td>
<td>Session 702</td>
<td>Cool Runnings – The Road to Building New Alliance Capability</td>
<td>Donna Peek, CSAP</td>
<td>Genpact</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Scott Van Valkenburgh, CSAP</td>
<td>Genpact</td>
</tr>
<tr>
<td></td>
<td>Session 801</td>
<td>Managing the Transition from Partner to Competitor</td>
<td>Bernie Hannon, CSAP</td>
<td>Citrix</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Jim Luna, CA-AM</td>
<td>Citrix</td>
</tr>
<tr>
<td></td>
<td>Session 902</td>
<td>Launching a New Vaccine Company While Breaking Up a Twenty-Year Alliance</td>
<td>Jean-Philippe Proust</td>
<td>Sanofi Pasteur</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Chris Scirotto, CA-AM</td>
<td>Sanofi Pasteur</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Eric Skjeveland, CA-AM</td>
<td>Merck Global Vaccines</td>
</tr>
<tr>
<td>2:00 p.m. – 2:50 p.m.</td>
<td>Session 703</td>
<td>Agile Partnering for Speed and Innovation</td>
<td>Norma Watenpaugh, CSAP</td>
<td>Phoenix Consulting Group</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Laura Powers</td>
<td>Radtac U.S.</td>
</tr>
<tr>
<td></td>
<td>Session 802</td>
<td>Partnerships in Education: Challenges and Opportunities</td>
<td>Aya Aker, CA-AM</td>
<td>Cambridge Assessment</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Chloe Shaw, CA-AM</td>
<td>Cambridge Assessment</td>
</tr>
<tr>
<td></td>
<td>Session 903</td>
<td>Transforming Partner Ecosystems to Be Adaptable, Responsive, and Impactful</td>
<td>Samantha Foster</td>
<td>Citrix</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Inna Powell, CA-AM</td>
<td>ServiceNow</td>
</tr>
<tr>
<td>2:50 p.m. – 3:10 p.m.</td>
<td>Session 704</td>
<td>Sailing the Global Seas of Alliance Best Practices</td>
<td>Debbie Clasen, CSAP</td>
<td>Cisco</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Wael Abu El Magd, CA-AM</td>
<td>MSD</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Ken Mullins, CSAP</td>
<td>Image Holders</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Andrew Yeomans, CSAP</td>
<td>EMD Serono</td>
</tr>
<tr>
<td></td>
<td>Session 803</td>
<td>Leveraging ISO 44001 Best Practices and Framework in a Real-World Alliance Scenario</td>
<td>Doug Barta</td>
<td>PAREXEL</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Ken Coppins</td>
<td>collabtogrow inc.</td>
</tr>
<tr>
<td>3:10 p.m. – 4:00 p.m.</td>
<td>Session 804</td>
<td>Building Partnering Capability across the Organization: Applying the Partnering Capability Assessment Platform (PCAP) to Create Better Collaborations</td>
<td>Parth Amin, CSAP</td>
<td>Alliance Dynamics</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Bernie Hannon, CSAP</td>
<td>Citrix</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Leona Kral, CSAP</td>
<td>Verizon Wireless</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Steve Twait, CSAP</td>
<td>AstraZeneca</td>
</tr>
<tr>
<td>4:10 p.m. – 5:00 p.m.</td>
<td>Session 904</td>
<td>Partnering with an 800-Pound Gorilla</td>
<td>Joe Schramm</td>
<td>BeyondTrust</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Morgan Wheaton, CA-AM</td>
<td>JDA Software</td>
</tr>
<tr>
<td>5:10 p.m. – 5:30 p.m.</td>
<td>Global Alliance Summit Close</td>
<td>Michael Leonetti, CSAP</td>
<td>Association of Strategic Alliance Professionals</td>
<td></td>
</tr>
</tbody>
</table>

Conference Events

- 700 | Partnering Methods Lead to Success
- 800 | Evolving Best Practices
- 900 | Leveraging Alliance Frameworks
## ASAP Corporate Members

*As of 2/14/19*

<table>
<thead>
<tr>
<th>Alliancesphere</th>
<th>Halozyme Therapeutics</th>
<th>PricewaterhouseCoopers (PwC)</th>
</tr>
</thead>
<tbody>
<tr>
<td>BeyondTrust</td>
<td>Hewlett Packard Enterprise</td>
<td>RxS</td>
</tr>
<tr>
<td>Celgene</td>
<td>Illumina</td>
<td>Sanofi</td>
</tr>
<tr>
<td>College of American Pathologists</td>
<td>Ipsen</td>
<td>Servier</td>
</tr>
<tr>
<td>Consensa Consulting</td>
<td>IQVIA</td>
<td>Theravance Biopharma</td>
</tr>
<tr>
<td>Daiichi Sankyo</td>
<td>Julphar</td>
<td>The Rhythm of Business</td>
</tr>
<tr>
<td>DSM Innovation Center</td>
<td>Kite Pharma</td>
<td>Thomson Reuters Elite</td>
</tr>
<tr>
<td>Ericsson</td>
<td>Mission Pharmacal</td>
<td>Upsher-Smith</td>
</tr>
<tr>
<td>Equifax</td>
<td>National Instruments</td>
<td>Vantage Partners</td>
</tr>
<tr>
<td>F. Hoffman La Roche</td>
<td>Otsuka Pharmaceuticals</td>
<td>WorkSpan</td>
</tr>
<tr>
<td>Fannie Mae</td>
<td>Pear Therapeutics</td>
<td>Zift Solutions</td>
</tr>
<tr>
<td>Foundation Medicine</td>
<td>Pfizer</td>
<td></td>
</tr>
<tr>
<td>Genpact</td>
<td>Pierre Fabre Medicament</td>
<td></td>
</tr>
<tr>
<td>GlaxoSmithKline (GSK)</td>
<td>Polycom</td>
<td></td>
</tr>
</tbody>
</table>
COMMUNITY

INVESTMENT

Our Global Members are among the most influential organizations in the business world and stand out as some of the greatest innovators in the discipline of alliance management and collaboration.

“COMMUNITY INVESTMENT

One of the reasons for joining ASAP was the industry and alliances contacts and mentors you can meet and learn from. That continues to be a key value from ASAP with membership continuing to grow and expand within its core constituents and also into other industries.

—Steve Blacklock, CA-AM
Vice President, Global Strategic Alliances
Citrix Systems, Inc.

For more information on how your company can become part of this influential group, contact Lori Gold, Director of Membership at +1-781-562-1630 ext 203 or visit www.strategic-alliances.org.
## Overview of Sessions—Tuesday, March 12, 2019

### Track 200: Plenary Sessions

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:45 a.m.</td>
<td>Session 201</td>
<td>Las Olas I, II, V, VI Partnering in the AI Era: An Essential Shift from Value Chains to Business Ecosystems</td>
</tr>
<tr>
<td>9:00 a.m.</td>
<td>Session 202</td>
<td>Las Olas I, II, V, VI Celebrating the Alliance Excellence Awards Finalists</td>
</tr>
<tr>
<td>4:25 p.m.</td>
<td>Session 204</td>
<td>Las Olas III &amp; IV ASAP Roundtables</td>
</tr>
<tr>
<td>5:30 p.m.</td>
<td>Session 205</td>
<td>Las Olas I, II, V, VI Alliance &amp; Chapter Excellence Awards Ceremony</td>
</tr>
</tbody>
</table>

### Track 200: Plenary Sessions—ASAP Leadership Spotlights

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:25 p.m.</td>
<td>Leadership Spotlight #1</td>
<td>Las Olas I, II, V, VI The Living Heart Project: If We Work Together, Can We Build a Human Heart?</td>
</tr>
<tr>
<td>2:00 p.m.</td>
<td>Leadership Spotlight #2</td>
<td>Las Olas I, II, V, VI Building Your Growth IQ: Right Choices at the Right Time</td>
</tr>
<tr>
<td>2:50 p.m.</td>
<td>Leadership Spotlight #3</td>
<td>Las Olas I, II, V, VI Connect-Collaborate-Create: The Value of the Virtuous Cycle</td>
</tr>
<tr>
<td>3:30 p.m.</td>
<td>Leadership Spotlight #4</td>
<td>Las Olas I, II, V, VI Helping the US Government Move at the Speed of Startups through Emerging Technology Partnerships</td>
</tr>
</tbody>
</table>

### Track 300: Advancing the Partner Evolution

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:25 a.m.</td>
<td>Session 301</td>
<td>Las Olas I &amp; II Engaging the New Shadow Channel</td>
</tr>
<tr>
<td>11:25 a.m.</td>
<td>Session 302</td>
<td>Las Olas I &amp; II Engaging and Leveraging Your Sales Teams to Identify, Qualify, and Nurture New Potential Alliance Partners</td>
</tr>
<tr>
<td>3:25 p.m.</td>
<td>Session 303</td>
<td>Las Olas III &amp; IV Connecting Teams and Systems to Advance Channel Opportunities</td>
</tr>
</tbody>
</table>

### Track 400: Building Value Through Collaboration

<table>
<thead>
<tr>
<th>Session</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>401</td>
<td>Las Olas V &amp; VI Creating Successful Collaborations</td>
</tr>
<tr>
<td>402</td>
<td>Las Olas V &amp; VI Collaborative Behavior in Alliances: Analysis, Improvement, and Impact</td>
</tr>
</tbody>
</table>

### Track 500 | Transforming Alliance Programs

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>3:25 p.m.</td>
<td>Session 501</td>
<td>Las Olas I &amp; II A Technology Integrator’s Perspective on the Increasing Importance of Partnering and Alliances</td>
</tr>
<tr>
<td>3:25 p.m.</td>
<td>Session 502</td>
<td>Las Olas V &amp; VI Building a World-Class Partnering Capability in a Therapeutic Area-Focused Partnership Management Operating Model</td>
</tr>
</tbody>
</table>
## Overview of Sessions—Wednesday, March 13, 2019

### Track 500 | Transforming Alliance Programs

<table>
<thead>
<tr>
<th>8:15 a.m. - 9:05 a.m.</th>
<th>9:15 a.m. - 10:05 a.m.</th>
<th>10:25 a.m. - 11:55 a.m.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Las Olas I &amp; II</td>
<td>Las Olas I &amp; II</td>
<td>Las Olas I &amp; II</td>
</tr>
<tr>
<td>Session 503</td>
<td>Session 503</td>
<td>Session 503</td>
</tr>
</tbody>
</table>

### Track 600 | Professional Development Workshops

<table>
<thead>
<tr>
<th>10:25 a.m. - 11:55 a.m.</th>
<th>1:00 p.m. - 1:50 p.m.</th>
<th>2:00 p.m. - 2:50 p.m.</th>
<th>3:10 p.m. - 4:00 p.m.</th>
<th>4:10 p.m. - 5:00 p.m.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Las Olas I &amp; II</td>
<td>Las Olas I &amp; II</td>
<td>Las Olas I &amp; II</td>
<td>Las Olas I &amp; II</td>
<td>Las Olas I &amp; II</td>
</tr>
<tr>
<td>Session 601</td>
<td>Session 702</td>
<td>Session 602</td>
<td>Session 703</td>
<td>Session 801</td>
</tr>
<tr>
<td>Own Your Transformation: A Five-Point Agenda for Creating A Collaborative Leadership</td>
<td>Cool Runnings - The Road to Building New Alliance Capability</td>
<td>Agile Partnering for Speed and Innovation</td>
<td>Sailing the Global Seas of Alliance Best Practices</td>
<td>Building Partnering Capability Across the Organization: Applying the Partnering Capability Assessment Platform (PCAP) to Create Better Collaborations</td>
</tr>
</tbody>
</table>

### Track 700 | Partnering Methods Lead to Success

<table>
<thead>
<tr>
<th>1:00 p.m. - 1:50 p.m.</th>
<th>2:00 p.m. - 2:50 p.m.</th>
<th>3:10 p.m. - 4:00 p.m.</th>
<th>4:10 p.m. - 5:00 p.m.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Las Olas I &amp; II</td>
<td>Las Olas I &amp; II</td>
<td>Las Olas I &amp; II</td>
<td>Las Olas I &amp; II</td>
</tr>
<tr>
<td>Session 702</td>
<td>Session 703</td>
<td>Session 704</td>
<td>Session 801</td>
</tr>
<tr>
<td>Cool Runnings - The Road to Building New Alliance Capability</td>
<td>Agile Partnering for Speed and Innovation</td>
<td>Sailing the Global Seas of Alliance Best Practices</td>
<td>Building Partnering Capability Across the Organization: Applying the Partnering Capability Assessment Platform (PCAP) to Create Better Collaborations</td>
</tr>
</tbody>
</table>

### Track 800 | Evolving Best Practices

<table>
<thead>
<tr>
<th>Las Olas V &amp; VI Session 801</th>
<th>Las Olas III &amp; IV Session 802</th>
<th>Las Olas V &amp; VI Session 803</th>
<th>Las Olas V &amp; VI Session 804</th>
</tr>
</thead>
<tbody>
<tr>
<td>Managing the Transition from Partner to Competitor</td>
<td>Partnerships in Education: Challenges and Opportunities</td>
<td>Leveraging ISO 44001 Best Practices and Framework in a Real-World Alliance Scenario</td>
<td>Building Partnering Capability Across the Organization: Applying the Partnering Capability Assessment Platform (PCAP) to Create Better Collaborations</td>
</tr>
</tbody>
</table>

### Track 900 | Leveraging Alliance Frameworks

<table>
<thead>
<tr>
<th>Las Olas III &amp; IV Session 902</th>
<th>Las Olas V &amp; VI Session 903</th>
<th>Las Olas I &amp; II Session 904</th>
</tr>
</thead>
<tbody>
<tr>
<td>Launching a New Vaccine Company While Breaking Up a Twenty-Year Alliance</td>
<td>Transforming Partner Ecosystems to Be Adaptable, Responsive, and Impactful</td>
<td>Partnering with an 800-Pound Gorilla</td>
</tr>
</tbody>
</table>
Monday, March 11, 2019

NOTE: Additional fee is associated with pre-conference workshops (sessions 101 - 104); they are not included in the full-conference pass.

CA-AM (Certificate of Achievement - Alliance Management) Certification Exam Prep Workshop

Session 101
8:30 a.m. - 3:00 p.m. | Atlantic I
Facilitator and ASAP Education Provider Partner:
Lynda McDermott, CA-AM | President | EquiPro International, Ltd.

Do you want to validate and strengthen your alliance management expertise? Increase your alliance IQ and plan to attend this workshop as it explores and reinforces key alliance concepts that are covered in the CA-AM exam.

The knowledge exchange in this interactive professional development workshop will be strengthened by robust group discussion and case scenario analyses. The workshop will provide access to models, tools, and proven best practices that can be rapidly applied into your daily activities creating operating efficiencies that aim to improve results. This course will address the following topics: Alliance Life Cycle Framework, Strategic Rationale and Readiness, Alliance Selection, Alliance Execution, Planning and Organizing Skills, and Management and Leadership Skills.

Each participant will receive The ASAP Handbook of Alliance Management: A Practitioner’s Guide—considered “the bible of partnering practice.” Also included in the workshop fee is the online exam. The CA-AM prep workshop is a requirement for becoming certified.

“CA-AM training and certification provides a common language and a common set of processes and tools.”

— Mary Jo Struttman, CA-AM, Astellas

CSAP (Certified Strategic Alliance Professional) Exam Prep Workshop

Session 102
8:30 a.m. - 3:00 p.m. | Atlantic II
Facilitator and ASAP Education Provider Partner:
Ann E. Trampas, CSAP | Professional Development Practice Lead | Phoenix Consulting Group | Lecturer | University of Illinois – Chicago (UIC)

Are you ready to take your career to the next level through CSAP certification? Attend this workshop to advance your knowledge and skills not just as an alliance management professional but as an alliance leader. It’s time to distinguish yourself as one of the few who can say they have earned the highest-level professional certification available for a partnership professional.

Led by Ann Trampas an experienced CSAP-certified member and one of the lead curriculum developers, the workshop will include in-depth discussion with experienced alliance professionals from various industry verticals giving participants exposure to how they apply the alliance principles related to alliance strategy and partner selection.

Each module begins with a brief case scenario designed to spark conversation around key alliance management themes, reviews related concepts, and concludes with a summary of key takeaways. Based on the principles covered in The ASAP Handbook of Alliance Management: A Practitioner’s Guide, this interactive course will address the following areas covered in the CSAP exam: Alliance Strategy and Partner Selection; Alliance Formation Processes; Managing Alliances; Developing Organizational Alliance Skillsets; and Fostering Collaborative Organizational Mindsets. The CSAP Workshop bundle includes the workshop, exam, and complimentary copy of The ASAP Handbook of Alliance Management: A Practitioner’s Guide.

Improve your chances of passing by preparing through experiential learning and knowledge sharing with the experts in the profession.

