Have Your Own Agenda?

Check-out Ours...Start Planning Your Conference Experience Today!

Dive into the Details at www.asapsummit.org/agenda.php

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

Propelling Partnering for the On-Demand World:
New Perspectives + Proven Practices for Collaborative Business

Register today at www.asapsummit.org

Don’t miss out on the early bird savings ending 2/16/18
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<td>7:00 a.m. – 8:00 a.m.</td>
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<td>Pre-Con Workshop Breakfast</td>
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<td>8:30 a.m. – 11:45 a.m.</td>
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<td>ASAP Advisory Board Meeting <em>(Invitation Only)</em></td>
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<tr>
<td>9:30 a.m. – 3:30 p.m.</td>
<td>Session 101</td>
<td>CA-AM Certification Exam Prep Workshop</td>
<td>Ann Trampas, CSAP</td>
<td>Phoenix Consulting Group</td>
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<td>Session 102</td>
<td>Alliance Management 201: The Value of Alliance Management</td>
<td>David Thompson, CA-AM</td>
<td>Eli Lilly and Company</td>
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<td>Session 103</td>
<td>Overcoming Obstacles &amp; Conflict - Utilizing High Impact Collaboration</td>
<td>Candido Arreche, CA-AM</td>
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<td>Session 104</td>
<td>Strategic Decision Making &amp; Negotiations: Learnings from Game Theory and AM</td>
<td>Harm-Jan Borgeld, CSAP, PhD</td>
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<td>Practice</td>
<td>Stefanie Schubert, CA-AM, PhD</td>
<td>SRH University Heidelberg</td>
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<td>11:45 a.m. – 12:45 p.m.</td>
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<td>1:00 p.m. – 7:00 p.m.</td>
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<td>Leadership Forum <em>(Invitation Only)</em></td>
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<td>4:00 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>
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<td>Annick DeSwaef, CSAP</td>
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<td>Session 106</td>
<td>Building Corporate Capability for Collaboration - Leveraging an International Standard</td>
<td>Norma Watenpaugh, CSAP</td>
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<td>Parth Amin, CSAP</td>
<td>Alliance Dynamics</td>
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<td>Tim Minahan</td>
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<td>10:30 a.m. – 11:20 a.m.</td>
<td>Session 301</td>
<td>Partnering with Change in a World of Ongoing Disruption</td>
<td>Joe Schramm</td>
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<td>Session 401</td>
<td>Driving Alliance Excellence into the Future</td>
<td>Joe Schramm</td>
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<td>11:30 a.m. – 12:20 p.m.</td>
<td>Session 302</td>
<td>Architecting for Transformation: The Next Generation Partner Ecosystem</td>
<td>Russ Cobb</td>
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<td>Session 402</td>
<td>Navigating and Effectively Managing Complex Alliances between Large Biotech/ Pharma Organizations</td>
<td>Judy Baselice</td>
<td>Pfizer</td>
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<td>Session 303</td>
<td>Experience the Future of the Channel: Integration as a Strategy for Success</td>
<td>Laz Gonzalez</td>
<td>Zift Solutions</td>
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<td>Session 304</td>
<td>The Vendor's Role in Building Solution Provider Value in a Volatile Market</td>
<td>Reed Warren</td>
<td>Revenue Rocket Consulting Group</td>
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<td>Session 403</td>
<td>How to Optimize Value and Gracefully End Alliance Relationships</td>
<td>Jeff Hurley</td>
<td>Eli Lilly and Company</td>
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<td>Ron McRae</td>
<td>Janssen Biotech / Janssen Biotech</td>
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<td>2:20 p.m. – 3:10 p.m.</td>
<td>Session 501</td>
<td>Realizing the Value of Non-Traditional Partnerships in Pharma/Biotech and Technology</td>
<td>Stuart Kliman, CA-AM</td>
<td>Vantage Partners</td>
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<td>Session 502</td>
<td>Alliances Standing the Test of Time</td>
<td>Andy Masland</td>
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<td>Andrew Yeomans, CSAP</td>
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<td>Alliances in Corporate Development: Back to the Future?</td>
<td>Ben Gomes-Casseress, CSAP</td>
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<td>Greg McGahan</td>
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<td>Session 205</td>
<td>ASAP Leadership Spotlight</td>
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<td>Leadership Spotlight #1</td>
<td>Alliance Management: “To change the name and not the letter...”</td>
<td>Lucinda Warren</td>
<td>Johnson &amp; Johnson Innovation / Janssen Business Development</td>
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<td>Leadership Spotlight #2</td>
<td>Retail Reinvented and the Imperative for Collaboration</td>
<td>Wayne Usie</td>
<td>JDA Software</td>
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<td>Leadership Spotlight #3</td>
<td>The Goods and Bads of Partnering Behaviors: Challenges Faced by Alliance Management</td>
<td>Mark Noguchi</td>
<td>Roche Partnering</td>
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<td>Leadership Spotlight #4</td>
<td>Winning with Strategic Alliances: The Heart of Your Growth Strategy</td>
<td>Russ Cobb</td>
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<td>Partnerships in Drug and Diagnostics Co-Development: An Alliance of Unlikely Bedfellows</td>
<td>Mark Roberts, PhD</td>
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<td>Taking Charge! Negotiating the Deal You Want Every Time</td>
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<td>Session 602</td>
<td>Building Your Collaborative Business Model</td>
<td>Dave Luvison, CSAP, PhD</td>
<td>Loyola University Maryland</td>
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<td>2:10 p.m. – 3:00 p.m.</td>
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<td>Onboarding Your Partner: Understanding How to Design a Partnership that Works</td>
<td>Candido Arreche, CA-AM</td>
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<td>Session 901</td>
<td>Alliance Management: A Growing, Enterprise-wide Activity</td>
<td>Karen Denton, CA-AM</td>
<td>Bayer Pharmaceuticals</td>
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<td>Christoph Huwe, CA-AM, PhD</td>
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<td>Session 702</td>
<td>Metrics and Measures: Tools for Finding Troubles and Triumphs</td>
<td>Molly McCartney, CA-AM</td>
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<td>Session 802</td>
<td>Herding Your Lawyers: Turning Negotiators into Collaborators</td>
<td>Nancy Breiman, CSAP</td>
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<td>Bernie Hannon, CSAP</td>
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<td>Bill Kleinman</td>
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<td>Gerry Dehkes, CSAP</td>
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<td>Centralized vs. Decentralized Alliance Organizations: How to Survive and Thrive</td>
<td>Tony DeSpirito, CSAP</td>
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<td>in Both Ecosystems!</td>
<td>Scott San Antonio, CA-AM</td>
<td>Schneider Electric</td>
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<td>Session 903</td>
<td>The Value Alliance Professionals Can Bring to Complex Projects</td>
<td>Annick de Swaef, CSAP</td>
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