

2018 ASAP European Alliance Summit

Owning Your Ecosystem & Building the Future

November 8–9, 2018 Amsterdam



Hear from 30 Directors of Strategic Alliances, Partnerships, Ecosystems and Innovation

Two Dedicated Streams of Presentations to Tailor your Agenda DISCOUNT UNTIL JULY 13TH

(Several events in 1: a full event for those interested cross-industry Alliance/Partnership Approaches, Partnerships Ecosystems and content for life sciences, technology companies and other industries)

Move freely between either stream during the course of the event

Eva Schoenleitner, Group VP Global Digital Alliances, ABB
Jay Scanlan, SVP & Global Head of Growth Ecosystems, Genpact
Uli Stilz, Vice President Alliances and Innovation Outreach, Novo Nordisk A/S
Sead Bajrovic, Chief Strategist, Ecosystems & Partnerships, Grundfos
Manfred Weiler, SVP Medical & Scientific Strategy, Syneos Health
Laurent Valroff, WW Global Alliance Lead, Dassault Systemes
Celine Carlet, Director, Alliance Management & Business Development, Global Operations, Ferring
Heather Fraser, IBM Institute for Business Value, Global Life Sciences & Healthcare Lead, IBM
Jonathan Bell, Director, Alliance and Integration Management, AstraZeneca
Erwan Groenendijk, Director Strategic Alliances, Siemens Building Technologies
Rob Middel, Head of External Alliances, Portfolio Delivery Operations, Johnson & Johnson
Dennis Havermans, Director of Strategy and Alliances, Amplifon
Mark Kimberling, Director of Strategic Alliances, TMF Group
Karan Ambwani, Senior Director, Strategic Projects & Alliances, Teva Pharmaceuticals
Denis Gautheret, VP Strategic Vendor Management DTAG, Deutsche Telekom
Tracy Loh, Director – Global Alliance Management, Sandoz
Stian Lofstad, Partner Director, Northern & Central EU, MuleSoft

Nicolas Windpassinger, Global Channel Program VP (EcoXpert Partner Program), Schneider Electric & Author of “Digitize or Die”
Hannes Erler, Swarovski Innovation Evangelist, Swarovski
Marie-Noelle Castel, Head of R&D Alliance Management Department Europe, Sanofi
Keith Buchanan Smith, Alliance Director, R&D Worldwide Business Development, GSK
Arno Nienhuis, Sr Director Alliances & Channels Benelux, Oracle
Christophe Pinard, Director Global Strategic Alliance, Schneider Electric
Johannes zu Eltz, Worldwide Head of Channel Sales & Ecosystem, IBM Watson IoT
Jean Noel Enckle, Emerging Solution Ecosystem Development, Cisco
Sofia Lelakowska, Head of Global Beauty Alliances, Avon
Professor Ard-Pieter de Man, Professor, VU University Amsterdam and author
Diantha Croese, Key Alliance Manager, Dutch Alliance for Data and Tax on Wages and Benefits (ASAP Alliance Excellence Award Winners)
Menno Aardewijn, Business Consultant and Moderator for Alliance, Dutch Alliance for Data and Tax on Wages and Benefits
Lidia Martin-Pereda, Senior Director, Alliances, Partners Management & Integration Office, Almirall
Angela Boyhan, Head, Alliance Management Centre of Expertise, Patient Value Practices, UCB
Liesbet De Rouck, Head of Alliances, Wonderkind

Unique Features of this Event:

30 case study presentations from Alliance, Bus Dev and Partnerships Departments (all in-house), **Practical Insights and Unbiased information**

30+ Heads of Alliances, Corporate Partnering, Ecosystems and Business Development.

13+ different countries represented for a **truly global group** of perspectives

10+ different industries represented including **pharma/life sciences**, energy, **technology**, consumer goods, fintech, manufacturing, engineering, consumer goods, telecom, chemical, etc. in two unique streams.

Emerging Trends: Internet of Things (IoT), Cloud, Life Science Ecosystems, Artificial Intelligence, Telecoms, Digital Ecosystems, IP, Startup Partnerships, Financial Services, Energy Industry, Innovation, etc.