“My CSAP certification is a way of ‘branding’ my alliance experience and expertise and it demonstrates a level of seriousness about my field that I believe is a differentiator for me.”

— Donna Peek, CSAP Vice President, Global Alliances, Genpact
Pre-Conference Workshops & Sessions | Track 100

Monday, March 11, 2019

NOTE: Additional fee is associated with pre-conference workshops (sessions 101 - 104); they are not included in the full-conference pass.

**Alliance Management 101: The Fundamentals of Alliance Management**

**Session 103**  
8:30 a.m. - 3:00 p.m. | Atlantic III  
**Facilitators:** David S. Thompson, CA-AM | Chief Alliance Officer | Eli Lilly and Company  
Kimberly Koch, CA-AM | Director | Eli Lilly and Company

This introductory course, intended for new or experienced alliance managers, is a distillation of Eli Lilly and Company’s century of business alliance experience, led by one of the most skilled alliance managers in the field - David S. Thompson, Chief Alliance Officer. This course will provide case studies, tools and techniques used to train alliance managers at Lilly. Upon completion of this non-industry-specific course, students will have working knowledge of key alliance management concepts and the three phases of the alliance lifecycle—start-up, steady state, and wind-down. Students who attend this course will have the opportunity to participate in a pre-session discussion and survey and will receive a set of battle-tested alliance management tools.

**Building Your Collaborative Business Model**

**Session 104**  
8:30 a.m. - 11:30 a.m. | Atlantic IV  
**Facilitators:** Ard-Pieter de Man, CSAP, PhD | Professor, School of Business and Economics | Vrije Universiteit Amsterdam  
Dave Luvison, CSAP, PhD | Executive in Residence, Sellinger School of Business and Management | Loyola University Maryland

Aligning partner interests is a core job for the alliance manager. The key to creating alignment is to develop a collaborative business model that ensures value creation and value capture for all partners involved. How solid is your alliance business model? This workshop discusses the three fundamental collaborative business models and helps to develop and diagnose the business models for your alliances. Guided through a step-by-step process of building business models, participants will apply these insights to their situations and learn to pay attention to main pitfalls in managing the business model. Participants will utilize practical checklists and concepts in this lively session that mixes working on assignments, group discussion, and feedback from peers. There will be immediate value for your alliances and alliance program.

Participants will walk away from this workshop with:
- Insight into the strength of alliance collaborative business models
- Points of improvement for your alliance business models
- Checklists and operational agendas for managing collaborative business models

**Next Gen Alliance Management: Mapping a TE-AM Road for Successful Alliances**

**Session 105**  
3:30 p.m. - 5:00 p.m. | Atlantic I  
**Facilitator and ASAP Education Provider Partner:** Lynda McDermott, CA-AM | President | EquiPro International, Ltd.

Complex multi-partners, academic and industry partnerships, and an increasing number of alliances and cross-industry collaborations continue to pursue new types of alliance relationships. These relationships increase the demand for an organization to strengthen its alliance management maturity level across the alliance portfolio. Alliance managers should be asking themselves: Are all alliance team members aligned with the company’s alliance investment strategy, alliance collaboration skills, and the lean and agile alliance best practices and processes?

In order to build a strong alliance team culture and community of practice across an organization, it is critical that all individuals who touch alliances as extended alliance team members to jointly assess your organization’s alliance capabilities and attractiveness as a “preferred collaboration/alliance partner”.

In this workshop, discover how ASAP’s in-house TE-AM Training, in combination with CA-AM certification, helps to assess and strengthen an organization’s capabilities to expand its alliance portfolio into new areas of value creation. The workshop will provide an overview of the extended alliance team offering, complete with a live demonstration of experiential tools and assessments that will help participants:
- Realize the importance of building a community practice that shares the same mind-set among the alliance team and those in cross-functional roles who work with alliance partners
- Identify ways to build bridges between alliance functions and areas within an organization such as business development, general counsel, marketing etc.
- Assess an organization’s capabilities to manage alliances in a lean and agile way
- Determine if an alliance team is operating and perceived to be a “preferred alliance partner”
- Recognize the critical skills required for the “next generation” alliance manager and extended alliance teams

NOTE: Additional fee is associated with pre-conference workshops (sessions 101 - 104); they are not included in the full-conference pass.
Monday, March 11, 2019

NOTE: Additional fee is associated with pre-conference workshops (sessions 101 - 104); they are not included in the full-conference pass.

Improving the Partnering Capability: From Self-Assessment to Action

Session 106
3:30 p.m. - 5:00 p.m. | Atlantic II

Speakers: Parth Amin, CSAP | Founding Principal of Alliance Dynamics | Member of US Delegation for ISO Collaborative Business Relationship Management

Erica Murphy, CA-AM | Consultant | Alliance Dynamics

Doctors have a standard assessment to check the health of patient. A mechanic has a standard assessment to check the ‘health’ of our car. Why is it that Alliance Managers do not have a standard assessment they can use to check the health of their organizations ability to partner? Well no need to wonder why anymore!

The Association of Strategic Alliance Professionals in collaboration with New Information Paradigms are proud to announce the Partner Capability Assessment Platform (PCAP) which has been derived from the ISO 44001 Business Collaboration Standard.

Come join us in this highly interactive workshop as we learn about the PCAP: Individual, Team, and Enterprise. In particular, this workshop will provide hands-on experience for Partnering Professionals by using the PCAP—Individual License—which is free for any individual—to help diagnose their organization’s ability to partner. Attendees will then employ the Plan, Do, Check, Act process to collaboratively derive an action plan for an identified area for improvement as indicated by the PCAP.

Note: This session is only for those attendees that are serious about improving their organization’s ability to partner!

Why Publish? Advancing Your Brand, Function and Career through Professional Journals

Session 107
3:30 p.m. - 5:00 p.m. | Atlantic III

Speakers: David S. Thompson, CSAP | Chief Alliance Officer | Eli Lilly and Company
Mark Dresen | Alliance Manager | Eli Lilly and Company
John W. DeWitt | Editor and Publisher | ASAP Media and Strategic Alliance magazines

Ever read Strategic Alliance Magazine and think “I could write a great article on that topic” or “our alliance team has a great success story others would learn from”? Why go through the significant effort of researching, writing and publishing your knowledge and experiences? Because publishing in professional journals like Strategic Alliance Monthly and Quarterly can provide a significant payoff for your company’s partnering reputation, your alliances, the alliance industry and your own career!

Since 2011, Eli Lilly and Company’s Office of Alliance Management has published more than two dozen articles in Strategic Alliance Magazine, Harvard Business Review, overseas textbooks, and other outlets. Beyond the professional prestige of publishing, Lilly and its alliance program have reaped numerous benefits from their efforts: using articles for internal and partner training to improve alliance efficiency, helping to shape and advance the alliance profession, and to build a reputation for partnering excellence inside and outside the pharmaceutical industry.

In this session, attendees will learn the following from a panel discussion and breakouts:

- Why and how your organization should make the commitment to publish in industry journals—the benefits for your company, your alliances, and yourself, as well as the overall alliance management community
- Insights gleaned from Lilly’s experience as a regular publisher of articles in industry journals— including how Lilly executives secured leadership buy-in for an effort that’s “not their day job” and streamlined its internal article approval process
- What makes a valuable professional journal article— how do you transform interesting ideas and experiences into a great article that your peers will want to read, along with other insights from
- Professional guidance on how to write for professional publications from John W. DeWitt, editor and publisher of ASAP Media and Strategic Alliance magazines. DeWitt has spent 35 years in content marketing and business writing, editing, and publishing, much of this time collaborating with executives and subject matter experts to develop business content on partnering and alliance management as well as other science, technology, and industry topics.
Conference Keynote

Partnering in the AI Era: An Essential Shift from Value Chains to Business Ecosystems

Session 201
8:45 a.m. - 9:30 a.m. | Las Olas I, II, V, VI
Tuesday, March 12, 2019

Bruce A. Anderson | General Manager, High-Tech/Electronics Industry | IBM

In today’s age of digital convergence, overwhelming change, and awe-inspiring technology, it is more important than ever to collaborate across business ecosystems in order to continually innovate and thrive. Artificial intelligence (AI)-enabled data platforms will fast become the orchestrators of business ecosystems, as industry moves from traditional value chains to more collaborative partnerships. Finding your role in emerging connected ecosystems is critical, requiring a refinement and expansion of partner and alliance business models. Connecting ecosystems, data, products, and services with integrated platforms also requires a rebalance of organizational investments.

How IBM approaches the healthcare industry is a prime example, where the Watson Health team treats clients as partners. In this session, you will gain insight on how IBM is deploying new partnership models to fit the changing needs and dynamics of today’s marketplace. How IBM participates, manages, and collaborates in new AI-enabled business ecosystems, and why it is so essential to shift from past business models, will be discussed.

Bruce Anderson, IBM’s General Manager for the High-Tech/Electronics Industry, is responsible for worldwide business across industry segments ranging from semiconductor and consumer electronics to network, office, industrial, and medical equipment. Bruce leads the IBM Electronics industry business strategy, key initiatives, and collaboration across all IBM brands and geographies. With more than 30 years helping companies solve their most critical business problems and issues, Bruce leads an IBM industry community of over 5,000 people. Bruce has a deep understanding of marketplace opportunities and challenges facing High-Tech companies, and consults extensively with senior executives as they strive to optimize and transform their organizations, operations, and business models. Prior to becoming the Global General Manager, Bruce was Vice President and Partner for IBM Global Business Services, where he led the Industrial Sector consulting practice focused on supply chain strategy, process re-engineering, and systems implementation.

Celebrating the Alliance Excellence Award Finalists

Session 202
9:30 a.m. - 10:00 a.m. | Las Olas I, II, V, VI
Tuesday, March 12, 2019

Presenters: Michael Leonetti, CSAP | President & CEO | ASAP
Ard-Pieter de Man, CSAP, PhD | Professor, School of Business and Economics | Vrije Universiteit Amsterdam

Join us as we celebrate each of the nine finalists for the ASAP Alliance Excellence Awards. This presentation will shine the spotlight on those exemplars of business collaboration—organizations that are forging the future of partnering.

The finalists are...

Akebia Therapeutics | Thermo Fisher Scientific
Merck & Co. | Sanofi Pasteur
Merck KGaA | Bristol-Myers Squibb
Novartis | Incyte
Red Hat
Science Applications International Corporation (SAIC)

Cambridge Assessment English

#ASAPSummit
ASAP Leadership Spotlights

Session 203
1:25 p.m. - 3:05 p.m. | Las Olas I, II, V, VI
Tuesday, March 12, 2019

The Living Heart Project: If We Work Together, Can We Build a Human Heart?
Steve Levine, PhD | Founder & Executive Director, Living Heart Project | Dassault Systèmes

In the US, someone has a heart attack every 34 seconds. The World Health Organization estimates that heart disease accounts for 18 million deaths, or one in three deaths, each year and represents the top burden on medical systems. Despite billions of research dollars, bringing new therapeutics to market is increasingly difficult and connecting new therapies precisely with the patients remains an unsolved challenge. What if a virtual replica of your heart could be created, imitating its unique electrical impulses, muscle fiber contractions, and abnormalities? Valuable insights on human heart function could accelerate breakthroughs delivered to clinical practice.

Dr. Levine will describe his methodology to unite the world’s leading cardiovascular researchers, medical industry innovators, regulatory agencies, and practicing cardiologists on a shared mission to develop accurate personalized digital human heart models. Today, more than 300 experts from more than 110 different organizations across 24 countries have contributed their unique expertise towards the development, commercialization and use of the Living Heart.

www.3ds.com/heart

Dr. Levine is the Founder and Executive Director of the Living Heart Project and Sr. Director of Life Sciences at Dassault Systèmes or 3DS. Previously, he served as Chief Strategy Officer of the SIMULIA brand from 2006 to 2013 which included development of an industry leading alliance ecosystem. In his current role, he is leading the development of medically accurate digital human models by coordinating global research and commercial medical communities toward common, shared goals. Steve is also responsible for incubating a healthcare startup community within the 3DEXPERIENCE Labs at 3DS and creating a marketplace of digital healthcare services. Steve holds a Ph.D. in Materials Engineering from Rutgers University and was elected as a Fellow in the American Institute for Medical and Biological Engineering (AIMBE) in 2015.

Building Your Growth IQ: Right Choices at the Right Time
Tiffani Bova | Global Customer Growth and Innovation Evangelist | Salesforce

There has never been a more disruptive time for business and partnerships. Cloud, mobile, social, big data and analytics are transforming how companies deliver their products and services. Customers demand a seamless experience, regardless of who makes the sale. Profitable and sustainable business growth is top of mind in and around all industries. Alliance managers must develop their “Growth IQ” to meet today’s business demands. Today, the capacity for making the right choice at the right time is imperative. Pulling from the 10 proven paths highlighted in her new book, Growth IQ, Tiffani Bova will present best practices and pivot points that can make or break your business. Takeaways include:

- What is “Growth IQ” and how is it important to today’s leadership
- How to avoid the mistake of relying on past strategies and imitating competitors
- The “Growth IQ” approach to partnering and coopetition

Tiffani Bova is author of the Wall Street Journal best seller Growth IQ: Get Smarter About the Choices that Will Make or Break Your Business. A noted influencer in Indirect Channels and Alliances, Customer Experience, Digital Transformation, the Future of Work, and Sales, Tiffani regularly contributes to Forbes, Harvard Business Review and Marketing Matters on Wharton Business Radio—SiriusXM and Huffington Post. Her podcast “What’s Next! with Tiffani Bova” became one of the top 100 business and marketing podcasts on iTunes in 2017, and won top Sales and Marketing Podcast by Top Sales Magazine. Tiffani was recently recognized as one of Inc. Magazine’s 37 Sales Experts.
Connect-Collaborate-Create: The Value of the Virtuous Cycle
Christine A. Carberry, CSAP | Chief Operating Officer | Keryx Biopharmaceuticals (formerly)

Is it a lack of time, resources, or ideas that holds back fulfilling the maximum value of alliances? Perhaps all these ingredients are available in abundance and what is lacking is the ability to connect the right ideas with the right resources at the right time. The concept is simple—find the right connections, collaborate on a common goal, and create value. Actually, executing against this simple concept is far from easy. In this session explore how to strengthen connections, improve collaboration, and increase value creation in alliances and beyond.

Christine Carberry is the Chief Operating Officer of Keryx Biopharmaceuticals. As part of the executive committee, she leads the technical operations, quality, regulatory, human resources, and program management functions. Prior to Keryx, Christine served as a Senior Vice President at FORUM Pharmaceuticals where she established program and alliance management while also leading technical operations and quality. During her 26 years with Biogen, she held positions in technical operations and spent her last 9 years leading program and alliance management for a portfolio of over 30 programs.

Helping the US Government Move at the Speed of Startups through Emerging Technology Partnerships
Charles Onstott | Chief Technology Officer | SAIC

A major trend in recent years occurring across the United States government is to find ways for rapid adoption of new technologies to support government missions. Not known as an early adopter, many parts of the government have been pushing for easier acquisition of new technology. SAIC enables government customers to move at the speed of startups through partnerships, people, processes, and technologies. One key is emerging technology partnerships. The government places many regulations that make it difficult for small businesses and startups to do business. SAIC, as a technology integrator, strives to help these emerging technology companies expand into government business. At the same time, these emerging companies bring valuable capabilities that benefit the government.

Emerging technology partnerships are similar to strategic alliances, but have some important differences. This presentation provides insight into SAIC’s emerging technology partnership engagement model and how these relationships are both similar to and different from typical strategic alliances. Lessons learned in establishing relationships with emerging technology companies and examples of what worked and did not work well will be discussed.

Charles is responsible for driving SAIC’s technology strategy which emphasizes development of solutions and strategic alliances across a broad portfolio of technology capabilities, including information technology, training and simulation, advanced analytics, hardware and platform integration, and logistics and supply chain. He oversees SAIC’s research and development, strategic alliances, product management capabilities, and the SAIC Fellows Program. During his 25 years in the technology industry, Charles has been a successful innovator and served in many capacities, including technical leadership, general management, and executive roles.
ASAP Roundtables
Session 204
4:25 p.m. – 5:15 p.m. | Las Olas III & IV
Tuesday, March 12, 2019
The concepts raised by this year’s ASAP Global Alliance Summit session leaders no doubt have piqued your interest for:
- More engagement with trending perspectives
- New collaborative business models
- Proven skillsets required for speed, agility, and partnering success in today’s collaborative ecosystems

Join the popular ASAP roundtable format to engage in facilitated discussions with your colleagues and explore the alliance topics that matter most to you. Discussions will be facilitated by distinguished ASAP members and thought leaders in the alliance management profession. Key takeaways will be shared post-conference through various ASAP Media outlets.

