



A|S|A|P[®] EUROPEAN ALLIANCE SUMMIT 8-9 NOV.2018 • AMSTERDAM

Hear from 30 Directors of Strategic Alliances, Partnerships, Ecosystems and Innovation
Two Dedicated Streams of Presentations to Tailor your Agenda

(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 Digital Partnerships, ABB
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
Mizuki Yamana, Executive Director Alliance Management, Astellas
Heather Fraser, IBM Institute for Business Value, Global Life Sciences & Healthcare Lead, IBM
Jonathon 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
Tracy Loh, Director - Global Alliance Management, Sandoz
Stian Lofstad, Partner Director, Northern & Central EU, MuleSoft
Roberto Beggi, Global Partners & Alliances Manager, Dell EMC

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 Alliance Management Technology Platforms Group, Sanofi
Keith Buchanan Smith, Alliance Director, R&D Worldwide Business Development, GSK
Jasper de Gou, Director M&A Projects, JVs and PCRO, Akzo Nobel Specialty Chemicals
Jan Twombly, President, The Rhythm of Business
Arno Nienhuis, Sr Director Alliances & Channels Benelux, Oracle
Christophe Pinard, Director Global 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 & 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
Maria Ines Garzon, Alliance Manager, Almirall
Alistair Dixon, Senior Director Alliance Management, UCB
Liesbet De Rouck, Head of Alliances, Wonderkind
Laura Ciccolini, Director BusDev, Licensing & Alliances, Arecor
Han Dols, BusDev, Industry, Knowledge Transfer, CERN

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.

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

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

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

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

Schneider Electric and Cisco Bi-Lateral Strategic Alliance Case Study
IBM Case Study on IBM Watson IoT's Growth through its Partnership Ecosystem
Sanofi Successful R&D Agreements in a Complex Ecosystem
Avon Innovative Alliances Product Co-Design and Strategy Design
Novo Nordisk Partnership Portfolio in Pharma Research
Akzo Nobel Specialty Chemicals Addressing Cultural Challenges in Forming Alliances, including Joint Ventures
Dassault Systemes An Award-Winning Marketing Plan for a Global Partner Program
IBM Digital Ecosystem: Using Digital Technologies to Reimagine the Healthcare Ecosystem
Almirall Must-Have Tools and KPIs to Managing your Alliances
Schneider Electric Digitize or Die: The IoT Strategy for Digital Transformation
ABB Building a Digital Partnership Ecosystem in a Non-Tech Segment
Grundfos Transform through Partnerships: How an Ecosystem Mindset is Powering Digital Transformation and Driving Future Growth
VU Ecosystem Management vs Alliance Management: What's the Difference?
GSK The Alliance Management Lifecycle and Building AM Skills
Johnson & Johnson Centers of Excellence for Strategic Alliance Relationships
Wonderkind Partnerships with Startups / Managing Channel Partnerships
Swarovski Open Innovation Networks Learnings
Arecor's Dual Business Model and its Value for Partners in Biopharma
Award-Winning Alliance between Three Government Organizations
Siemens A Blueprint for Corporations Wanting to Set up a New Alliance Function
AstraZeneca Scaling Alliance Partnerships to Expand to Different Regions
Dell Designing New Operating Models for Alliances
UCB Evolving Your AM Team as Corporate Priorities and the Portfolio Changes
Teva Cross Value Chain Alliances in Healthcare and the Role of Technology
Syneos Health Managing a Biosimilars Consortium
Sandoz Leadership and Skills in Managing an Alliance in a Matrix Organisation
Oracle How to Increase your Revenue with Social & Artificial Intelligence
Addressing Cultural Challenges in Forming Alliances
MuleSoft How a Disruptive Technology Approach Drives Changes at our Systems Integrator Partners
Amplifon Having a Strong Collaboration between Strategy and Alliances
Astellas/Ferring Managing Alliances across Cultures - Joint Case Study