Schneider Electric and Cisco Bi-Lateral Strategic Alliance Case Study
Ecosystems for New Technologies: Artificial Intelligence, IoT, Blockchain, etc.
Big Pharma Ecosystems: Large Scale Partnership Strategies in Lifesciences
Implementing Blockchain in your Partnership Relations, Data and Transactions
Novo Nordisk Partnership Portfolio in Pharma Research
Winning the War for Alliances: Beating the Competition for the Key Partnerships
Transition out of Alliance Partnerships: Learn from Alliance Failures & Challenges
Increasing the Speed of Alliances (both Research and Commercial Alliances)
Creating a New Ecosystem & Using Digital Platforms to Enter a New Market
IBM Digital Ecosystems: Using Digital Platforms to Bring Partnerships Further
Almirall Must-Have Tools and KPIs to Managing your Alliances
Schneider Electric Digitize or Die
ABB Building a Digital Partnership Ecosystem in a Non-Tech Segment
Case Study on Creating Ecosystems and Alliances
Grundfos Transform through Partnerships: How an Ecosystem Mindset is Powering Digital Transformation and Driving Future Growth
Relaunching an Unproductive Alliance and Turning it Around
VU Ecosystem Management vs Alliance Management: What's the Difference?
GSK The Alliance Management Lifecycle and Building AM Skills
Managing More Alliances with Less Alliance Managers
Johnson & Johnson Centers of Excellence for Strategic Alliance Relationships
Wonderkind Partnerships with Startups / Managing Channel Partnerships
Swarovski Open Innovation Networks Learnings
Accelerating Alliance Performance with Successful Sales/Marketing Coordination
Biotech Case Study: Pioneering Alliances in Biotechnology Ventures
Raising the Profile of Alliances in your Organisation
An **Award-Winning Alliance** between Three Government Organizations
Siemens A Blueprint for Corporations Wanting to Set up a New Alliance Function
AstraZeneca Going Global: Scaling Alliance Partnerships to Expand to Different Regions
Evolving Your AM Team as Corporate Priorities and the Portfolio Changes
Teva Cross Value Chain Alliances in Healthcare and the Role of Technology
Build a Community of Alliance Ambassadors
Sandoz Leadership and Skills in Managing an Alliance in a Matrix Organisation
Implementation of Delegated Alliance Management
Addressing Cultural Challenges in Forming Alliances

“Excellent event. Good to share ideas and network with like-minded European peers”
VP Strategic Alliances, Ipsen

Day One: Thursday, November 8, 2018

08.30	Registration and Coffee	
09.00	Chairman's Opening Address	
09.20	Case Study of a Large-Scale Bi-Lateral Strategic Alliance: Speakers from Both Parties Presenting their Perspective on the Partnership Christophe Pinard , Director Global Strategic Alliance, Schneider Electric Jean Noel Enckle , Emerging Solution Ecosystem Development, Cisco	
	Stream A: Lifesciences Alliances, Biotech	Stream B: IT & Technology Ecosystems
10.00	Big Pharma Ecosystems: Large Scale Partnership Strategies in Lifesciences <ul style="list-style-type: none"> From licensing to alliances R&D and academia Bilateral alliances, portfolios and constellations Ecosystems and the role of technology in them Transitioning your alliances into ecosystems Creating your own ecosystem where relevant 	Building a Digital Partnership Ecosystem in a Non-Tech Segment Eva Schoenleitner , Group VP Global Digital Alliances, ABB
10.45	Increasing the Speed of Alliances (both Research and Commercial Alliances) <ul style="list-style-type: none"> Improving the AM Lifecycle speed and onboarding process without sacrificing quality Agile innovation processes and research AM Coordinating between different speeds of development between collaborating disciplines How to go faster to market despite multiple companies, decision structures & cultures 	Ecosystems for Emerging Technologies <ul style="list-style-type: none"> Partnering in the Artificial Intelligence space The Internet of Things (IoT) and its impact on all industries Blockchain and its impact IT and data
11.30	Morning Coffee and Networking	
	Stream A: Successful Ecosystems and Alliances	Stream B: Complex Alliances and Communities of Alliances
12.00	Must-Have Tools and KPIs to Managing your Alliances <ul style="list-style-type: none"> Setting up a database or portal for all relevant strategic alliances in your entire organization (including partnership commitments, deal terms/conditions, status) Alliance health checklist and toolset Separate tools for smaller and more complex alliances; sharing tools with partners A Productive Scorecard and set of KPIs of an Alliance Ecosystem Lidia Martin-Pereda , Senior Director, Alliances, Partners Management & Integration Office, Almirall	Evolving Your Alliance Management Team as Corporate Priorities & the Portfolio Changes <ul style="list-style-type: none"> Connecting alliance practitioners to share best practices Upskilling your alliance managers to support other deal types (acquisitions and divestments) Leveraging 3rd parties to meet surge demand in regulatory and patient safety Establishing enterprise capabilities to operate as a contract manufacturing organization
12.45	Biotech Case Study: Pioneering Alliances in Biotechnology Ventures <ul style="list-style-type: none"> Partnering with larger pharma companies and academia 	Transform through Partnerships: How an Ecosystem Mindset is Powering Digital Transformation and Driving Future Growth Sead Bajrovic , Chief Strategist, Ecosystems & Partnerships, Grundfos