ASAP Alliance & Chapter Excellence Awards Ceremony
Session 205
5:30 p.m. – 6:00 p.m. | Las Olas I, II, V, VI
Tuesday, March 12, 2019
Presenters: Michael Leonetti, CSAP | President & CEO | ASAP
Ard-Pieter de Man, CSAP, PhD | Professor, School of Business and Economics | Vrije Universiteit Amsterdam
One of the highlights of the ASAP Global Alliance Summit is the announcement of the ASAP Alliance & Chapter Excellence Award winners. Learning from one’s peers about innovative, creative partnering and exceptional practices is one of the key benefits of the annual awards program. This year will be no exception, with a diverse line-up of nine finalists in four categories: Alliance Program Excellence, Innovative Best Alliance Practice, Individual Alliance Excellence, and Alliance for Corporate Social Responsibility. Find out which ASAP chapters have shined this year in the areas of best practices and programs. Join us as we recognize the people and teams, relationships, and approaches that foster collaborative culture and nurture collaborative engagements, for years or even decades.

Introducing Learning in Action™
Training Programs from The Rhythm of Business:

Don’t Miss Own Your Transformation: A Five-Point Agenda for Empowering Collaborative Leadership, Session 601, an interactive workshop led by Jan Twombly, CSAP, and Jeff Shuman, CSAP, PhD

The Rhythm of Business
+1 617.965.4777 | rhythmofbusiness.com
Engaging the New Shadow Channel

Session 301
10:25 a.m. - 11:15 a.m. | Las Olas I & II
Tuesday, March 12, 2019

Speaker: Jay McBain | Principal Analyst Channels & Alliances | Forrester Research

The shift in technology buying trends favoring line-of-business leaders is having a significant impact on traditional partnering, reselling, and value-added services. With business buyers now leading or influencing 65 percent of new technology projects, partner business models that were built around product sales are struggling to stay relevant. Business leaders do not have the patience for generalists who are learning on the go and will pay more for specialty firms that have demonstrated success in the same or similar contexts.

Join this session to look at the future of channels, partnerships, and alliances, with guidance on how to:

- Assess current partners’ influence on these new buyers
- Understand new shadow channels’ impact on the buying journey
- Determine new channel program structures and recruitment personas
- Expand B2B sales and marketing strategy beyond traditional audiences

Connecting Teams and Systems to Advance Channel Opportunities

Session 303
3:25 p.m. - 4:15 p.m. | Las Olas III & IV
Tuesday, March 12, 2019

Speakers: Jimmy Hwang | Principal Manager, Alliance Partner Programs | National Instruments
Penny Wright, CA-AM | Global Channel Enablement Manager | National Instruments

The sales team has leads and wants to integrate partners into its opportunity pipeline. The partners want to collaborate on their own opportunities. As program management, how can both goals be enabled when the strategy, lead/opportunity sharing model, and systems are antiquated? Without a clearly defined go-to-market plan that includes partners as part of the offerings, it won’t go far. Even if there is a clear plan, it still takes money, resources, and alignment to work around the constraints, regardless of all the available out-of-the-box solutions. What can be done to continue to move the business needle?

In this interactive session, learn how the National Instruments Partner Program team established workarounds to some of the alignment and system constraints, and how the team is evolving partner and seller collaboration earlier in the buyer’s journey to win business.

Topics include:

- Partner integration into the go-to-marketing strategy
- Speaking the same sales “language”
- Getting out of the inbox and multiple spreadsheets
- Connecting partner relationship management and Salesforce.com
- Establishing engagement and treatment strategies
- What’s working and the roadmap to the future state
Session Descriptions | Track 400

Building Value Through Collaboration

Creating Successful Collaborations

**Session 401**  
10:25 a.m. - 11:15 a.m. | Las Olas V & VI  
**Tuesday, March 12, 2019**

**Speakers:**  
Krishnan Viswanadhan | Vice President Business Development and Global Alliances | Celgene

Samy Tadros | Senior Director, Business Development and Global Alliances | Celgene

Celgene has a strong, longstanding focus on innovation to develop truly beneficial, novel treatments to treat patients for whom few options are currently available. Innovation is not easy and requires commitment of resources—both human and financial—and focus on scientific and operational excellence. As products increase in both their complexity and their precision, intense support early in the development process is critical.

The alliance management function is critical for maximizing value and creating successful collaborations. For over ten years, Celgene’s distributed research model has included a diverse set of partnerships, including currently more than 50 active biotech, large pharma, and academic collaborations. Partnership structures are also diverse, including options to acquire, license, or co-development/co-promotion agreements.

A qualitative review was conducted to better understand what makes successful collaborations. A set of themes evolved that supported successful collaborations. These themes included three areas of focus: people, deal structure, and alignment.

This session will discuss collaboration best practices to consider for business development and alliance management functions:

- Perspectives on people, deal structure, and alignment associated with successful collaborations
- Lessons learned from the qualitative review process
- Recommendations in creating successful collaborations

Collaborative Behavior in Alliances: Analysis, Improvement, and Impact

**Session 402**  
11:25 a.m. - 12:15 p.m. | Las Olas V & VI  
**Tuesday, March 12, 2019**

**Speakers:**  
Steve Courtney, PhD | Senior Vice President, Global Alliance Management | Evotec AG

Christoph Huwe, CSAP, PhD | Strategic Alliance Manager Therapeutics | Bayer AG Pharmaceuticals

In spite of a detailed pre-alliance analysis and a well-prepared launch phase, teams with a relatively low alliance capability level might initially miss both partnership goals and operational goals.

Based on the success of the first alliance between Bayer and Evotec (ASAP Alliance Excellence Award Finalist 2017), a second alliance in another research area was initiated with different sites and teams involved. An analysis revealed a comparably low alliance capability level. As a result, additional steps were taken in advance to prepare the organizations before the kick-off. Nevertheless, early survey results indicated suboptimal trust and collaborative behavior among the alliance teams. Moreover, during the first full year the operational alliance goals were missed. As a consequence, alliance management implemented several measures that contributed to a significant improvement of the collaborative behavior among the teams, enabling them to reach the operational alliance goals during the second year.

In this joint session the presenters will demonstrate:

- How alliance management can help to improve the collaboration among teams
- Analyzing the current level of collaborative behavior early in the alliance
- Implementing actions resulting in measurable alliance performance improvement
Building Value Through Collaboration

Racing to Evolve Clinical Trial Collaboration—Exploratory Combination Study to Global Collaboration

Session 403
9:15 a.m. - 10:05 a.m. | Las Olas V & VI
Wednesday, March 13, 2019

Speakers: Lawana Dumas, CA-AM | Director, Strategic Alliances | Merck and Co.
Brent Harvey, CA-AM | Director Alliance Management and M&A Integration | Eli Lilly and Company

Have you been involved in an alliance that needed to change direction nearly instantly?

The request comes in for “lite” alliance management support of a small joint development committee on a phase two oncology clinical trial combination collaboration. Over time the deal expands to multiple molecules and multiple tumor types. Then, game changing data on the first study’s phase two reads out. Suddenly, the teams need to pivot to be in a position to make the combination therapy available to patients as quickly as possible, moving with the speed of an Indy 500 pit crew on race day!

The session will include a presentation and interactive discussions where participants will engage in candid dialogue with subject matter experts and professional colleagues, sharing solutions that are grounded in real alliance-based experiences.

The presenters will focus on lessons learned and opportunities for alliance management to add value in this fast-paced environment, leading to critically important achievements for the benefit of patients.

Key takeaways will include:
- What challenges alliance management encountered
- How alliance management contributed to identification and creation of collaboration models to accommodate growth
- What key lessons were learned

Building Value Through Collaboration
Transforming Alliance Programs

A Technology Integrator’s Perspective on the Increasing Importance of Partnering and Alliances

**Session 501**
3:25 p.m. - 4:15 p.m. | Las Olas I & II
*Tuesday, March 12, 2019*

**Speakers:** Coby Halloway | Vice President, Enterprise IT Solutions Technology Group | Science Applications International Corporation (SAIC)
Charles Onstott | Chief Technology Officer | Science Applications International Corporation (SAIC)

It is a common business practice for alliance building to contribute in significant ways to overall corporate strategy. What may not be as well-known is that typical system/technology integrator companies have not taken a proactive role in leveraging their partner relationships. In this session, follow this technology integrator’s journey into the establishment and integration of the alliance management function into its corporate operations and strategy.

SAIC is a premier technology integrator providing full life cycle services and solutions in the technical, engineering, intelligence, and enterprise information technology markets. SAIC provides systems engineering and integration offerings for large, complex projects.

Discussion topics will include the importance of:
- Establishing an alliance management function and its value to the senior executive team in supporting corporate strategy
- Placing increasing reliance on the alliance management role in the system/technology integrator community
- Identifying metrics that provide the most value to stakeholders in measuring alliance success

Building a World-Class Partnering Capability in a Therapeutic Area-Focused Partnership Management Operating Model

**Session 502**
3:25 p.m. - 4:15 p.m. | Las Olas V & VI
*Tuesday, March 12, 2019*

**Speakers:** Mojgan Hossein-Nia, PhD | Vice President, Head R&D Partnership Office | Takeda
Donna Taneja, PhD | Head CoE Relationship Management | Takeda
Co-presented with: Sara Keen | Principal | Vantage Partners

Takeda has undergone a transformation of its research and development (R&D) organization. Key elements include a strategic, deep focus in fewer therapeutic areas and a culture that embraces innovation through external collaborations as a core value. The R&D Partnership Office was created with the remit to build a partnering capability in support of the externally-focused R&D organization. The challenge was to build a capability that would be applicable to a high number of partnerships of varying complexity and types, where both full-time and part-time alliance managers are decentralized and embedded within the therapeutic areas.

The requisite was to foster partnering excellence not only by enhancing the competency of individual alliance managers, but by cultivating an overarching organizational awareness, capability, and mindset.

This session will share the approach taken to address these challenges, the output of that approach, and the plan to evolve the methodology based on learnings after implementation.

Key takeaways from the discussion will be:
- Process—how the approach was defined, who was involved, and how buy-in was obtained across the organization in an effort to align an R&D-wide approach to managing partnerships
- Output—partnerships playbook and training, along with other capability-building mechanisms such as partnering competence skill-building and community connectivity
- Evolution—hear the success stories, learn where efforts overcame common organizational challenges, and focus for the future

Creating and Implementing a Digital Partnering Strategy

**Session 503**
8:15 a.m. - 9:05 a.m. | Las Olas I & II
*Wednesday, March 13, 2019*

**Speaker:** Ben Siddall | Partner | Vantage Partners

From clinical trial support, to “beyond the pill” solutions, to patient and provider engagement, “digital” has never had more implications across the life sciences industry. While calls to embrace digital are increasingly ubiquitous, defining what “digital” means, forming a coherent, enterprise-wide digital strategy, and launching and successfully managing individual digital relationships are often challenging.

In this session, the presenter will examine the meaning of “digital” and lead interactive discussions around:
- Creating a digital strategy
- Enabling the success of a digital strategy across an organization
- The implications of a digital strategy on alliance management
Professional Development Workshops

Own Your Transformation: A Five-Point Agenda for Empowering Collaborative Leadership

**Session 601**
10:25 a.m. - 11:55 a.m. | Las Olas I & II
**Wednesday, March 13, 2019**

**Facilitators:** Jeff Shuman, CSAP, PhD | Principal | *The Rhythm of Business*
Jan Twombly, CSAP | Principal | *The Rhythm of Business*

Be it MedTech, InfoTech, or FinTech, Technology + Partnering together are rewiring organizations, reshaping cultures—and redefining what it means to be a leader. The evidence is mounting: the more collaborative an organization, the better it is able to profit from the customer-in-business model transformation that is enabled by advances in technology and science. Alliance and partnering professionals should be the tip of the spear, leading their companies to a more collaborative way of working. Getting there is often an upstream battle against organizational culture, structure, and ways of working.

This interactive workshop guides participants in creating a five-point agenda for empowering collaborative leadership. Collectively, workshop participants will define the barriers to collaboration at individual, team, and organizational levels and identify ways to overcome them. Participants will examine the elements of a leadership system that embeds collaboration in how work is done and define steps that can either direct or influence an organization in the right direction. Armed with data, stories, and practical, value-creating actions that inform an agenda, this workshop will help build a roadmap for:

- Overcoming organizational barriers, inertia, and old ways of leading
- Driving collaboration top-to-bottom, end-to-end across the organization and ecosystem
- Amplifying the ability to develop and test partnering ideas that upend traditional business models, replacing them with outcomes-based models
**Alliance Operating Principals: Foundation for Trust and Collaboration**

**Session 602**
10:25 a.m. - 11:55 a.m. | Las Olas V & VI

Wednesday, March 13, 2019

**Facilitator:** Dave Luvison, CSAP, PhD | Sellinger School of Business and Management | Loyola University Maryland

Operating principles, the governing concepts that guide alliance operation, are critical to the creation of successful alliances because they set the foundation for clearer understanding of mutual intentions and development of trust between partners. However, all too often organizations focus on their desired business outcomes instead of first agreeing upon the principles by which they will work together. This can result in fundamental misunderstandings that complicate coordination and lead to unproductive conflict down the road.

In this session we explore the types of operating principles that organizations should develop during the early stages of their alliance lifecycle, as well as some of the challenges in implementing them. This interactive session will allow learning from other organizations about how to:

- Identify the most important operating principles to put in place
- Mutually negotiate with a partner to establish and maintain trust
- Engage operating principles to define common values and behavior guidelines

Next, a group of supply chain alliance executives will conduct a panel discussion focusing on supply chain alliance best practices and how these executives are bringing professional standards and alliance education to their supply chain teams. Finally, the session will conclude with roundtable discussions that will focus on the benefits of a collaborative supply chain.

Session participants will hear directly from today’s supply chain alliance thought leaders, executive practitioners, and peers. Additional takeaways include:

- Frameworks for senior executives to see their supply chain as a strategic asset and how to transform that asset into an engine to create and capture value, deliver that value to the bottom line, and improve customer experience
- Recommendations for investments, human/intellectual assets, and approaches focused on collaboration and strategic alignment to address the speed, complexity, integration, and flexibility required to gain and sustain competitive advantage
- A series of best practices from practitioners that have been battle tested and proven to deliver strategic and operational benefits

---

**Strategic Supply Chain Alliances**

**Session 603**
10:25 a.m. - 11:55 a.m. | Las Olas III & IV

Wednesday, March 13, 2019

**Facilitators:**
- Bob Kanuga, CA-AM | Vice President, Global Supply Business Development | Merck & Co.
- Robert Porter Lynch, CA-AM | President | The Warren Company
- Steve Rogers | Executive Adjunct Professor | Xavier University

This multi-dimensional workshop will feature presentations from thought leaders and supply chain alliance executives. To open the session, an experienced supply chain executive and academic will present on the topic of “The Supply Chain as a Strategic Asset, Forces Driving Change, and Why Alliances Will Matter.”
Partnering Methods Lead to Success

Ecosystem Management versus Alliance Management: What’s the Difference?

**Session 701**
8:15 a.m. - 9:05 a.m. | Las Olas V & VI
Wednesday, March 13, 2019

**Moderator:** Ard-Pieter de Man, CSAP, PhD | Professor, School of Business and Economics | Vrije Universiteit Amsterdam

**Panelists:**
Harm-Jan Borgeld, CSAP, PhD | Head Alliance Management | Merck KGaA

Alexander J. Price | Group Vice President, Global Alliances, Channel and Technology Ecosystem Strategy | JDA Software

Sally Wang | Group Vice President, Global Alliances and Partnerships | International SOS

The term ecosystem has gained popularity rapidly. However, alliance leaders use the word in different meanings. Some see ecosystems as all the alliance partners for their company. Others relate ecosystems to specific collaborative innovations. And again, others think about ecosystems around online platforms. In each of these ecosystem types, the role of the ecosystem/alliance manager will be different.

In this session, this cross-industry, senior executive panel will clarify what role ecosystems play in their company. They will pay special attention to the question of how ecosystem managers are different from alliance managers. The discussion will focus on new roles, capabilities, and tools for ecosystem management. What are the new skills managers require in ecosystems? Can any alliance manager become an ecosystem manager? Also, will some alliance best practices lose their relevance in ecosystems—if any?

**Key insights from this panel session relate to:**
- Differences between ecosystem management and alliance management
- New skills and capabilities for ecosystem managers
- Expected developments in ecosystem management in the near future

Cool Runnings - The Road to Building New Alliance Capability

**Session 702**
1:00 p.m. - 1:50 p.m. | Las Olas I & II
Wednesday, March 13, 2019

**Speakers:**
Donna Peek, CSAP | Vice President, Global Alliances | Genpact

Scott Van Valkenburgh, CSAP | Vice President, Global Alliances Leader | Genpact

Managing alliance capability in today’s disruptive times is challenging for any organization. Building a brand new alliance function in a $3 billion services company with 80,000 employees is both highly disruptive and challenging!

