



2018 **A|S|A|P**® Global Alliance Summit

March 26 - 28, 2018 | Fort Lauderdale, FL | Hilton Fort Lauderdale Marina

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

A | S | A | P®
The Association of Strategic
Alliance Professionals

 www.asapsummit.org

Platinum Sponsors



vantage partners

Gold Sponsor









Silver Sponsor





Agenda—Monday, March 26, 2018

As of 1.31.18
Details subject to change.

Time	Session Code Session Title	Speaker	Location
7:00 a.m. – 6:00 p.m.	Registration		Location TBD
7:00 a.m. – 8:00 a.m.	Pre-Con Workshop Breakfast		
8:30 a.m. – 11:45 a.m.	ASAP Advisory Board Meeting <i>(Invitation Only)</i>		
9:30 a.m. – 3:30 p.m.	 Session 101 CA-AM Certification Exam Prep Workshop	■ Ann Trampas, CSAP <i>Phoenix Consulting Group</i>	Location TBD
	 Session 102 Alliance Management 201: The Value of Alliance Management	■ David Thompson, CA-AM <i>Eli Lilly and Company</i> ■ Gary Butkus, CA-AM <i>Eli Lilly and Company</i>	Location TBD
	 Session 103 Overcoming Obstacles & Conflict - Utilizing High Impact Collaboration Tools and Techniques to Accelerate Alliance Success	■ Candido Arreche, CA-AM <i>Xerox Worldwide Alliances</i>	Location TBD
	 Session 104 Strategic Decision Making & Negotiations: Learnings from Game Theory and AM Practice	■ Harm-Jan Borgeld, CSAP, PhD <i>Merck KGaA</i> ■ Stefanie Schubert, CA-AM, PhD <i>SRH University Heidelberg</i>	Location TBD
11:45 a.m. – 12:45 p.m.	Board of Director Luncheon <i>(Invitation Only)</i>		Location TBD
1:00 p.m. – 7:00 p.m.	Alliance Management Resource Center		Location TBD
1:00 p.m. – 3:45 p.m.	Leadership Forum <i>(Invitation Only)</i>		Location TBD
4:00 p.m. – 5:00 p.m.	 Session 105 Next Gen Alliance Management: Mapping a TE-AM Road for Successful Alliances	■ Lynda McDermott, CA-AM <i>EquiPro International</i> ■ Annick DeSwaef, CSAP <i>Consensa</i>	Location TBD
4:00 p.m. – 5:15 p.m.	 Session 106 Building Corporate Capability for Collaboration—Leveraging an International Standard	■ Norma Watenpaugh, CSAP <i>Phoenix Consulting Group</i> ■ Parth Amin, CSAP <i>Alliance Dynamics</i>	Location TBD
6:00 p.m. – 7:00 p.m.	Networking Reception		Location TBD



100 | Pre-Conference Workshops



Agenda—Tuesday, March 27, 2018

As of 1.31.18
Details subject to change.