Exhibits Open

13.30	Luncheon	
	Stream A: Innovation and Research	Stream B: Digital Ecosystems & Positioning
14.30	<p>Open Innovation Networks Learnings</p> <ul style="list-style-type: none"> The use of open innovation networks in alliance management New Logics in the development of ecosystems How mature organizations are using start-up environments for cultural and organizational transformation <p>Hannes Erler, Swarovski Innovation Evangelist, Swarovski</p>	<p>Digital Ecosystems: Using Platforms to Bring your Partnerships to the Next Level</p> <ul style="list-style-type: none"> Today's partnerships need to collaborate more closely than ever before Collaboration with business partners needs transparency, flexibility and efficiency Empowered innovation by providing all applications and centralized data access Operating the platform for your customer, suppliers and partners to facilitate ease-of-use <p>Heather Fraser, IBM Institute for Business Value, Global Life Sciences & Healthcare Lead, IBM</p>
15.15	<p>Corporate a Partnership Portfolio in Research</p> <ul style="list-style-type: none"> Collaboration models supporting external innovation Flexible approaches to interact with a diverse partner landscape Opportunities and challenges Management and future oriented development of the portfolio <p>Uli Stilz, Vice President Alliances and Innovation Outreach, Novo Nordisk A/S</p>	<p>Ecosystem Management vs Alliance Management: What's the Difference?</p> <p>Professor Ard-Pieter de Man, Professor, VU University Amsterdam and author</p>
16.00	Afternoon Coffee and Networking	
16.30	<p>Leadership and Skills in Managing an Alliance in a Matrix Organisation</p> <ul style="list-style-type: none"> Implementing alliances in complex matrix environments (both in your company and the counterparty) Leadership as a critical role in facilitating and moderating discussions to ensure focus, project progression, and goals met <p>Tracy Loh, Director – Global Alliance Management Biopharmaceuticals, Sandoz</p>	<p>Raising the Profile of Alliances in your Organisation</p> <ul style="list-style-type: none"> Getting recognized, internally and externally for the AM accomplishments, new goals and vision Aligning AM closer to Business Development and Deal Making Getting AM involved in due diligence in M&A Connecting AM to key stakeholders: marketing, sales, branding and country heads of key markets
17.15	<p>Features of <i>Mature</i> and Best-in-Class Alliance Management Functions</p> <ul style="list-style-type: none"> Strong bi-lateral partnerships with key benefits realization Creating larger groups of alliances Taking dominant positions in your ecosystem Innovation centres and research alliance centre of excellence between corporate and academic partners Channel strategy and strong marketing tactics to promote new partnerships Having a unified alliance strategy across different business units Both a strong Alliance Team, and an Alliance Capability within the business 	<p>“Going on Tinder does not Often Lead to Having Children” A Blueprint for Corporations Wanting to Set up a <i>New Alliance Function</i></p> <ul style="list-style-type: none"> Understand your business objectives the Alliance Management capability is intended to serve How to structure and professionalize your company's approach to alliance management Where to location Alliance Management in your company's structure and hierarchy Getting sponsorship, funding and resources Where to start with incorporating existing partnerships into your AM department Documenting the AM lifecycle and creating a feedback loop Taking a centralized vs decentralized approach to alliances in a large organization <p>Erwan Groenendijk, Director Strategic Alliances, Siemens</p>
18.00	Closing Remarks from the Chair and End of Day One	