In this session with two alliance veterans, hear how a blueprint was developed for Genpact’s alliance organization. Come away armed with the tools, strategies, and approaches for building a new alliance or enhancing current capabilities.

**Key takeaways from this session:**
- Strategies for engaging product owners on a partnering strategy and making buy/build/ally decisions
- How to socialize the need for change and establish the foundation for building an alliance culture
- Techniques and tools for managing the sales engagement process and enabling the sales team for partnering
- Establishing the “plumbing” for a scalable alliance function
- Navigating the culture
Partnersing Methods Lead to Success

Agile Partnering for Speed and Innovation

Session 703
2:00 p.m. - 2:50 p.m. | Las Olas I & II
Wednesday, March 13, 2019

Speakers: Laura Powers | CEO | Radtac U.S.
Norma Watenpaugh, CSAP | CEO & Founding Principal | Phoenix Consulting Group

It’s no secret that today’s business environment is in a period of business transformation and disruption. How are companies responding? According to the latest IBM 2018 C-suite study, the highest performing companies are meeting the challenge by forming new business ecosystems that enable them to be responsive to change and to implement digital strategies. They also are addressing cultural challenges to embrace speed, agility, and change in order to collaborate effectively within those ecosystems.

This requires a new way of partnering. It’s no longer possible to spend six months of business planning before launching, or to engage in a 100-page contract negotiation. That approach will result in the nimbler players gaining first mover advantage and it won’t be you.

A faster, more responsive, more customer-centric approach is needed. In a word: Agile.

In this session, you will learn how to:

- Reap the benefits of applying agile methods to partnering through faster time-to-market, creating customer value, and reducing end-to-end risk
- Build small, cross-functional, empowered teams
- Promote team engagement and end-to-end team alignment
- Adapt the four values and twelve principles of agile partnering to your circumstances
- Apply the experience of an agile partnering case example involving ASAP and New Information Paradigms in developing the Partner Capability Assessment Platform (PCAP)

Sailing the Global Seas of Alliance Best Practices

Session 704
3:10 p.m. - 4:00 p.m. | Las Olas I & II
Wednesday, March 13, 2019

Moderator: Debbie Clasen, CSAP | Global Ecosystem Partner Development Executive | Cisco

Panelists: Wael Abu El Magd, CA-AM | Alliance Manager - Gulf Region | MSD
Ken Mullins, CSAP | Head of Business Development | Image Holders
Andrew Yeomans, CSAP | Global Director Alliance Management | EMD Serono

Companywide alliance programs that employ best practices are known to generate value and foster collaboration. However, when an alliance program spans the globe, can it be applicable and effective across geographies and cultures? What should be adapted for local customs, politics, business models, and other unique factors?

Alliance managers understand that, when growing local partners—regardless of industry—supporting global practices and operations requires flexible navigation and an open mind at the helm.

Bring your experiences and join the discussion with this panel of ASAP-certified alliance professionals as they present what can be encountered when managing alliances globally and locally. If you are considering taking your alliance to the global level or into a new geography, this discussion will provide valuable insight.

Join the session and map out a course for global alliance smooth sailing, discussing topics such as:

- Is there a benefit for a corporate alliance program or center of excellence?
- Can and should best practices be adapted locally to manage the partnership?
- What are some fundamental factors to realizing the potential of alliance business across the globe?
- What nuances need to be considered when expanding an alliance from one geography to another?
Evolving Best Practices

Managing the Transition from Partner to Competitor

Session 801
1:00 p.m. - 1:50 p.m. | Las Olas V & VI
Wednesday, March 13, 2019

Speakers: Jim Luna, CA-AM | Managing Director, Alliances & Business Development | Citrix
Bernie Hannon, CSAP | Senior Director Strategic Alliances | Citrix

Evidence of co-opetition is seen more than ever in today’s market environment. The rapid pace of innovation, coupled with mergers and acquisitions (M&A’s), can quickly turn companies with longstanding, strong alliances into competitors, seemingly overnight. Some respond by moving on and developing new partnerships while others work to evolve the alliance into one that finds win-win scenarios to pursue. Whether to remain partners and agree to cooperate in some areas while competing in others or to walk away altogether is a crucial step in the evolution of nearly any strategic alliance. In this session, participants will gain insight into how to approach the process of determining the best option by conducting a competitive strategy assessment using real-world examples. The assessment will include creating a “war room”, conducting a SWOT (strengths, weaknesses, opportunities and threats) analysis, and utilizing a blueprint for creating and executing a strategy to transition from partner to competitor.

Participant takeaways:

- Two real-world examples of alliances that transitioned from partner to competitor and how the scenarios have played themselves out
- Understand how to use competitive assessment tools and processes to develop a response strategy
- Learn how to put a strategy into action, including gaining consensus, overcoming internal and external obstacles, and assessing and responding to outcome scenarios as they occur

Partnerships in Education: Challenges and Opportunities

Session 802
2:00 p.m. - 2:50 p.m. | Las Olas III & IV
Wednesday, March 13, 2019

Speakers: Aya Aker, CA-AM | Partnerships Development Manager | Cambridge Assessment
Chloe Shaw, CA-AM | Partnerships Strategy Manager | Cambridge Assessment

How can a 150-year-old institution, with deeply rooted traditions and structures, keep up with the ever-changing trends in business and technology? Cambridge Assessment, part of the University of Cambridge, was established in 1858. Today it is an international exams group that designs and delivers exams to over eight million learners every year. Cambridge Assessment and Speexx worked together to create high-standard English language training and assessment for the corporate sector that is virtual and customizable to individual needs. By partnering with a small, world-leading agile edtech company, Speexx, this institution was able to keep its traditional character in addition to meeting the evolving market needs of learners.

This union of two considerably different types of organizations doesn’t come without its own challenges. This session will look at the cultural, organizational, and operational issues that were drowning the partnership, and how an alliance framework was implemented to save the alliance and create a solid foundation for bigger opportunities.

Come along to this interactive session with your open minds, questions, and critiques to:

- Gain insight on the driving forces for partnerships in the education industry
- Hear differing perspectives on the partnership
- Discuss the challenges and opportunities of partnering with different types of organizations
Evolution Best Practices

Leveraging ISO 44001 Best Practices and Framework in a Real-World Alliance Scenario

Session 803
3:10 p.m. – 4:00 p.m. | Las Olas V & VI
Wednesday, March 13, 2019

Speakers: Doug Barta | Chief Information Officer | PAREXEL
Ken Coppins | President & CEO | collabtogrow, inc.

The ISO 44001 Collaboration Business Relationship Framework outlines and suggests standardized processes and techniques to effectively manage and control collaborative relationships among alliances and in partner ecosystems. Understanding the intricacies of ISO 44001 can be complicated. PAREXEL took the challenge and applied some of the best practices defined in the ISO 44001 to a newly formed alliance with Microsoft.

This interactive session will outline the specific areas where ISO 44001 segments and processes were implemented and applied to manage PAREXEL’s complex technology relationship. PAREXEL will share the challenges faced in navigating the ISO 44001 methodology, including outlining the deliverables produced and how they were used to establish, organize, and manage the many facets of the partnership. Learn about which ISO 44001 segments and processes were applied in the operations and governance of this complicated alliance.

Participants are encouraged to share experiences in applying the ISO 44001 framework in their own partnerships. Primary takeaways include:

- Providing insight into the relevant and most impactful concepts and best practices contained in the ISO 44001 framework
- Identifying the challenges PAREXEL faced in interpreting and applying the ISO 44001 concepts and processes
- Interpreting ISO 44001 collaboration concepts into proven alliance management best practices, such as a balanced scorecard and program management techniques and tools

Building Partnering Capability across the Organization: Applying the Partnering Capability Assessment Platform (PCAP) to Create Better Collaborations

Session 804
4:10 p.m. – 5:00 p.m. | Las Olas V & VI
Wednesday, March 13, 2019

Moderator: Parth Amin, CSAP | Founding Principal | Alliance Dynamics

Panelists: Bernie Hannon, CSAP | Senior Director Strategic Alliances | Citrix
Leona Kral, CSAP | Senior Manager, Mobile Computing Partnerships | Verizon Wireless
Steve Twait, CSAP | Vice President, Alliance Management and Integration Management (AIM) | AstraZeneca

However skilled alliance managers may be in managing business relationships, many continue to struggle when their organization’s partnering capability is subpar. It’s not because they did not want to implement improvements, but they did not have an effective tool for diagnosis and re-assessment—until now. The Association of Strategic Alliance Professionals, in collaboration with New Information Paradigms, has developed the Partner Capability Assessment Platform (PCAP), derived from the ISO 44001 Business Collaboration Standard and the ASAP Handbook of Alliance Management: A Practitioner’s Guide.

Join this highly interactive discussion with cross-industry panelists who will share experiences in using the PCAP Multi-User Option to engage their organizations in providing input and driving change.

- Hear firsthand about the positive impact this platform has provided for organizations that want to improve partnering capabilities
- Understand why organizations from across industries find value in this tool
- Learn how a standards-based assessment (ISO 44001) raises the bar for better partnering
Five Critical Dimensions Where Alliances Add Value

Session 901
9:15 a.m. - 10:05 a.m. | Las Olas I & II
Wednesday, March 13, 2019

Speakers: Attis Bouillon | Director of Software Partner Sales | Intel
Amit Sinha | Co-Founder & Customer Success Officer | WorkSpan

The C-suite often asks this question of alliance leaders: “How do strategic alliances add value to the business?” Even seasoned alliance leaders are challenged to answer this question—and when they do, the response is often one-dimensional, focusing solely on revenue growth. In reality, alliances drive value on five critical dimensions that can be accurately measured and articulated for the business. These five value indicators measure how alliances grow revenue contribution, grow mindshare, drive innovation, accelerate time-to-market, and boost market expansion.

Join this interactive session to hear more about:
- The five value indicators
- Measuring for a multi-dimensional response
- How to demonstrably prove alliances positively impact the business

Launching a New Vaccine Company While Breaking Up a Twenty-Year Alliance

Session 902
1:00 p.m. - 1:50 p.m. | Las Olas III & IV
Wednesday, March 13, 2019

Speakers: Jean-Philippe Proust | Head of Business Development | Sanofi Pasteur
Chris Scirrotto, CA-AM | Senior Director, Alliance Management, Strategy and Business Development | Sanofi Pasteur
Eric Skjeveland, CA-AM | Director, Alliance Commercial Operations | Merck Global Vaccines

Creating a new partnership or terminating a longstanding joint venture is a complex and significant event for any company. Undertaking both transactions simultaneously, with the same partner, will certainly challenge any team’s perseverance, resilience, and diplomacy.

This session highlights the journey of creating MCM Vaccine B.V. (“MCM EU”), a new vaccine company (registered as a pharmaceutical establishment) that is a 50/50 joint partnership between Merck Global Vaccines and Sanofi Pasteur. The MCM EU creation came at a challenging time when Merck and Sanofi Pasteur were terminating a longstanding alliance in Europe, but together had to build a new joint venture from the ground up in a short six months’ timeframe in order to commercialize a newly licensed, co-developed vaccine.

The presenters will discuss several factors important to the new joint venture’s success:
- Aligning a shared vision and clear objectives
- Building a solid foundation of trust quickly and early by involving highly skilled leaders in a partnership environment
- Establishing an effective and efficient governance framework with clear and simplified operating principles, decision making, empowerment and escalation procedures
- Ensuring senior leaders are involved beyond the joint steering committee level
- Establishing and maintaining a robust firewall at Sanofi Pasteur to enable operating as a partner in the new partnership, while continuing to operate independently with a competing vaccine and in compliance with competition laws.

Participant takeaways:
- Real-world examples of competitors working together for common goals
- Creating a collaborative partnership culture despite organizational differences, using transversal leadership skills
- Effectively using alliance health checks to create actionable changes
Transforming Partner Ecosystems to Be Adaptable, Responsive, and Impactful

**Session 903**
2:00 p.m. - 2:50 p.m. | Las Olas V & VI

**Wednesday, March 13, 2019**

**Speakers:** Samantha Foster | Senior Director, Business & Market Development | Citrix
Inna Powell, CA-AM | Senior Manager, Global Partner Strategy, Alliances & Channels | ServiceNow

Driven by changing market conditions, introduction of new products and solutions, or by redefinition of the company, change is a constant. It is certain that companies and industries will constantly transform and that your company’s business is moving more rapidly this year and ideally will continue to hasten.

Over the last decade, customer service experience has been drastically transformed by Uber and Amazon, for example. Outside the workplace, consumers have come to expect personalized and simple experiences with processes delivered quickly and easily for what is needed. These experiences continue to shape the expectations of today’s workforce, leading partners to assume the same easily approachable level of service at work as they receive as consumers. In 2018, there was a turning point, and critical considerations needed to be made for any organization looking to attract and retain both customers and partners.

How do you continually transform your partner ecosystem to support your existing partnerships and build new ones, predict changes, and plan for the future?

In this session hear how Citrix and ServiceNow—each company with unique drivers for its transformation—told remarkably similar journeys to:

- Focus on strategic transformation
- Build adaptable, responsive, and impactful partner ecosystems and organizations
- Improve partner experience

Partnering with an 800-Pound Gorilla

**Session 904**
4:10 p.m. - 5:00 p.m. | Las Olas I & II

**Wednesday, March 13, 2019**

**Speakers:** Joe Schramm | Vice President Strategic Alliances | BeyondTrust
Morgan Wheaton, CA-AM | Senior Director, Microsoft Alliance | JDA Software

For a smaller company, entering into an alliance with a Big Four consulting firm or one of the largest technology titans, Microsoft, can be very advantageous. In a short period of time the partnership can increase your global market reach, accelerate enterprise sales, and gain industry credibility.

However, it isn’t all a bed of roses. Courting and engaging a partner that is substantially larger than your own company can be a process that is fraught with peril. Substantial resources and adapting to a different culture and way of doing business often are required. New issues and problems can crop up that have never been faced before in managing an alliance.

Join two alliance leaders that have tamed their own 800-pound gorillas as they discuss:

- Partnering with a Big Four consulting firm and the largest software company in the world
- Paths taken and the pitfalls to avoid
- Living to tell the tale
The Alliance Management Resource Center

The following organizations tailor their services to support the alliance management community. We encourage you to take time to find out more about them during the conference. The Alliance Management Resource Center is within the Las Olas Foyer along with the conference registration and information desk.

**ASAP Membership**

ASAP the go-to community for alliance and partnership success dedicated to the formation, implementation, and transformation of alliances, collaborations and business partnerships. Known its tools and resources, education and professional development, and the community of networking offered to its members to properly manage partnerships from initiation through closure. Membership represents a number of industries including high tech, biopharma, finance, oil and energy, non-profit and academia, and consumer services to name a few.

**ASAP Professional Development**

The ASAP Professional Development offers individuals the opportunity to demonstrate a mastery of alliance management skills and the ability to manage collaborative business relationships. There are two levels of certification the Certification of Achievement-Alliance Management (CA-AM) and Certified Strategic Alliance Professional (CSAP). A variety of exam preparation options are available from workshops, virtual training, customized webinars, and self-study.

**The Rhythm of Business**

Visit us in the AMRC and schedule a free private consultation on building speed and agility into your partnering practices by acting like a startup. Hear about new Learning in Action™ training programs that apply our pioneering mix of entrepreneurial thinking, collaboration, and alliance management to drive Partnering + Technology outcomes. Pick up our latest publications, including A Five-Point Agenda for Creating a Collaborative Leadership System for a Digital World. Learn about our comprehensive consulting and assessment services, including SMART Partnering™, our transformational, end-to-end solution for collaborative leadership and execution from The Rhythm of Business and Alliancesphere. Visit us anytime at rhythmofbusiness.com.

**Vantage Partners**

Vantage Partners is a consulting and training firm that helps companies innovate more quickly, execute with greater discipline, and collaborate more effectively, for sustained impact and growth. To learn more about Vantage Partners work with alliances or to access our online library of insights, please visit www.vantagepartners.com

**WorkSpan**

WorkSpan is the only Ecosystem Cloud, where alliance leaders build-with, market-with & sell-with their software, hardware, OEM, system integrator, service, cloud, & channel partners. WorkSpan makes it easy to work across partner types and partner tiers to grow ecosystem value by driving joint revenue, entering new markets, accelerating time-to-market, innovating on new solutions to meet shared customer needs and developing trust across company boundaries. WorkSpan is a privately held company backed by Mayfield and is growing its network of global enterprise customers including SAP, Cisco, Microsoft, Accenture, VMware, Fujitsu, and Lenovo. www.WorkSpan.com
Parth Amin, CSAP
Founding Principal | Alliance Dynamics

Session 106
Improving the Partnering Capability: From Self-Assessment to Action

Parth Amin is a partnerships development manager, responsible for development and management of strategic partnerships for Cambridge Assessment English. He has experience managing international and academic alliances since 2010. She is a member of the Association of Strategic Alliance Professionals (ASAP), and achieved an MA from the University of Southampton, a BSc from the University of Toronto, as well as a Level 5 NVQ Diploma in Project Management from the University of Westminster. As a goal-oriented creative thinker, Aya is able to take collaborative ideas and turn them into actionable partnership objectives. Due to her determination, influence, and expertise, Aya has a high success rate of meeting alliance goals.