Time	Session Code Session Title	Speaker	Location
7:00 a.m. – 6:00 p.m.	Conference Registration and Information Desk		Location TBD
8:00 a.m. – 5:00 p.m.	Alliance Management Resource Center		Location TBD
7:00 a.m. – 8:15 a.m.	Networking Breakfast & Chapter Tables		Location TBD
8:15 a.m. – 8:45 a.m.	 Session 201 Conference Opening & Awards Finalists Presentation		Location TBD
8:45 a.m. – 9:45 a.m.	 Session 202 Conference Keynote Today's New Business Strategy Leads with Strategic Alliances	■ Tim Minahan <i>Citrix</i> 	Location TBD
10:00 a.m. – 10:30 a.m.	Morning Networking Break		
10:30 a.m. – 11:20 a.m.	 Session 301 Partnering with Change in a World of Ongoing Disruption	■ Joe Schramm <i>BeyondTrust</i> ■ Morgan Wheaton <i>JDA Software</i>	Location TBD
	 Session 401 Driving Alliance Excellence into the Future	Moderator: Andy Eibling , CSAP <i>Covance, Inc</i> ■ Casey Capparelli <i>Amgen</i> ■ Nancy Griffin , CA-AM <i>Novartis</i> ■ Mark Noguchi <i>Roche Partnering</i> ■ David S. Thompson , CA-AM <i>Eli Lilly & Company</i>	Location TBD
11:30 a.m. – 12:20 p.m.	 Session 302 Architecting for Transformation: The Next Generation Partner Ecosystem	■ Russ Cobb <i>SAS Institute</i> ■ Norma Watenpaugh , CSAP <i>Phoenix Consulting Group</i>	Location TBD
	 Session 402 Navigating and Effectively Managing Complex Alliances between Large Biotech/Pharma Organizations	■ Judy Baselice <i>Pfizer</i> ■ Brian N. Stewart , CA-AM <i>Merck KGaA</i>	Location TBD
12:20 p.m. – 1:20 p.m.	Networking Lunch		
1:20 p.m. – 2:10 p.m.	 Session 303 Experience the Future of the Channel: Integration as a Strategy for Success	■ Laz Gonzalez <i>Zift Solutions</i>	Location TBD
	 Session 304 The Vendor's Role in Building Solution Provider Value in a Volatile Market	■ Reed Warren <i>Revenue Rocket Consulting Group</i>	Location TBD
	 Session 403 How to Optimize Value and Gracefully End Alliance Relationships	■ Jeff Hurley , CA-AM <i>Eli Lilly and Company</i> ■ Ron McRae , CSAP <i>Janssen Biotech</i>	Location TBD



200 | **Plenary Sessions**









300 | **High Tech/Channels**
Changing Channels:
Adapting by Demand



400 | **Life Sciences/**
BioPharma Raising
Alliance Value



Time	Session Code Session Title	Speaker	Location
2:20 p.m. - 3:10 p.m.	 Session 501 Realizing the Value of Non-Traditional Partnerships in Pharma/Biotech and Technology	■ Stuart Kliman, CA-AM <i>Vantage Partners</i>	Location TBD
	 Session 502 Alliances Standing the Test of Time	■ Andy Masland <i>NEC</i> ■ Andrew Yeomans, CSAP <i>Merck-Serono</i>	Location TBD
3:10 p.m. - 3:30 p.m.	Afternoon Networking Break		
3:30 p.m. - 4:20 p.m.	 Session 503 Alliances in Corporate Development: Back to the Future?	■ Ben Gomes-Casseres, CSAP <i>Brandeis University</i> ■ Greg McGahan <i>PwC</i>	Location TBD
	 Session 504 How to Harness and Leverage New Digital Technologies and Innovation Ecosystems	■ Phil Hogg, CA-AM <i>Everlink Payment Services</i> ■ Todd Miller, CA-AM <i>ChromaWay</i> ■ Scott San Antonio, CA-AM <i>Schneider Electric</i> ■ Philip Sack, CSAP <i>CollaboRare & Digital Leadership Institute</i>	Location TBD
4:30 p.m. - 5:20 p.m.	 Session 203 Roundtables		Location TBD
5:30 p.m. - 6:00 p.m.	 Session 204 Awards Celebration		Location TBD
6:00 p.m. - 7:00 p.m.	Networking Reception		Location TBD