Day Two: Friday, November 9, 2018

09.00	Chairman's Opening Address	
09.20	<p>“Digitize or Die” The IoT Strategy for Digital Transformation</p> <ul style="list-style-type: none"> • IoT4 methodology for analog companies that would like to digitise • Your IoT ecosystem and how your business model needs to be adjusted • How to transition from an analog to a digital customer experience <p>Nicolas Windpassinger, Global Channel Program VP (EcoXpert Partner Program), Schneider Electric & Author of “Digitize or Die”</p>	
10.00	<p>An Award–Winning Alliance between Three Government Organizations</p> <p>Participants in this session will be introduced to an award–winning alliance between three government organizations that really had to change their classical management approach and behavior to make this Dutch alliance a success. It has been a long journey from a mainly vertical and hierarchical management approach by the individual alliance partners, to a more balanced approach between vertical and horizontal (collaborative) powers. In this session the story is told about the initial problems, the challenges, the philosophy, and the management approach. The development to an ecosystem will also be addressed</p> <p>Diantha Croese, Key Alliance Manager, Dutch Alliance for Data and Tax on Wages and Benefits Menno Aardewijn, Business Consultant and Moderator for Alliance, Dutch Alliance for Data and Tax on Wages and Benefits</p>	
10.45	<p>Going Global: Scaling Alliance Partnerships to Expand to Different Businesses & Regions</p> <ul style="list-style-type: none"> • Extending your alliance practices to include additional products, new markets, other kinds of partnerships • Involving more internal stakeholders while owning the process • Growing the alliance function with limited resources • Forming a centre of excellence to make a global impact on your strategic alliance <p>Jonathan Bell, Director, Alliance and Integration Management, AstraZeneca</p>	
11.30	Morning Coffee and Networking	
	Stream A: Various Types of Partnerships	Stream B: Due Diligence and JVs
12.00	<p>Cross Value Chain Alliances in Healthcare and the Role of Technology</p> <p>Karan Ambwani, Senior Director, Strategic Projects & Alliances, Teva Pharmaceuticals</p>	<p>Due Diligence in Strategic Alliances & JVs</p> <ul style="list-style-type: none"> • Applying proven methods and strategies for the due diligence of new strategic alliances and JVs • How best to involve legal departments and contract drafting • Intellectual property and intangibles planning • When the terms are already agreed: how to conduct post–deal assessments to make the most of the alliance (ie. uncover hidden partner strengths)
12.45	<p>Centers of Excellence: Reach Higher Levels of Development in your Alliance Relationships</p> <ul style="list-style-type: none"> • How alliance centres of excellence can increase consistency & embed best practice and knowledge share • Using alliance centres for external benchmarking and internal coaching • Adapting your centre of excellence to individual business units <p>Rob Middel, Head of External Alliances, Portfolio Delivery Operations, Global Clinical Development Operations, Janssen, Johnson & Johnson</p>	<p>Joint Ventures: Generating Value, Ensuring Governance and Alignment</p> <ul style="list-style-type: none"> • The risks, governance issues and requirements for JV partner selection • Due diligence process and incorporating the legal risks into the documentation • Establishing a skilled board of directors • Running the JV operations and best practice in managing a JV entity and brand • The role of local mgmt in cross–border JVs • Extracting value while resolving disagreements
13.30	<p>Lunch Break</p> <p>See photos from last year's EU Alliance Summit: http://www.thoughtleaderglobal.com/alliance2017</p>	