Aya Aker, CA-AM
Partnerships Development Manager | Cambridge Assessment English

Session 802
Partnerships in Education: Challenges and Opportunities

Aya Aker is a partnerships development manager, responsible for development and management of strategic partnerships for Cambridge Assessment English. She has experience managing international and academic alliances since 2010. She is a member of the Association of Strategic Alliance Professionals (ASAP), and achieved an MA from the University of Southampton, a BSc from the University of Toronto, as well as a Level 5 NVQ Diploma in Project Management from the University of Westminster. As a goal-oriented creative thinker, Aya is able to take collaborative ideas and turn them into actionable partnership objectives. Due to her determination, influence, and expertise, Aya has a high success rate of meeting alliance goals.

Doug Barta currently serves as chief information officer at PAREXEL, a leading global biopharmaceutical services organization, providing a broad range of knowledge-based contract research, consulting, medical communications, and technology solutions and services to the worldwide pharmaceutical, biotechnology and medical device industries. Headquartered near Boston, Massachusetts, PAREXEL operates in 80 locations in 51 countries around the world, and has approximately 18,000 employees.

In his role as the general manager for the electronics industry, Bruce is responsible for IBM’s worldwide business across all High-Tech industry segments, including: consumer electronics; medical devices; office, industrial, and network equipment; electronics suppliers; electronics manufacturing services; and semiconductor. Bruce drives business strategy and offerings for all IBM brands into this client set in all geographies. Bruce leads a community of over 4,000 IBMers across the Global Electronics Community.

In his role as the general manager for the electronics industry, Bruce is responsible for IBM’s worldwide business across all High-Tech industry segments, including: consumer electronics; medical devices; office, industrial, and network equipment; electronics suppliers; electronics manufacturing services; and semiconductor. Bruce drives business strategy and offerings for all IBM brands into this client set in all geographies. Bruce leads a community of over 4,000 IBMers across the Global Electronics Community.

Bruce has spent more than 30 years assisting companies in their use of technology to solve business problems and gain competitive advantage. He was previously vice president and partner for IBM Global Business Services, where he led the Industrial Sector consulting practice focused on supply chain strategy, process re-engineering, and systems implementation.

Bruce has authored and contributed to many thought leadership papers and solution offerings in the electronics industry. They are available at: ibm.com/electronics. Bruce is an active member of the Consumer Electronics Association, and is a member of IBM’s Industry Academy. Bruce and his wife Sara reside in Chicago, and remains active with the College of Business Supply Chain Management program at his alma mater, the University of Illinois.

Bruce has a deep understanding of the marketplace opportunities and challenges facing electronics firms, and consults extensively with senior executives as they strive to optimize and transform their organizations, operations, and business models. Through global relationships, market expertise and deep industry insights, Bruce and his team help companies around the globe improve product development, enhance customer engagement, accelerate speed to market, and reduce operational costs to sustain excellence and profit in today’s highly competitive marketplace.

Bruce has spent more than 30 years assisting companies in their use of technology to solve business problems and gain competitive advantage. He was previously vice president and partner for IBM Global Business Services, where he led the Industrial Sector consulting practice focused on supply chain strategy, process re-engineering, and systems implementation.

Bruce has authored and contributed to many thought leadership papers and solution offerings in the electronics industry. They are available at: ibm.com/electronics. Bruce is an active member of the Consumer Electronics Association, and is a member of IBM’s Industry Academy. Bruce and his wife Sara reside in Chicago, and remains active with the College of Business Supply Chain Management program at his alma mater, the University of Illinois.

Doug Barta
Chief Information Officer | PAREXEL

Session 803
Leveraging ISO 44001 Best Practices and Framework in a Real-World Alliance Scenario

Doug Barta currently serves as chief information officer at PAREXEL, a leading global biopharmaceutical services organization, providing a broad range of knowledge-based contract research, consulting, medical communications, and technology solutions and services to the worldwide pharmaceutical, biotechnology and medical device industries. Headquartered near Boston, Massachusetts, PAREXEL operates in 80 locations in 51 countries around the world, and has approximately 18,000 employees.

Previously Mr. Barta served as CIO of Guy Carpenter, a Marsh & McLennan company and a global leader in providing risk and reinsurance intermediary services.

Previously Mr. Barta served as CIO of Guy Carpenter, a Marsh & McLennan company and a global leader in providing risk and reinsurance intermediary services.
Prior to that, Mr. Barta was with Fidelity Investments serving as chief operating officer of Fidelity Investment Management Technology where he ran operations for Asset Management’s technology division. Mr. Barta also served as SVP IT Transformation and as SVP CFIT, Fidelity’s financial systems business where he held leadership responsibility for Fidelity’s ERP and reporting environments as well as spearheading the effort to create and deploy a comprehensive cost and profitability platform.

Prior to Fidelity, Mr. Barta served as managing director of The Hackett Group, where he ran the World Class IT and the Business Intelligence Practices. Prior to Answherthink, Mr. Barta was a founding member and EVP of Nauticus Networks, Inc., a tier-one networking equipment startup that was acquired by Sun Microsystems. Prior to Nauticus, Mr. Barta served as a key executive in Legacy Technology, Inc., a boutique consulting firm specializing in business intelligence solutions for F1000 companies (acquired by Answtherink Consulting Group). Mr. Barta began his career as a hardware engineer with DEC’s MicroVax division.

Mr. Barta received a computer design engineering diploma from Cornell University in 1986 and completed his MBA in finance and entrepreneurial management at the Wharton School at the University of Pennsylvania in 1992.

Harm-Jan Borgeld, CSAP, PhD
Head Alliance Management | Merck KGaA

Session 701
Ecosystem Management versus Alliance Management: What’s the Difference?

Harm-Jan Borgeld is leading the alliance management department at Merck KGaA. The department is responsible for the commercial, development, research, and selected regional alliances. Before heading the alliance management department, he was leading a project team that worked on developing a novel immunotherapy to treat cancer. He started his work at Merck in the licensing and business development department. Prior to Merck, he was responsible for the business development activities of the Japanese firm, Kyorin Pharmaceuticals, in Europe. He received his MBA from the Rotterdam School of Management, the Netherlands / Haas Business School, US, and his PhD from the Faculty of Medicine, University of Nagoya, Japan, and graduated from the Wageningen University, the Netherlands.

Attis Bouillon
Director of Software Partner Sales | Intel

Session 901
Five Critical Dimensions Where Alliances Add Value

Attis Bouillon is the director of software partner sales at Intel Corporation. He manages partnerships between Intel and over 25 focused ISVs, delivering over $1.5 Billion in annual revenue to Intel’s datacenter group. Under Attis’ leadership in 2018, Intel Corporation won VMware’s Global Partner of the Year award and Red Hat’s Excellence in Partnership award. Attis is an Intel veteran of 19 years, with 5 years of experience working manufacturing partners in Intel’s PC business in Asia before his current role with datacenter ISVs.

Tiffani Bova
Global Customer Growth & Innovation Evangelist | Salesforce

Session 203
Building Your Growth IQ: Right Choices at the Right Time

Tiffani Bova is the global customer growth and innovation evangelist at Salesforce and author of the forthcoming book Growth IQ: Get Smarter About the Choices that Will Make or Break Your Business (August 14, 2018; Portfolio), chosen by Inc. Magazine as one of four new business books you should read before the end of summer. Tiffani, a top influencer in Customer Experience, Digital Transformation, the Future of Work, and Sales, is a regular contributor to Forbes, Harvard Business Review, Marketing Matters on Wharton Business Radio—SiriusXM and Huffington Post in addition to a variety of industry-leading podcasts on sales, marketing and digital business. Her own podcast What’s Next! with Tiffani Bova has featured guests from Arianna Huffington to Dan Pink, became one of the top 100 business and marketing podcasts on iTunes in 2017, and won top Sales and Marketing Podcast by Top Sales Magazine. Tiffani was also recently recognized as one of Inc. Magazine’s 37 Sales Experts You Need to Follow on Twitter, a LinkedIn Top Sales Influencer, a Brand Quarterly Magazine Top 50 Marketing Thought Leader, and one of the most Powerful and Influential Women in California according to the National Diversity Council.

Having delivered over 300 keynote presentations on sales transformation and business model innovation to over 300,000 people around the globe, Bova is also highly sought-after keynote speaker, and she has earned accolades from the best leaders in the technology world including HP, IBM, Amazon, Oracle, SAP, Oracle, Cisco, and Microsoft for her cutting-edge analysis and her skill at inventing bold strategies for growth.

Prior to working with Salesforce she was a VP, Distinguished Analyst and Research Fellow at Gartner. Bova has also lived in the fast lane of high tech, leading sales organizations, driving growth and creating durable competitive advantages at Sprint, Inacom, Interland (web.com) and Gateway Computers. Throughout, she learned how to lead sales and marketing teams in hotly competitive markets, created some of the first cloud-based channel programs, and completely reinvented “go-to-market” tactics in several hardware and services businesses. Her high velocity years at the front lines also gave Bova the hands-on expertise executives crave in their strategic partners and made her an authentic, passionate and brilliant advocate committed to her clients’ success and prosperity.
Nancy D. Breiman, CSAP
Director, Global VMware Alliance | IBM

Session 302
Engaging and Leveraging Your Sales Teams to Identify, Qualify, and Nurture New Potential Alliance Partners

As a Certified Strategic Alliance Professional (CSAP), Nancy Breiman leads a team of global alliance executives responsible for the 360-degree relationship, as well as developing and driving adoption of innovation solutions in collaboration with VMware.

Her team is responsible for the alliance strategy including joint offering development; go to market, sales enablement and sales execution. Her previous team was responsible for driving alliance joint solutions with IBM Innovation Partners; Juniper, Schneider Electric, Ricoh, HOK, and Gehry Technologies. Prior to this role, she led an alliance team responsible for evaluating and on boarding new Cloud based alliances and providing support to the IBM Global Alliance Solutions portfolio as the Cloud Center of Excellence. In her 10 years as an alliance professional she was also personally responsible for IBM’s alliance relationship with both business objects and salesforce.com.

Before joining the Global Alliance organization, Mrs. Breiman held positions as the global client director responsible for the IBM relationship with DHL; vice president, WW Cross Brand Competitive Sales; vice president, Americas Competitive Sales, Server and Technology Group; vice president, WW Linux Cluster, and High End Intel Sales and Manager of the IBM Corporate Competitive Intelligence Team responsible for the launch of IBM’s eServer portfolio.

Mrs. Breiman joined IBM in July 1984 as a professional hire in sales. Since joining she has held numerous sales, marketing and management positions across IBM.

Nancy is actively involved in the Association of Strategic Alliance Professionals (ASAP) as a member of the advisory board.

Nancy Breiman holds a Bachelor of Science degree in Industrial Arts from the State University College at Buffalo, New York and is a CSAP Certified member of the Association of Strategic Alliance Professionals and a member of the Strategic and Competitive Intelligence Professionals.

Debbie Clasen, CSAP
Ecosystem Partner Development Executive, Global Partner Organization | Cisco

Session 704
Sailing the Global Seas of Alliance Best Practices

Debbie Clasen joined Cisco in 2005. She leads the transformational Ecosystem Expansion Practices team, driving the value exchange between Cisco and our ecosystem partners while enabling our regional partner teams to scale joint business. Prior roles included Mobility Partners team covering strategic partnerships with Apple, Blackberry, Google, Nokia, Samsung, and Qualcomm and SP alliances with Motorola and Siemens.

Clasen’s experience covers 30+ years in business development, alliances, product management, and marketing, applying her expertise to the SP, enterprise, consumer, and government segments at Cisco, Flarion, 3Com/USR, Dell, and Motorola.

She is an Association of Strategic Alliances Professionals chapter board member and holds the CSAP designation.

Clasen has an MBA from Kellogg and a BSEE from Penn. She races sailboats, runs marathons, and raises Dalmatians.

Kenneth M. Coppins
CEO and Co-Founder | collabtogrow, Inc.

Session 803
Leveraging ISO 44001 Best Practices and Framework in a Real-World Alliance Scenario

Ken Coppins is the co-founder of collabtogrow, Inc. and a veteran global professional services executive, management consultant, and entrepreneur. Collabtogrow, Inc., founded in 2017, is a technology-enabled managed services and advisory firm focused exclusively on assisting companies with their strategic business relationships. Mr. Coppins has an extensive business, technology, and consulting background having served in senior leadership positions for KPMG, Anserthwerk (Hackett Group), Kanbay, and Capgemini.

He was a co-founder of Anserthwerk and was responsible for the Technology service lines and established a rigorous Quality Assurance and Project Management program. During his tenure with Anserthwerk he was responsible for many technology alliances and partnerships including Oracle and SAP. He served as CEO of a joint venture partnership focused on offshore development and ERP maintenance and support.
Mr. Coppins has significant relevant experience managing strategic alliances and partnerships with global vendors. He has worked with the following vendors in a strategic partnering role: Axiom, Computer Associates, Cloudera, Guidewire, HP/HPE, IBM, Microsoft, MicroStrategy, Oracle, Pega, Salesforce, and SAP.

Mr. Coppins graduated from the State University of New York at Stony Brook with a BS degree is applied mathematics and statistics.

Steve Courtney, PhD
Senior Vice President, Global Alliance Management | Evotec AG

Session 402
Collaborative Behavior in Alliances: Analysis, Improvement, and Impact

Steve has worked in the drug discovery industry for more than 25 years predominantly in medicinal chemistry and drug discovery leadership roles at Evotec and at the UK biotech, Oxford GlycoSciences.

Over the past 2-3 years he has played an integral role in establishing alliance management as a core function at Evotec, working alongside executive leadership to ensure best practices are employed throughout the broad collaboration portfolio.

Ard-Pieter de Man, CSAP, PhD
Professor, School of Business and Economics | VU University Amsterdam

Session 104
Building Your Collaborative Business Model

Ard-Pieter de Man, CSAP, PhD is Professor of Knowledge Networks and Innovation at the VU University Amsterdam. He also is an active alliance consultant. Key themes in his work are designing alliance governance structures, building up alliance capabilities, alliance evaluation, business modeling and open innovation. He is a prize-winning (co-)author of over fifty articles and fifteen books, mainly on alliances and innovation. His latest book Alliances: An executive guide to designing successful strategic partnerships is widely used in practice and is a handbook for alliance design and governance.

Mark Dresen
Alliance Manager | Eli Lilly and Company

Session 107
Why Publish? Advancing Your Brand, Function and Career through Professional Journals

Mark works at Lilly as an alliance manager and also oversees his department’s publication efforts, accompanied by his guide dog Francie. He also stays involved in diversity & inclusion efforts at Lilly and within the community, where he sits on a Steering Committee for Easterseals Ability Resource Roundtable, serves as an advisor for Visually Impaired Preschool Services (VIPS) Indiana Branch, and is an active speaker inside and outside Lilly on the topics of overcoming disabilities and diversity & inclusion. Mark holds a BA in communications.

Luwana Dumas, CA-AM
Director, Strategic Alliances | Merck & Co.

Session 403
Racing to Evolve Clinical Trial Collaboration—Exploratory Combination Study to Global Collaboration

Lawana is a director of alliance management at Merck Research Laboratories (MRL) where she and her team manage oncology clinical research collaborations. Prior to joining Merck, Lawana held positions of increasing responsibility at GSK and Johnson and Johnson in the areas of in-line marketing, new product planning, and global business strategy and operations.

Lawana earned her MBA from the University of Pennsylvania the Wharton School, and BS in marketing & managerial law and public policy from Syracuse University.

Lawana is CA-AM certified from the Association of Strategic Alliance Professionals (ASAP).

Samantha Foster
Senior Director, Business & Market Development | Citrix

Session 903
Transforming Partner Ecosystems to Be Adaptable, Responsive, and Impactful

Samantha Foster is senior director, business & market Development for Citrix and is responsible for identifying and delivering new partner and market eco-systems to support the company’s current and future technology direction.

Samantha brings more than 16-years industry experience in enterprise software business and market development. More recently she served as vice president business development, for Unidesk responsible for worldwide strategic partnerships and alliances. Prior to that, she spent 12 years at Citrix driving key strategic partnerships. She has deep experience delivering mutually successful partnerships that deliver customer success, having negotiated and closed OEM, alliance, strategic go-to-market, and technical collaborations with partners, including Cisco, HP, and Oracle.

Charli Francis, CA-AM
Talent and Operations Leader, Global Electronic Industry | IBM

Session 302
Engaging and Leveraging Your Sales Teams to Identify, Qualify, and Nurture New Potential Alliance Partners
Updates at 42 companies including AT&T, Lucent, and Avaya.