200 | **Plenary Sessions**



500 | **Cross-Industry Pioneering Tomorrow's Partnering**



Time	Session Code Session Title	Speaker	Location
7:00 a.m. – 6:00 p.m.	Conference Registration and Information Desk		Location TBD
8:00 a.m. – 5:00 p.m.	Alliance Management Resource Center		Location TBD
7:00 a.m. – 8:15 a.m.	Networking Breakfast		Location TBD
8:15 a.m. – 10:15 a.m.	 Session 205 ASAP Leadership Spotlight		Location TBD
	 Leadership Spotlight #1 Alliance Management: “To change the name and not the letter...”	■ Lucinda Warren <i>Johnson & Johnson Innovation / Janssen Business Development</i>	
	 Leadership Spotlight #2 Retail Reinvented and the Imperative for Collaboration	■ Wayne Usie <i>JDA Software</i>	
	 Leadership Spotlight #3 The Goods and Bads of Partnering Behaviors: Challenges Faced by Alliance Management	■ Mark Noguchi <i>Roche Partnering</i>	
	 Leadership Spotlight #4 Winning with Strategic Alliances: The Heart of Your Growth Strategy	■ Russ Cobb <i>SAS</i>	
10:15 a.m. – 10:40 a.m.	Morning Networking Break		Location TBD
10:40 a.m. – 11:30 a.m.	 Session 505 Joint Development of Complex Solutions Requires Extreme Partnering	■ Jan Twombly, CSAP <i>The Rhythm of Business</i> ■ Jeff Shuman, CSAP, PhD <i>The Rhythm of Business, Bentley University</i>	Location TBD
	 Session 506 Partnerships in Drug and Diagnostics Co-Development: An Alliance of Unlikely Bedfellows	■ Mark Roberts, PhD <i>Covance Drug Development Business</i>	
11:30 a.m. – 12:30 p.m.	Networking Lunch		Location TBD
12:30 p.m. – 2:00 p.m.	 Session 601 Taking Charge! Negotiating the Deal You Want Every Time	■ Ross Reck, PhD <i>Ross Reck & Associates</i>	Location TBD
	 Session 602 Building Your Collaborative Business Model	■ Dave Luvison, CSAP, PhD <i>Loyola University Maryland</i>	



200 | **Plenary Sessions**











500 | **Cross-Industry Partnering**
Pioneering Tomorrow's



600 | **Professional Development Workshops**



Time	Session Code Session Title	Speaker	Location
2:10 p.m. - 3:00 p.m.	 Session 701 Onboarding Your Partner: Understanding How to Design a Partnership that Works	■ Candido Arreche, CA-AM <i>Xerox Worldwide Alliances</i>	Location TBD
	 Session 901 Alliance Management: A Growing, Enterprise-wide Activity	■ Karen Denton, CA-AM <i>Bayer Pharmaceuticals</i> ■ Christoph Huwe, CA-AM, PhD <i>Bayer Pharmaceuticals</i>	Location TBD
3:00 p.m. - 3:20 p.m.	Afternoon Networking Break		Location TBD
3:20 p.m. - 4:10 p.m.	 Session 702 Metrics and Measures: Tools for Finding Troubles and Triumphs	■ Molly McCartney, CA-AM <i>Equifax, Inc.</i> ■ Renee Tannenbaum, CA-AM <i>Halozyme, Inc.</i> ■ Ann Trampas, CSAP <i>Phoenix Consulting Group</i>	Location TBD
	 Session 802 Herding Your Lawyers: Turning Negotiators into Collaborators	■ Nancy Breiman, CSAP <i>IBM</i> ■ Bernie Hannon, CSAP <i>Citrix</i> ■ Bill Kleinman <i>Haynes & Boone LLP</i>	Location TBD
	 Session 902 Leader in Collaborative Excellence	■ Robert Porter Lynch, CA-AM <i>The Warren Company</i>	Location TBD
4:20 p.m. - 5:10 p.m.	 Session 703 The Great Alliance Revival	■ Gerry Dehkes, CSAP <i>KPMG International</i> ■ David Erlenborn, CSAP	Location TBD
	 Session 803 Centralized vs. Decentralized Alliance Organizations: How to Survive and Thrive in Both Ecosystems!	■ Tony DeSpirito, CSAP <i>Schneider Electric</i> ■ Scott San Antonio, CA-AM <i>Schneider Electric</i>	Location TBD
	 Session 903 The Value Alliance Professionals Can Bring to Complex Projects	■ Annick de Swaef, CSAP <i>Consensa Consulting</i> ■ Robert Porter Lynch, CA-AM <i>The Warren Company</i>	Location TBD
5:15 p.m. - 5:30 p.m.	Conference Close		Location TBD
5:30 p.m. - 7:00 p.m.	Conference Close Networking Celebration		Location TBD



700 | Basic Best Practices Alliance
Health Best Practices



800 | Alliance Leadership Piloting
Partner Complexity



900 | Advanced Leadership Leading
Collaborative Excellence