	<p>Stream A: Build a Community of Alliance Ambassadors, Skillsets for Alliance Management and Transitions</p>	<p>Stream B: Partnership Models and Examples</p>
14.00	<p>Designing New Operating Models for Alliances</p> <ul style="list-style-type: none"> Using value identification (value creation) and ideation to design the business model Setting clear goals and the partnering strategy Pursuing alliances to achieve your goals, in a structured approach 	<p>Accelerating Alliance Performance with Successful Sales and Marketing Coordination</p> <ul style="list-style-type: none"> Sharing resources and tools with marketing and digital departments Involving brand management with partner branding Getting sales teams engaged
14.45	<p>Addressing Cultural Challenges in Forming Alliances</p> <ul style="list-style-type: none"> Challenges in asymmetric alliances Cultural Change management Defining common goals The importance of Leadership Governance 	<p>Managing Channel Partnerships Effectively</p> <ul style="list-style-type: none"> Setting the right strategy for ways of working in channel partnerships Sharing tools and methods to align on tactics Sales and marketing alignment with channel strategy: Ensuring easy and simple CX and UX Channel partnership ecosystem examples
15.30	<p>Afternoon Coffee and Networking</p>	
16.00	<p>Implementation of Delegated Alliance Management</p> <ul style="list-style-type: none"> Bringing in Operational People to Work on alliance management Requesting additional people to supplement your core alliance management team Sharing people with other departments: project managers and business development 	
16.45	<p>Managing More Alliances with Less Alliance Managers</p> <ul style="list-style-type: none"> Improving efficiency and applying governance models to scale successful alliance best practice across multiple partnerships Doing more with less resources and less budget 	
17.30	<p>Partnerships with Startups and Managing Channel Partnerships</p> <ul style="list-style-type: none"> The startup ecosystems How to partner, invest Which are the most relevant external stakeholders in the startup environment you are targeting Governance of incubating the startup How the framework can be shaped <p>Liesbet De Rouck, Head of Alliances, Wonderkind Frank Nijmeijer, Head of Resellers, Wonderkind</p>	
17.30	<p>Closing Remarks of the Chair and End of Forum</p>	

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All ASAP prices above apply to any bookings made by **July 13th**

If you cannot attend but still wish to observe the slides, order the presentations and participant list
o ELECTRONIC DOCUMENTATION: €499

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WHY YOU SHOULD ATTEND

Thought Leader Global and The Association of Strategic Alliance Professionals are proud to co-organise our 5th European Alliance Summit.

Whether you have a mature corporate alliance and partnership strategy, are looking to benchmark with others in this space (to continually improve your framework and ecosystem), or are at an earlier stage of entering into new alliances and partnerships, this event provides an ideal community for you.

Setting up an alliance management function is an important first step. One must lay the groundwork for the long-term success of both alliances and joint ventures. Often businesses that may have competed in the past must be brought together, and this requires building trust and bridging cultural barriers. Both the research and development side as well as the sales / go-to-market side need to have best-practice in place for the partnership to succeed. Often the most lucrative alliances are in new markets and in emerging market countries. There are significant cultural, HR, legal and operational risks to manage in these partnerships.

Leadership and governance are important focus areas to cover. There is a significant transition period in the creation of an alliance, and a strong transition plan must be put into place. Both innovation and sales results are the key goals of new partnerships. However, companies must encourage a joined workforce to bring about the performance. Trust and cooperation must be embedded to demonstrate this joined workforce. Performance and governance must be adequately implemented and monitored, so that goals are met and value is created.

Attend this forum to benchmark how other organisations are managing their alliance strategies; hear their perspectives - both success stories and lessons learned. Utilise this event to learn from their experiences, compare solutions and take away actual strategies that you can use to drive transformation in your group.

Terms and Conditions:

1. Event Fees are in inclusive of materials in the programme and refreshments.
2. Payment Terms: Following completion and return of the registration form, full payment is required within 6 days from receipt of invoice. Payment must be received before the conference date. A receipt will be issued upon payment. Due to limited conference space, we recommend early registration to avoid disappointment. A 50% cancellation fee will be charged under the terms outlined below. We do reserve the right to refuse admission if payment has not been received on time.
3. Cancellation/Substitution: Provided the total fee has been paid, substitutions at no extra charge are allowed as long as they are made up to 15 days before the event. Otherwise all bookings carry a 50% cancellation liability immediately after a signed sales contract has been received by Thought Leader Global. Cancellations must be received in writing by mail or fax six weeks before the conference is to be held in order to obtain a full credit for any future Thought Leader Global conference. Thereafter, the full conference fee is payable and is non refundable. Payment terms are six days and payment must be made before the start of the conference. Non-payment or non-attendance does not constitute cancellation. By signing this contract, the client agrees that in case of dispute or cancellation of this contract, Thought Leader Global will not be able to mitigate its losses for any less than 50% of the total contract value. If, for any reason, Thought Leader Global decides to cancel or postpone this conference, Thought Leader Global is not responsible for covering airfare, hotel, or other travel costs incurred by clients. The conference fee will not be refunded, but can be credited to a future conference. Event programme content is subject to change without notice.
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