Within technology sales, services, and partner management for tenure at Citrix, Mr. Hannon spent over twenty-years in leadership roles at Citrix XenServer Engineering where he managed engineering partner relationships with two of the largest platform providers, Dell, and HP. Currently, Mr. Hannon manages the Citrix strategic alliance execution of new sales and market development opportunities.

Application development, sales and technical training, and conceptual analysis and strategy. Mr. Hannon is proud of the fact that he earned the prestigious Certified Strategic Alliance Professional (CSAP) certification from the Association of Strategic Alliance Professionals.

Bernie Hannon, CSAP
Senior Director Strategic Alliances | Citrix

Session 801
Managing the Transition from Partner to Competitor

Session 804
Building Partnering Capability across the Organization: Applying the Partnering Capability Assessment Platform (PCAP) to Create Better Collaborations

Bernie Hannon is an industry-certified strategic alliance professional in cloud computing with a proven track record in creating and launching new business development programs, executive relationship management, and strategic planning. Mr. Hannon is experienced in forging strategic alliance partnerships, channel partner recruitment and development, sales and technical training, and conceptual analysis and execution of new sales and market development opportunities.

Currently, Mr. Hannon manages the Citrix strategic alliance relationships with two of the largest platform providers, Dell, and HP. In addition to Citrix strategic alliances, he has also worked in Citrix XenServer Engineering where he managed engineering partner alliances as well as certification and interoperability testing. Prior to his tenure at Citrix, Mr. Hannon spent over twenty-years in leadership roles within technology sales, services, and partner management for companies including AT&T, Lucent, and Avaya.

Coby Halloway
Vice President, Enterprise IT Solutions Technology Group | SAIC

Session 501
A Technology Integrator’s Perspective on the Increasing Importance of Partnering and Alliances

Coby Halloway is a vice president for SAIC, a leading provider of information technology solutions to government and commercial customers. SAIC is a premier technology integrator providing full life cycle services and solutions in the technical, engineering, intelligence, and enterprise information technology markets.

Coby joined SAIC in 2006, coming from Lockheed Martin where he was in a chief architect role on a major NASA IT program. Coby is currently the vice president of the Enterprise IT Practice as part of the Solutions & Technology Group. In this role he leads SAIC’s full-scope IT services, including end-user solutions, cloud computing, managed services, digital platforms, and infrastructure modernization.

He is responsible for strategy and capability development across all areas of IT engineering, operations, and business management. In this position, Coby stewards SAIC’s people, partners, and solutions used to deliver IT services to a wide variety of programs across the full breadth of SAIC’s customers.

Coby earned his BS in marketing statistics and his MBA at the University of New Orleans, and is active in leadership in the Boy Scouts of America and Mensa International. He is also a member of the VMware Technical Advisory Board, and a frequent speaker at US Government-focused technical events.

Brent Harvey, CA-AM
Director Alliance Management and M&A Integration | Eli Lilly and Company

Session 403
Racing to Evolve Clinical Trial Collaboration—Exploratory Combination Study to Global Collaboration

Brent leads teams focused on maximizing the value of partnered assets at each stage of the development and commercialization cycle.

Brent has played an integral role in some of the largest development and commercial alliances at Lilly, including worldwide partnerships with BMS, Merck KGaA, Daiichi-Sankyo, and Innoven Biologics. He is also the alliance manager on collaborations with venture capitalists, AstraZeneca, GSK, Merck, Sanofi, and WuXi. Brent has responsibilities for M&A integration as well.

Brent has an engineering degree from Purdue and an MBA from Indiana University. He also has a CA-AM and is a certified management accountant (CMA).

Mojgan Hossein-Nia, PhD
Vice President, Head R&D Partnership Office | Takeda

Session 502
Building a World-Class Partnering Capability in a Therapeutic Area-Focused Partnership Management Operating Model

Following a PhD in biochemistry and a diploma in pharmaceutical medicine, Mojgan’s early career was in research in the cardiovascular area. Mojgan spent the last 20 years of her career in Novartis Pharmaceuticals, first in the UK, and then in the US. At Novartis, she initiated and implemented strategic outsourcing models, and developed and executed processes for operational excellence. In her role as a global program leader for a partnered cardiovascular program, she worked very closely with the partner to deliver on the strategy in a trusted and transparent way setting an example of how to work with partners at Novartis. In Business Development & Licensing, Mojgan led the search and evaluation of opportunities across multiple indications including cardiovascular, metabolism, and cell & gene therapies in multiple disease areas (hematological malignancies, solid tumor, transplant, cardiovascular, neuroscience & immunology). Most recently, she worked on the CAR-T program building the Program Management Office supporting the successful filing and commercialization of the first CAR-T therapy, KYMRIAHTM, in hematological malignancies.

Mr. Hannon is proud of the fact that he earned the prestigious Certified Strategic Alliance Professional (CSAP) certification from the Association of Strategic Alliance Professionals.

Brent Harvey, CA-AM
Director Alliance Management and M&A Integration | Eli Lilly and Company

Session 403
Racing to Evolve Clinical Trial Collaboration—Exploratory Combination Study to Global Collaboration

Brent leads teams focused on maximizing the value of partnered assets at each stage of the development and commercialization cycle.

Brent has played an integral role in some of the largest development and commercial alliances at Lilly, including worldwide partnerships with BMS, Merck KGaA, Daiichi-Sankyo, and Innoven Biologics. He is also the alliance manager on collaborations with venture capitalists, AstraZeneca, GSK, Merck, Sanofi, and WuXi. Brent has responsibilities for M&A integration as well.

Brent has an engineering degree from Purdue and an MBA from Indiana University. He also has a CA-AM and is a certified management accountant (CMA).

Mojgan Hossein-Nia, PhD
Vice President, Head R&D Partnership Office | Takeda

Session 502
Building a World-Class Partnering Capability in a Therapeutic Area-Focused Partnership Management Operating Model

Following a PhD in biochemistry and a diploma in pharmaceutical medicine, Mojgan’s early career was in research in the cardiovascular area. Mojgan spent the last 20 years of her career in Novartis Pharmaceuticals, first in the UK, and then in the US. At Novartis, she initiated and implemented strategic outsourcing models, and developed and executed processes for operational excellence. In her role as a global program leader for a partnered cardiovascular program, she worked very closely with the partner to deliver on the strategy in a trusted and transparent way setting an example of how to work with partners at Novartis. In Business Development & Licensing, Mojgan led the search and evaluation of opportunities across multiple indications including cardiovascular, metabolism, and cell & gene therapies in multiple disease areas (hematological malignancies, solid tumor, transplant, cardiovascular, neuroscience & immunology). Most recently, she worked on the CAR-T program building the Program Management Office supporting the successful filing and commercialization of the first CAR-T therapy, KYMRIAHTM, in hematological malignancies.
Shine a **Spotlight** on your Partnership Excellence

And the Winner is...

Find out at the **2019 ASAP Global Alliance Summit** on Tuesday, March 12 and help celebrate excellence in alliances, collaborations, and partnerships.

Thank you to all who submitted nominations for the 2019 ASAP Alliance Excellence Awards.

**Congratulations** to our 2019 Finalists

- Alcon Laboratories
- Bristol Myers Squibb
- Cambridge Assessment English
- Incyte
- Keryx
- Merck & Co.
- Merck KGaA
- Novartis
- Red Hat
- Sanofi
- Science Applications International Corporation
- Thermo Fisher Scientific
Conference Speakers

**Christoph Huwe, CSAP, PhD**
Strategic Alliance Manager Therapeutics | Bayer AG Pharmaceuticals

**Session 402**
Collaborative Behavior in Alliances: Analysis, Improvement, and Impact

Christoph has more than 20 years of experience in the pharmaceutical industry in different roles at Bayer (Germany), Berlex Biosciences (USA), and Schering AG (Germany).

He has been responsible for alliances and consortia in Europe, the US and China for more than 10 years, covering various therapeutic areas.

He is also a founding member of Bayer’s Alliance Community Excellence team focusing on alliance management capability development, and has served as member of the Pharma Industry Benchmarking Forum and the EFPIA Industry Liaison Group.

**Jimmy Hwang**
Principal Manager, Alliance Partner Programs | National Instruments

**Session 303**
Connecting Teams and Systems to Advance Channel Opportunities

Jimmy Hwang is a principal manager for the alliance partner program at National Instruments (NI). In his current role, he’s responsible for strengthening partner ecosystems to drive sustainable growth. Jimmy joined NI as an applications engineer, and has held leadership positions in both branches and corporate office across marketing, R&D, and applications engineering.

Jimmy holds a bachelor’s degree in electrical engineering from Inha University and a master’s degree in business from the University of Texas at Austin.

**Bob A. Kanuga, CA-AM**
Vice President, Global Supply Business Development | Merck & Co.

**Session 603**
Strategic Supply Chain Alliances

Bob Kanuga has over thirty years of experience in manufacturing and business development within the pharmaceutical industry. He is currently the vice president of global supply business development at Merck & Co., Inc., responsible for all global and regional supply chain aspects of business development deals and alliance management activities. Prior to this role, he held many commercial and operations related positions within the company’s manufacturing division, including external manufacturing, vaccine & sterile manufacturing, and global procurement to name a few. He received his BS and MBA from Lehigh University. He is married with one daughter.

**Sara Keen**
Principal | Vantage Partners

**Session 502**
Building a World-Class Partnering Capability in a Therapeutic Area-Focused Partnership Management Operating Model

Sara Keen is a principal at Vantage Partners and a senior member of the alliances practice. Sara has worked with leading pharmaceutical, technology, and healthcare companies for over twenty years to improve their approach to and results from key strategic partners. She has worked extensively with clients to drive alignment, change, and innovation as they develop their capabilities to manage differences and collaborate internally and externally.

Sara has contributed to a variety of publications on alliance management and has also spoken about alliance best practices at a number of conferences and events.

**Kimberly Koch, CA-AM**
Director | Eli Lilly and Company

**Session 103**
Alliance Management 101: The Fundamentals of Alliance Management

**Leona Kral, CSAP**
Senior Manager, Mobile Computing Partnerships | Verizon Wireless

**Session 804**
Building Partnering Capability across the Organization: Applying the Partnering Capability Assessment Platform (PCAP) to Create Better Collaborations

Leona Kral is leading a portfolio of OEM partnerships at Verizon. In her previous positions, Ms. Kral managed partner programs for the system integrator channel, launched an executive engagement program, led a team to design the Verizon partner program, and built and managed an alliance partner program at Avaya. Ms. Kral has over twenty-five years of international sales and marketing experience, speaks three languages, and has spent many years living and working outside the US. Ms. Kral holds a Bachelor of Science degree in marketing from the Rutgers School of Business and BA in German from Rutgers University and University of Constance, Germany, and an MBA from the Jack Welch Management Institute.

**Dr. Steve Levine, PhD**
Founder & Executive Director, Living Heart Project | Dassault Systèmes

**Session 203**
The Living Heart Project: If We Work Together, Can We Build a Human Heart?

Dr. Levine is the founder and executive director of the Living Heart Project and senior director of life sciences at Dassault Systèmes or 3DS. Previously, he served as chief strategy officer of the SIMULIA brand from
2006 to 2013 which included development of an industry leading alliance ecosystem. In his current role, he is leading the development of medically accurate digital human models by coordinating global research and commercial medical communities toward common, shared goals. Steve is also responsible for incubating a healthcare startup community within the 3DEXPERIENCE Labs at 3DS and creating a marketplace of digital healthcare services. Steve holds a PhD in materials engineering from Rutgers University and was elected as a Fellow in the American Institute for Medical and Biological Engineering (AIMBE) in 2015. Steve has nearly 30 years of experience driving innovative transformations in technology, beginning his career in health tech at startup Biosym, which went public as Accelrys in 2004 and acquired by Dassault Systèmes in 2014.

**Jim Luna, CA-AM**  
Managing Director, Alliances & Business Development | Citrix

**Session 801**  
Managing the Transition from Partner to Competitor

Jim currently leads the market ecosystem alliances team spanning computer, networking, and ISV partnerships at Citrix. He is responsible for defining, incubating and accelerating partner strategies and initiatives leading to incremental revenue growth through complementary hardware, software and services to scale and drive market adoption. His partner portfolio includes some bellweather accounts such as Cisco, HPE, Intel, Nvidia, RedHat, AWS, Samsung, and several others.

Prior to Citrix, Jim led business development at Joyent, a cloud infrastructure-as-a-service provider, where he established key partnerships including the development of Dell’s Web Applications Cloud based on Joyent. He also led mid-market channel sales at Ariba leading their partner engagement model during a transition to a SaaS company. He also spent over 12 years at Intel in various business development roles including Intel Solutions Services where he led the Microsoft relationship and Intel Media Services.

**Dave Luvison, CSAP, PhD**  
Executive in Residence, Sellinger School of Business and Management | Loyola University

**Session 104**  
Building Your Collaborative Business Model

**Session 602**  
Alliance Operating Principals: Foundation for Trust and Collaboration

Dave holds the rank of Executive in Residence at Loyola University Maryland and is a Fulbright Specialist. He earned his doctorate of business administration from the H. Wayne Huizenga School of Business and Entrepreneurship at Nova Southeastern University. His research and applied interests lie in the areas of inter-organizational collaboration and strategic alliances. Prior to entering teaching, Dave accumulated over 20 years of hands-on experience managing alliances, building alliance programs and consulting to firms in the area of alliance management. He holds a Certified Strategic Alliance Professional (CSAP) level certification from The Association of Strategic Alliance Professionals (ASAP), was one of the editors of The ASAP Handbook of Alliance Management: A Practitioner’s Guide, and has written the official review courses for both levels of the association’s certification exams. He also serves as a faculty member for the American Management Association, where he authored three courses on strategic alliances. His academic research has been published in Group and Organization Management, The International Journal of Strategic Business Alliances, Management Decision, and The Journal of Applied Management and Entrepreneurship, as well as various edited books.

**Robert Porter Lynch, CA-AM**  
President | The Warren Company

**Session 603**  
Strategic Supply Chain Alliances

Robert is a passionate champion for unlocking the power of collaboration in alliances, high performance teamwork, innovation, and trust.

Robert is the founding chairman of the Association of Strategic Alliance Professionals. His groundbreaking work in alliance best practices now underpin thousands innovation alliances globally.

Robert has trained over thirty-five thousand executives around the world, and has consulted for major corporations in wide variety industries ranging from aerospace, automotive, bio-pharma, energy, financial services, government, health care, high tech, medical devices, petro-chemicals, and telecommunications, as well as advising numerous governmental institutions in Canada and the U.S.

He serves as adjunct professor at the Universities of Alberta, British Columbia, and teaches senior executives in Supply Chain Collaboration at the University of San Diego. He holds degrees from Brown University in International Relations and Harvard University in Organization Development.

**Jay McBain**  
Principal Analyst Channels & Alliances | Forrester Research

**Session 301**  
Engaging the New Shadow Channel

Jay leads Forrester’s research and advisory for global channels, alliances, and partnerships. He focuses on B2B marketing in the age of the customer; understanding and navigating the complexity of multiple routes to market; ensuring contextual and relevant content to accelerate the indirect sales process; and describing the technology infrastructure to build and support channel relationships.

His background is in channel leadership, sales, marketing, and operations, with a specific emphasis on indirect sales strategy/execution, covering multiple industries, segments, and underlying technologies. Jay is renowned for his industry thought leadership and expertise in partner recruitment, development, and acceleration through effective partner coverage, enablement, communication, and incentives. He is an expert in building and leveraging channel communities and one of the global leaders in social media, partner marketing automation, and other indirect growth strategies.
Jay provides research, advisory, and consulting to companies ranging from Fortune 100 vendors to startups on the entire scope of their channel and alliance strategies. He is a contributing author and has been cited in numerous channel media publications, including Channel Reseller News (CRN), ChannelPro, ChannelE2E, The VAR Guy, MSPMentor, Channelnomics, Computer Dealer News (CDN), Australia Reseller News (ARN), eChannelNews, Business Solutions Magazine, ChannelLine, ChannelInsider, SearchITChannel, Redmond Channel Magazine, Vertical Systems Reseller, Channel Buzz, and SMB Nation. He also maintains a popular blog on channel trends.

Jay is based in New York but advises vendors, distributors, and partners around the world.

Jay holds dual bachelor of management degrees in management information systems (MIS) and public administration from the University of Lethbridge in Alberta, Canada. He is currently pursuing his MBA through Louisiana State University (LSU).

Lynda McDermott, CA-AM  
President | EquiPro International, Ltd.

Session 101  
CA-AM (Certificate of Achievement - Alliance Management) Certification Exam Prep Workshop

Session 105  
Next Gen Alliance Management: Mapping a TE-AM Road for Successful Alliances

Lynda McDermott is president of EquiPro International, Ltd., an international management consulting firm which specializes in leadership, team and business development for Fortune 500 and medium-size companies and professional services firms. She is also an alliance management consultant for organizations working in strategic partnerships and joint ventures. Her client list includes such companies as Pfizer, Biogen Idec, PricewaterhouseCoopers, BMS, and Sanofi Pharmaceuticals.

Ms. McDermott is co-author of the best-selling book World Class Teams (Wiley). She is a Certified Speaking Professional with the National Speakers Association and is on the faculty of the Association of Strategic Alliance Professionals and received the Certification of Achievement-Alliance Management (CA-AM). Ms. McDermott is an instructor for ASAP’s CA-AM certification exam prep workshop and TE-AM Alliance Training program, and is an ASAP Educator Provider Partner. Ms. McDermott is a Phi Beta Kappa graduate of Miami University and has a masters of science in organization development from Bowling Green State University.

Wael Abu El Magd, CA-AM  
Alliance Manager - Gulf Regions | MSD

Session 704  
Sailing the Global Seas of Alliance Best Practices

Ken Mullins, CSAP  
Head of Business Development | Image Holders

Session 704  
Sailing the Global Seas of Alliance Best Practices

Ken is based in the United Kingdom and has significant experience managing international strategic alliances and partnerships within the hi-tech space with an impressive success rate in meeting alliance goals. He has significant experience in providing consulting services, go-to-market strategy, multi-channel and alliance management, and ecosystem development. He has worked for the following vendors in a strategic partnering role: NCR, Unisys, Oracle, EDS, Alcatel-Lucent, Rolls Royce - SAIC, Vodafone, and Honeywell.

Ken is a goal-oriented creative thinker able to develop collaborative ideas and initiatives into actionable commercial insight to facilitate partner and customer engagement (social capital) accelerating speed to market, sales and revenue growth. He is a member of the Association of Strategic Alliance Professionals and a Certified Strategic Alliance Professional (CSAP) and has achieved a BSc in computer science from the London Guildhall University and an MBA from the Henley Business School, University of Reading.

Erica Murphy, CA-AM  
Consultant | Alliance Dynamics

Session 106  
Improving the Partnering Capability: From Self-Assessment to Action

Erica Murphy recently joined Alliance Dynamics, a boutique consulting firm, specializing in transforming organizations’ collaborative capability by empowering them to create lasting and valuable alliances.

Prior to teaming with Alliance Dynamics, Erica Held various partner related roles with high-tech startups and large multi-national firms. As a “serial intrapreneur” with Citrix, she successfully identified, established, and implemented new paths to revenue, uncovering underserved markets. Throughout her career as a business development manager, she found the key to creating customer value is via collaborations with complementary companies. The satisfaction of elevating organizations efficiency and effectiveness via technical, channel, and go to market partnerships, led Erica to pursue alliance development full time.

Erica easily stepped into the role as a formal alliance manger, managing end-to-end alliances with market-leading technology firms such as Salesforce and Microsoft, down to small startups such as Zapier. Her experience contributes to her keen sense of the goals and needs of vastly different partner organizations and is instrumental in her ability to help clients create a comprehensive, successful end-to-end alliance program.

Erica leverages her expertise to guide clients through the formulation, implementation, and transformation of strategic alliance programs, building lasting value for her clients, their partners, and their joint customers.

In addition to elevating and creating new collaborative relationships, Erica serves on the leadership team for the Research Triangle Park Chapter for ASAP, carrying her innate ability to build strong relationships, bringing people together to develop new, valuable connections.
Charles Onstott  
Chief Technology Officer | SAIC

**Session 203**  
Helping the US Government Move at the Speed of Startups through Emerging Technology Partnerships

**Session 501**  
A Technology Integrator’s Perspective on the Increasing Importance of Partnering and Alliances

Charles is responsible for driving SAIC’s technology strategy which emphasizes development of solutions and strategic alliances across a broad portfolio of technology capabilities, including information technology, training and simulation, advanced analytics, hardware and platform integration, and logistics and supply chain. He oversees SAIC’s research and development, strategic alliances, product management capabilities, and the SAIC Fellows Program. During his 25 years in the technology industry, Charles has been a successful innovator and served in many capacities, including technical leadership, general management, and executive roles.

Prior to his role as SAIC’s CTO, Charles was an SVP and Service Line Manager for SAIC’s services in key emerging technologies, Cloud, Cyber and Data Science. Under his leadership SAIC significantly grew its capabilities and revenues in these services, including expanding SAIC’s cyber practice in to new areas and customers, significantly growing SAIC’s cloud computing business across an array of customer markets, and leading the development of SAIC’s capabilities in Data Science and analytics.

Early in his career, he was the chief technologist for SAIC’s Integrated Services Management Center (ISMC) which was SAIC’s most successful IT service delivery organization. He was responsible for overall technology leadership as well as program portfolio management. He has developed IT infrastructure solutions that support more than 400,000 users worldwide in multiple industries with a focus on federal civilian agencies and DoD. He has managed numerous IT service and data center consolidation projects. These projects produced significant cost savings in systems development and maintenance while improving overall customer satisfaction.

As an early advocate for cloud computing, Charles was on the forefront of developing SAIC’s capabilities in cloud computing, including providing executive oversight in 2011 for SAIC’s implementation of its own Enterprise Private Cloud. In 2013, he established SAIC’s Enterprise Solutions Lab which is a hybrid cloud used for research and development and is a cloud computing center of excellence. More recently, he has been focused on developing SAIC’s capabilities in X as a Service delivery.

Charles has long been fascinated by the American experience of living at the intersection of advanced technology, rapid innovation, and a generally religious culture. He has two teenagers who challenge his thinking on privacy issues. In his spare time, he participates in Mountain Bike endurance races.

Donna Peek, CSAP  
Vice President, Global Alliances | Genpact

**Session 702**  
Cool Runnings – The Road to Building New Alliance Capability

Donna Peek is the vice president of global alliances at Genpact (a GE spinoff and global services firm delivering digital transformation for clients.), where she has responsibility for a portfolio of global partners.

Donna has many years of experience in the high-tech industry, spanning large multi-national firms, and start-up ventures, including over 20 years managing alliance partnerships, leading alliance teams and building partnerships with leading technology and services companies.

Donna started her career at IBM, and was previously a director in SAS’ Global Alliances Division prior to joining Genpact.

Donna has Certification of Strategic Alliance Professional (CSAP), through the Association of Strategic Alliance Professionals (ASAP), sits on ASAP’s board of directors and was a founding board member of ASAP’s RTP/Carolinas chapter.

Donna holds a BS in industrial engineering from Lehigh University.

Inna Powell, CA-AM  
Senior Manager, Global Partner Strategy, Alliances & Channels | ServiceNow

**Session 903**  
Transforming Partner Ecosystems to Be Adaptable, Responsive, and Impactful

Inna Powell is the senior manager for alliances and channels at ServiceNow. In this role, she is responsible for the implementation of global strategy across numerous multi-function teams and the development of governance framework to enable a strategic ServiceNow partner ecosystem.

Working with Global System Integrators (GSIs), Managed Service Providers (MSPs), Regional Services (ISVs), and boutique partner/alliance organizations on building joint Go-To-Market (GTM) business, partner, alliance, and sales models to accelerate new sources of revenue.

Prior to joining ServiceNow, Inna held various leadership roles for fourteen years at Lockheed Martin Information Systems & Global Solutions organization leading business development and technology insertion programs.

Laura Powers  
CEO | Radtac

**Session 703**  
Agile Partnering for Speed and Innovation

With 25 years of engineering and management experience, Laura has been involved in the design of aircraft engines, diapers, electric cars, as well as software systems at Hewlett Packard, Sales.com, and eBay. As the US CEO of Radtac, Laura leads a global team of agile consultants focused on transforming the
world of work through agile, lean, and design thinking practices for
cient companies at the team, organizational and enterprise levels.

Laura is an agile instructor for the Continuing Education department at
Stanford University, and holds a BS and an MS in mechanical
engineering from Virginia Tech, as well as certifications as a Certified
Scrum Professional, Certified ScrumMaster, Certified Scrum Product
Owner, Certified Trainer of Training from the Back of the Room, and
Certified Trainer and Master Practitioner of Neuro-Linguistic
Programming (NLP).

**Alexander J. Price**

Global VP, Global Alliances, Channels and Technology Ecosystem Strategy | JDA Software

**Session 701**

Ecosystem Management versus Alliance Management: What’s the Difference?

Alex Price is global vice president of global alliances, channels and
technology ecosystem Strategy at JDA Software and is responsible for
the strategic partnerships accelerating JDA’s journey to powering the
autonomous supply chain. Additionally, he leads the strategy to develop
the digital ecosystem of partners and technologies that integrate JDA’s
Software products with technology from best-in-class companies that
are developing disruptive technologies in a broad range of areas. Inputs
from these digital “edge” sources will power the rapidly evolving digital
supply chain.

**Jean-Philippe Proust**

Head of Business Development | Sanofi Pasteur

**Session 902**

Launching a New Vaccine Company While Breaking Up a Twenty-Year Alliance

Global Commercial Executive with 25 years’ experience in the
Pharmaceuticals, Biologicals and Vaccines industry

Jean-Philippe Proust is the head of the business unit PR5I (hexavalent vaccine) of Sanofi Pasteur (SP) and board member of MCM vaccine BV, and member of the MCM Joint Steering Committee MCM.

In 2016, he has led for SP the commercial part of the business development negotiation on the management of the dismantlement of an establish company SPMSD in Europe and creation of the commercial basis of the new business unit Sanofi Pasteur Europe. He has led the settlement of a new joint company (MCM vaccine BV) between Sanofi Pasteur and Merck, with first commercial success in Europe

Until 2015, as associated vice president of Sanofi Pasteur India, Asia & Australia, he has acquired a wide experience in Asia vaccine business in the last 8 years. He held a Managing Director position of Sanofi Pasteur Ltd. Thailand where SP has established a JV to produce vaccines; and previously business operation manager in South East Asia. In 2001 Jean-Philippe has worked 4 years developing new emerging vaccine market of Eastern Europe/Russia and central Asia region. He joined SP in 1996 (Pasteur Merieux Serum & Vaccin) contributing to the development of the new international marketing department as international product manager.

He has started his carrier in Hoechst Marion Roussel in the Mexican and then French market. Jean-Philippe holds masters degrees in both, biochemistry & molecular biology (Toulouse FR) and in law and management of pharmaceutical industry (Bordeaux FR).

**Steve Rogers**

Executive Adjunct Professor | Xavier University

**Session 603**

Strategic Supply Chain Alliances

Steve spent over 40 years in supply chain and supply management as a practitioner (30 years at Procter and Gamble as coffee supply chain director, Purchases director for the fabric and home care business and a corporate director responsible for sourcing training, skill development, internal controls and material price hedging); consultant (The Warren Co. and the Cincinnati Consulting Consortium), academic (Executive Adjunct Professor at Xavier University for 12 years, teaching MBA business strategy, supply chain and business management courses), and authored two books (*The Supply Based Advantage and On Demand Supply Management*) and several magazine/journal articles.

At P&G Steve was named the “Father of Strategic Sourcing” and won a
career sourcing award for saving over $1 Billion, redesigning the coffee
supply chain using key alliances with source country coffee, transportation, and silo blending suppliers; leading strategic supplier alliances in packaging materials, developmental and ongoing chemicals; and developing counterparty relationships in the financial hedging area. He was viewed as one of a handful of P&G experts in
sourcing strategy, supplier relationship management, and hedging
strategy skills.

**Joe Schramm**

Vice President Strategic Alliances | BeyondTrust

**Session 904**

Partnering with an 800-Pound Gorilla

Joe brings over 25 years of experience in a variety of alliances and business development roles. In his current position as vice president of strategic alliances at BeyondTrust he has global responsibility for all channel, systems integrator, and technology alliances. Prior to joining BeyondTrust, he helped direct partner programs for various high growth security and technology companies including Core Security, Endeca, Oco, Nexaweb, BusinessObjects/ Crystal Decisions, and SAP.

Joe holds a BS degree in business administration from Bryant University. He is an active member of the executive committee for White Hat USA, a community of cyber security professionals dedicated to raising funds for Children’s National Health System to provide care for children in need of medical treatment. Joe is also an active member and contributor to the Association of Strategic Alliances Professionals (ASAP) and a member of the Cyber Security Committee of WashingtonExec.
Chris Scirrotto, CA-AM  
Senior Director, Alliance Management, Strategy and Business Development | Sanofi Pasteur  
**Session 902**  
Launching a New Vaccine Company While Breaking Up a Twenty-Year Alliance

Chris leads the Sanofi Pasteur alliance management team within the Global Alliance Management Group.

The Global Alliance Management Group is responsible for all aspects of Sanofi’s interactions with partners, including driving the launches of new alliances, ensuring that the overall alliance governance is effective and well-functioning, managing joint steering committees, and facilitating resolution of operational issues to support the alliance’s business objectives.

Chris has more than 25 years’ experience in the pharmaceutical industry, including 10 years in alliance management.

Chloe Shaw, CA-AM  
Partnerships Strategy Manager | Cambridge Assessment English  
**Session 802**  
Partnerships in Education: Challenges and Opportunities

Chloe Shaw is Partnerships Strategy Manager at Cambridge Assessment English, which is part of the University of Cambridge. She is a member of the Association of Strategic Alliance Professionals (ASAP) and was responsible for her organisation’s adoption of the ASAP alliance lifecycle and her team’s certification in alliance management. Chloe is also chair of the Women in Leadership staff network at Cambridge Assessment and was shortlisted for an ‘Unsung hero’ award in the 2018 Women in International Education awards, organised by Lead5050 and the Global Leadership League.

Jeffrey C. Shuman CSAP, PhD  
Principal, The Rhythm of Business | Professor of Management, Bentley University  
**Session 601**  
Own Your Transformation: A Five-Point Agenda for Empowering Collaborative Leadership

Jeff is an educator and trusted advisor to executives who are building, leading, and managing alliances and partner networks. His mix of operational, consulting, research and classroom experiences allow him to blend the theoretical with the practical, providing useful, easily implementable and repeatable advice.

At The Rhythm of Business he partners with global companies in multiple industries to advance their alliance and collaboration management capabilities. Consulting engagements focus on driving results through enabling all functions of the business to work effectively with their partners throughout the lifecycle. He works with senior executive teams to shape partnering strategy, enable operational and organization readiness, and implement overarching governance. Partnering professionals benefit from his ability to quickly diagnose underperforming alliances, and accelerate the path to profitability.

Customized education and training bring alliance and collaboration skills to all who interact with partners.

Jeff has been a member of ASAP since 2002. Currently part of the ASAP’s Strategy Team, he is actively involved on the teams that have developed the Certificate of Achievement—Alliance Management (CA-AM) certification and the CSAP certification and contributed to the Handbook of Alliance Management. He frequently presents at ASAP and other organization’s conferences and events. Together with business partner Jan Twombly, he has a rich history of developing and publishing strategic and practical thinking that advances the art and science of partnering and alliance management.

Ben Siddall  
Partner | Vantage Partners  
**Session 503**  
Creating and Implementing a Digital Partnering Strategy

Ben Siddall is a partner at Vantage Partners, LLC, and a member of the firm’s Sales Advisory and Alliances practices. Ben works primarily with customer-facing groups to achieve breakthrough results by building deeper relationships with their internal and external stakeholders, identifying new forms of value, and negotiating more effective agreements with customers and between partners. Ben has worked with sales and alliance organizations in numerous industries, with a particular focus on pharmaceutical, medical device, healthcare, and information technology.

Ben regularly works with pharmaceutical companies to enhance their market access effectiveness. This work includes leading negotiation, stakeholder engagement, and collaboration workshops; helping develop customized negotiation support and execution tools; supporting product-specific mock negotiations; and supporting identification and execution of local and global partnerships to support product launches.

During his career at Vantage Partners Ben has contributed to a number of Vantage Partners publications, including the Customer-Supplier Negotiation Study and Extreme Negotiations with Customers. Ben also regularly speaks at conferences on market access negotiation, collaborating with customers, and cross-industry partnerships.

Prior to joining Vantage, Ben led business development and partnership outreach at a start-up technology company in Boston, Massachusetts. He also worked as a lawyer at Covington & Burling in Washington D.C., and as an economic consultant. Ben received his JD from Georgetown University Law Center and his BA in political science from Boston University.

Amit Sinha  
Co-Founder & Customer Success Officer | WorkSpan  
**Session 901**  
Five Critical Dimensions Where Alliances Add Value

Amit has a passion for all facets of marketing, user experience, and technology. Prior to WorkSpan, Amit spent over a decade at SAP, where he held various marketing leadership roles. As SVP of Marketing for SAP HANA Platform and Applications, he was responsible for bringing the technology to market. He has an MBA from Haas School of Business, UC Berkeley, and B.Tech from IIT Bombay.
Updates at www.asapsummit.org | March 11 – 13, 2019 | Fort Lauderdale, FL, USA

Conference Speakers

Eric Skjeveland, CA-AM
Director, Alliance Commercial Operations | Merck Global Vaccines

Session 902
Launching a New Vaccine Company While Breaking Up a Twenty-Year Alliance

Eric leads joint venture commercial operations for Merck Global Vaccines and is responsible for managing the MCM joint venture, a global partnership with Sanofi Pasteur (SP). He led creation of a new joint company (MCM vaccine BV) in Europe between Merck and SP to commercialize a novel, co-developed, and co-manufactured pediatric vaccine that was launched in early 2017.

Eric has managed a diverse portfolio of alliances including joint ventures, tech transfers, and commercial partnerships in Asia Pacific, Middle East, South America, and Western Europe.

Over the last 25 years, Eric has held several roles of increasing responsibility in sales, account management, customer marketing, and international marketing. Prior to his current role, Eric was national sales and marketing director for Merck’s U.S. Public Sector vaccine business responsible for customer marketing, contracting, and key account sales.

Eric has a BS in Management from St. John’s University and earned his MBA from the University of St. Thomas.

Samy Tadros
Senior Director, Business Development and Global Alliances | Celgene

Session 401
Creating Successful Collaborations

Samy Tadros joined Celgene in 2009, working in the Summit NJ Headquarters overseeing contracting for Translational Development and Clinical Pharmacology. In 2014 Samy joined the Business Development and Global Alliance department, where he has overseen and managed multiple alliances, academic collaborations, and equity investments on behalf of Celgene. Prior to joining Celgene, Samy held management positions as head of laboratory sciences for Charles River Laboratories in Shrewsbury MA, and associate director of laboratory sciences for Charles River Laboratories in Worcester MA. Prior to working for Charles River, Samy worked as a scientist for Schering-Plough in Kenilworth NJ. Samy obtained his MBA from Fairleigh Dickinson University, his MS from Temple University School of Pharmacy, and his BS in biochemistry from Concordia University in Montreal Canada. In 2015 Samy obtained his CA-AM Alliance Management certification.

Donna Taneja, PhD
Head CoE Relationship Management | Takeda

Session 502
Building a World-Class Partnering Capability in a Therapeutic Area-Focused Partnership Management Operating Model

Donna joined the Takeda R&D Partnership Office in April 2018 to head the center of excellence for relationship management. Donna has extensive alliance management, global project management & leadership, and clinical operations experience. Most recently Donna was head of R&D supplier alliance management at Shire, and prior to Shire, she was head of alliance management at Daiichi-Sankyo.

Donna is passionate about leading externally-partnered relationships to success. She has broad experience in designing, implementing, and remediating alliances, and a real-world knowledge of the strengths, pitfalls, and mitigations required to allow the value of collaboration to be realized.

Donna has over twenty years of experience in managing large portfolios, leading global project teams to success across the value chain in a wide range of therapeutic areas, and building Alliance Functions de novo that have brought transformative change at an R&D enterprise-wide level.

Donna obtained her PhD (University of Dundee, UK) in pharmacology, and performed her postdoctoral fellowship at the Institute of Pharmacology at Syntex CA, USA.

David S. Thompson, CSAP
Chief Alliance Officer | Eli Lilly and Company

Session 103
Alliance Management 101: The Fundamentals of Alliance Management

Session 107
Why Publish? Advancing Your Brand, Function and Career through Professional Journals

David is an internationally recognized alliance architect and alliance builder, specializing in making alliances productive and profitable with a track record of: designing and operating effective and efficient alliances; successfully managing and negotiating alliance conflict; and developing high performing alliance management teams. David has published over 20 articles on the topic of alliance management and has been sought out by fortune 100 companies outside of the pharma industry to consult on their alliance management programs. David regularly teaches alliance management courses as a guest lecturer at universities and has taught scores of alliance managers not only from pharmaceutical and biotech companies, but also high tech, insurance, petroleum, funeral, automobile, and financial services industries. David also serves as a board member of the Association of Strategic Alliance Professionals.

Currently, David is the chief alliance officer at Eli Lilly and Company (Lilly). As the leader of Lilly’s alliance management group, David is responsible for establishing and maintaining all major development, commercial, and manufacturing partnerships. He also oversees the integration of companies brought into Lilly via mergers and acquisitions. David has played a key role in many major alliances and acquisitions at Lilly, working with Boehringer Ingelheim, Amylin, Daiichi Sankyo, and IMCLONE. His involvement begins during the due diligence process and continues throughout each alliance’s lifecycle.

Prior to his role as chief alliance officer, David held leadership positions in sales, marketing, market research, pricing, new product planning, business development, and corporate strategy.
Maximize your ASAP MEMBERSHIP

FACILITATING THE ADVANCEMENT OF STRATEGIC PARTNERSHIP GROWTH

Knowledge and Resources
- ASAP Member Directory
- ASAP Member Resource Library
- Strategic Alliance Quarterly
- Strategic Alliance Monthly
- Strategic Alliance Weekly
- ASAP Handbook of Alliance Management
- ASAP News
- ASAP EPPP News
- ASAP What’s the Buzz
- ASAP Community Event Quick Takes
- ASAP Ideas in Action

Events and Community
- ASAP Global Alliance Summit
- ASAP BioPharma Conference
- ASAP European Alliance Summit
- ASAP Tech Partner Forum
- ASAP Netcast Webinars
- ASAP Online Communities
- ASAP Chapter Events
- ASAP Alliance Excellence Awards

We believe that ASAP offers unique opportunities to network and build relationships. ASAP events have served as an icebreaker, a chance to meet with people we’d normally be competing with. To be able to establish an ‘external perspective’ benefits everyone in industry as a whole. I’m very impressed with the many benefits membership in ASAP has brought to our company.

—William Erb, CA-AM
VP, Business Development
Amgen

Education & Professional Development
- Certification Exam Prep Workshops
- Professional Development Workshops
- Education Provider Partner Program (EPPP)
- ASAP Job Board
- ASAP Simulations
- ASAP Professional Development Guide
- ASAP TE-AM Alliance Training Workshops

ASAP...helping you become a partner of choice and achieve greater results.

Make the most of your ASAP experience contact our team at +1-781-562-1630 or visit www.strategic-alliances.org today!

www.strategic-alliances.org  tinyurl.com/LinkedINASAP-Co  facebook.com/ASAPGlobal  @asap_Global
Ann E. Trampas, CSAP
Professional Development Practice Lead | Phoenix Consulting Group and Lecturer at the University of Illinois - Chicago (UIC)

Session 102
CSAP Exam Prep Workshop

As Practice Lead Ann works with clients developing and delivering skills mastery classes in collaborative relationship management and consulting in optimizing their strategic alliances. At UIC she teaches channels of distribution and ecommerce, marketing, sales management and business strategy and advises the American Marketing Association Chapter. She is also a faculty member of the American Management Association, where she facilitates a variety of courses.

Ann is currently a board member and former president of the Midwest Chapter of the Association of Strategic Alliance Professionals (ASAP) and a member of the Technical Advisory Group for the ISO standard for Collaborative Business. She is a member of the Executives Club of Chicago and the American Marketing Association. Previously Ann has held positions including ASAP Certification Program director and vice president of global alliances for IBM-SPSS.

Steve Twain, CSAP
Vice President, Alliance and Integration Management (AIM) | AstraZeneca

Session 804
Building Partnering Capability across the Organization: Applying the Partnering Capability Assessment Platform (PCAP) to Create Better Collaborations

Steve has responsibility for AstraZeneca’s alliance and integration management (AIM) strategy and execution capabilities. Steve’s team leads the integration of all major acquisitions, the transitions for divestments, and management of key alliances for AZ. Steve joined AZ in January 2015, after spending 26 years at Eli Lilly and Company where he was a founding member of Lilly’s Office of Alliance Management. Steve is a well published author in Pharmaceutical Executive, PLG’s Business Development & Licensing Journal, and Strategic Alliance Magazine and is a board member and treasurer of the Association of Strategic Alliance Professionals.

Jan Twombly, CSAP
President | The Rhythm of Business

Session 601
Own Your Transformation: A Five-Point Agenda for Empowering Collaborative Leadership

For nearly 20 years Twombly has served as a trusted, expert advisor to global and emerging companies. She works as an extension of the partnering and alliance management team, helping them develop their ability to accelerate outcomes from partnering and alliances. Partnering with the executive suite, she helps companies reach higher levels of alliance success by integrating partnering into all aspects of the business.

A few of the many companies she has worked with include Abbott, Astellas, AT&T, Bayer, Becton Dickinson, Biogen, Boehringer Ingelheim, Colgate-Palmolive, Dun & Bradstreet, EMC, Equifax, FIS, IBM, Intel, Novartis, Sanofi, Shire, and Xerox.

Twombly serves on the Executive and Management Committee of the Association of Strategic Alliance Professionals (ASAP). She is editorial advisor to ASAP Media, which publishes Strategic Alliance Quarterly, and contributed to the ASAP Handbook of Alliance Management. Together with business partner Jeffrey Shuman, Twombly has a rich history of developing, publishing, and presenting strategic and practical thinking that advances the art and science of partnering and alliance management.

Scott Van Valkenburgh, CSAP
Vice President, Global Alliances Leader | Genpact

Session 702
Cool Runnings - The Road to Building New Alliance Capability

Scott Van Valkenburgh is vice president, global alliances leader at Genpact (NYSE: G). He is responsible for the company’s overall alliance strategy, execution and joint offering development. Previously, Scott was senior director of Alliances at SAS, and led the company’s global partner relationships. Prior to SAS, Scott was the founder and managing partner of The Sequoia Architecture Group. He also served as a principal for PricewaterhouseCoopers within their Management Consulting Services Practice’s Information and Technology Practice. While at PwC, Scott helped FORTUNE 500 corporations create, develop, evaluate and implement ERP, CRM, and client/server strategies and solutions.

Krishnan Viswanadhan
Vice President Business Development & Global Alliances | Celgene

Session 401
Creating Successful Collaborations

Sally Wang
Group Vice President, Global Alliances and Partnerships | International SOS

Session 701
Ecosystem Management versus Alliance Management: What’s the Difference?

Sally Wang’s career spends over 20 years in business development, product development, alliance management and strategy. Sally currently leads Group Alliances and Partnerships for International SOS, as group vice president, global alliances and partnerships.

Sally works closely with International SOS’ C-Suite leadership team and business units globally on joint ventures and other critical business alliances and partnerships to help International SOS grow its capability and global footprint. Sally leads some of the most mission critical partnerships to ensure International SOS maintains its market leading position.

The partnership she leads with Control Risks has received the global alliance award from the Association Strategic Alliance Professionals in
Conference Speakers

2016. Sally is a frequent guest speaker at various associations’ global summit, conferences, and ongoing training webinar related to travel risks mitigations and alliance practices.

Sally also advises non-profit organizations on partnerships management in her spare time.

She currently serves as an executive committee board member for St. Christopher’s Foundation for Children, an organization that focuses children’s health and dental care through community outreach and education.

Sally is a fellow from the Leadership Philadelphia Core Program 2017, representing International SOS.

Norma Watenpaugh, CSAP
CEO & Founding Principal | Phoenix Consulting Group

**Session 703**
Agile Partnering for Speed and Innovation

Norma Watenpaugh is the founding principal and CEO of Phoenix Consulting Group (www.phoenixcg.com) which provides education and consulting services with expertise in go-to-market strategy, multi-channel and alliance management, and ecosystem development. Prominent clients include Amazon, Adobe, Cisco, Dupont, Dell, Google, PayPal, Plantronics, and SAP. She was named a Woman of Influence in Silicon Valley by the Silicon Valley Business Journal for her work in advancing best practices in Collaborative Business Relationships. She was recently inducted into the Forbes Business Council, an invitation only community of successful business leaders.

Norma has delivered seminars for Duke Corporate Education, the Reuters Foundation, Digital Vision Fellowship Program at Stanford University, San Jose State University Professional Development, and the American Management Association. She is a frequently requested guest lecturer and speaker at industry events speaking on partnering trends in Digital Transformation and Internet of Things initiatives.

Norma is a board member of the Association of Strategic Alliance Professionals and former Best Practices Committee Chair. She has led the organization in developing professional certifications and in revitalizing the ASAP Handbook of Alliance Management. She currently leads the US delegation to the ISO standards committee for Collaborative Business Relationship Management and is the liaison to the Innovation Management Technical Committee.

Morgan Wheaton, CA-AM
Senior Director, Microsoft Alliance | JDA Software

**Session 904**
Partnering with an 800-Pound Gorilla

In his role as senior direct partner alliances, Morgan works closely with key systems integration and technology partners to ensure their success and ongoing support of JDA supply chain customers. Advances in technology and shifts in consumer behavior have caused disruption in global supply chains, elevating the need for close collaboration amongst alliance partners. Morgan works across JDA and partner teams spanning product development, services, licensing, operations and marketing to create a potent mix of programs and solutions.

With over 30 years’ experience in high tech, Morgan has held a number of diverse roles spanning alliance management, enterprise sales, field marketing and corporate strategy. Prior to joining JDA in early 2017, Morgan was with Microsoft for over 13 years, always focused on partner success. Most recently he was director of Microsoft’s Cloud Solution Provider Program where he drove their global strategy to help resellers shift to the Cloud.

Penny Wright, CA-AM
Global Channel Enablement Manager | National Instruments

**Session 303**
Connecting Teams and Systems to Advance Channel Opportunities

A native Texan and University of Texas Longhorn, Penny is a creative, highly organized, strategic senior channel marketing manager at NI. An 18-year veteran with expertise in go-to-market planning and execution, partner relationship management, communications, and corporate event management, she is a driven leader and subject matter expert in NI’s partner program.

Outside of work, Penny enjoys family time with her husband of 20 years, two teenage daughters, and “zoo” of rescue critters. She actively volunteers to assist Austin’s less fortunate through food banks and homeless services. Penny also serves as a musician and worship leader in a faith-based recovery ministry.

Andrew Yeomans, CSAP, MRPharmS
Global Director of Alliance Management | EMD Serono

**Session 704**
Sailing the Global Seas of Alliance Best Practices

Andrew is the global director of alliance management at Merck-Serono, based since 2012 in Germany and he is actively involved in leading several key alliances for his company, within Europe, China, Japan, and Korea. He has over 23 years of experience in the pharmaceutical industry. His early career was within corporate sales and marketing leadership positions, focusing on Europe, Asia, and North America. During this time as a result of leading a number of successful product launches and Commercial collaborations, he evolved naturally into formal, global alliance management over 11 years ago.

Andrew currently optimizes value across 30 alliances for his company, that span the globe, with a particular focus on commercial and development collaborations, with a total value of 1.75bn Euros. He is highly active within ASAP as a Certified Strategic Alliance Professional (CSAP) and has been a member of several regional chapters. Andrew is a registered pharmacist in the UK and has an MBA from Henley Business School.
We Want To Hear From You!

- Got an alliance success story and lessons learned to share?
- Ready to share your innovative practices for partnering success?
- Eager to discuss the forces shaping the future of BioPharma and their impact on partnering?

ASAP’s BioPharma Conference will be here before we know it—September 23-25, 2019 in Boston, MA, USA—and work is already underway to create a world-class professional development and community building event!

Whether you’re a seasoned presenter or a first-timer, consider submitting a proposal to lead a session on a topic that you’re passionate about! ASAP’s “Call for Topics” online submission site is now open.

Visit [www.asapweb.org/topics](http://www.asapweb.org/topics) and submit your topic today!

Submission Deadline is April 5, 2019

Thanks for helping to make ASAP’s 2019 BioPharma Conference strong, relevant, timely and meaningful. We look forward to seeing you in Boston this September 23-25!
Join ASAP and be in the crowd—attend one of three conferences offered in the US and Europe. Register today and take advantage of best pricing.

Three Events...One Community

Be Part of the Go-To Community for Partnership and Alliance Success

Join ASAP and be in the crowd—attend one of three conferences offered in the US and Europe. Register today and take advantage of best pricing.

www.asaptechforum.org
Registration opening soon

A full day of programming
13+ facilitators, speakers, and panelists, representing industry-leading technology companies
Attendees include influential C-level and senior-executives from Fortune 100 and 500 companies

www.asapbiopharma.org
Registration opening soon

Two full days of programming
Over 20 education sessions and workshops
40+ facilitators, speakers, and panelists, including CEOs, CAOs, and COOs representing 25+ Industry-leading companies
Attendees include influential C-level and senior-executives representing Fortune 100 and 500 companies from the biopharma and healthcare ecosystem

www.asapeusummit.org
November 2019

Two full days of programming
30 case study presentations
30+ heads of alliances, corporate partnering, ecosystems, and business development
Multinational industries and companies represented

For more information visit conference websites or www.strategic-alliances.org

tinyurl.com/LinkedINASAP-Co  facebook.com/ASAPGlobal  @asap_Global