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 Research Alliances	Stream B: Digital Partnership, IoT & AI
10.00	Centers of Excellence: Reach Higher Levels of Development in your Alliances <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 Rob Middel , Head of External Alliances, Portfolio Delivery Operations, Global Clinical Development Operations, Janssen, Johnson & Johnson	Building a Digital Partnership Ecosystem in a Non-Tech Segment Eva Schoenleitner , Group VP Digital Partnerships, ABB
10.45	Successful R&D Agreements in a Complex Ecosystem Philippe Rocolle , Global Alliance Manager, Sanofi	Case Study on IBM Watson IoT's Growth through its Partner Ecosystem <ul style="list-style-type: none"> How do you grow your business with fewer resources in a fast growing competitive market? IBM's Watson IoT Channel & Ecosystem Organization taking an innovative approach to drive growth in an emerging IoT Market Exploring new business models and closer partner collaboration Johannes zu Eltz , Worldwide Head of Channel Sales & Ecosystem, IBM Watson IoT
11.30	Morning Coffee and Networking	
	Stream A: Successful Tools & Lifecycle	Stream B: Speed and Complex 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 Maria Ines Garzon , Alliance Manager, Almirall	Partnering at the Speed of Business: Creating Your Minimum Viable Partnership It is no secret. Business is moving faster than ever before. And the formula for success in business transformation is Technology + Partnering. Bringing multiple companies together to create a joint solution adds complexities not faced by a single company innovating and going to market alone. Partnering is never the most efficient way to develop a complex solution and go to market. We've all experienced lengthy delays that erode intended value. Conquer the complexities and partner faster by simplifying to the core elements of a partnership and value creation opportunities multiply. This session takes a page from the successful concept of Minimum Viable Product taking hold in companies both established and new to create a Minimum Viable Partnership (MVP). Learn how to: <ul style="list-style-type: none"> Build enough trust for the activities at hand Develop a core value assumption that can be quickly tested in the marketplace Design the components of the alliance business model in a manner that can be rapidly iterated as you gain experience with your partners and with customers Jan Twombly , CSAP, President, The Rhythm of Business ; Member, Executive and Management Committee, ASAP
12.45	The Alliance Management Lifecycle and Building AM Skills Keith Buchanan Smith , Alliance Director, R&D Worldwide Business Development, GSK	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 & Marketing
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 Ecosystem: Using Digital Technologies to Reimagine the Healthcare Ecosystem</p> <ul style="list-style-type: none"> 48% of surveyed life sciences executives said that boundaries between their industry & others are blurring There is a need to work in a more open, collaborative manner across traditional boundaries to enable strategic innovation Digitally reinventing life sciences involves fundamentally reimagining how to engage with your stakeholders, supported by digital technologies <p>Heather Fraser, IBM Institute for Business Value, Global Life Sciences & Healthcare Lead, IBM</p>	
15.15	<p>Innovative Alliances Product Co-Design and Strategy Design</p> <ul style="list-style-type: none"> Scoping the Alliance Partnership - multi channel & direct sale channel Strategy Product: Accelerating adjacent portfolio, product co-design, accelerating through mutual R&D developments Customer: Customer led multichannel strategy - direct customer contact & assisted sales, global vs local solutions Distribution: Sharing economy, direct sale channel, social selling, assisted sales & networking <p>Sofia Lelakowska, Head of Global Beauty Alliances, Avon</p>	<p>An Award-Winning Marketing Plan for a Global Partner Program</p> <p>Laurent Valroff, Worldwide Global Alliance Lead, Dassault Systemes</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>Ecosystem Management vs Alliance Management: What's the Difference?</p> <ul style="list-style-type: none"> Can existing alliance managers become ecosystem managers? New skills and capabilities for ecosystem managers Key points of attention for ecosystem design and management <p>Professor Ard-Pieter de Man, Professor, Vrije Universiteit Amsterdam and author</p>	
17.15	<p>Arcor's Dual Business Model and its Value for Partners in Biopharma</p> <p>Laura Ciccolini, Director Business Development, Licensing and Strategic Alliances, Arcor</p>	<p>"Going on Tinder Does Not Often Lead to Having Children" A Blueprint for Corporations Wanting to Set up a New Alliance Function</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	<p>Accelerating Innovations with CERN: At CERN, the European Organization for Nuclear Research, physicists and engineers are probing the fundamental structure of the universe. They use the world's largest scientific instruments to study the basic constituents of matter - the fundamental particles. Yet CERN also engages with industry in order to accelerate innovation in all kind of market segments. This talk will address what kind of alliances CERN is creating for knowledge transfer to startups and corporations, with the aim to maximize the global positive impact of CERN on society.</p> <p>Han Dols, Knowledge Transfer / Business Development, CERN</p>		

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 and author of the book: “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 Regions</p> <ul style="list-style-type: none"> Criteria for expanding a deal into new markets Managing Different Spans of Control Challenges of Managing Internal Stakeholders and Understanding their needs, whilst operationalising the collaboration Moving to Business as Usual <p>Jonathon Bell, Director, Alliance and Integration Management, AstraZeneca</p>	
11.30	Morning Coffee and Networking	
	Stream A: Various Types of Partnerships	Stream B: Governance and Culture
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>Addressing Cultural Challenges in Forming Alliances, including Joint Ventures</p> <p>Jasper de Gou, Director M&A Projects, JVs and PCRO, Akzo Nobel Specialty Chemicals</p>
12.45	<p>Corporate 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>Designing New Operating Models for Alliances</p> <p>How we have embarked on the journey of building an alliance process and discipline around Dell EMC's processes</p> <p>Roberto Beggi, Global Partners & Alliances Manager, Dell EMC</p>
13.30	Lunch Break	
	<p>See photos from last year's EU Alliance Summit: http://www.thoughtleaderglobal.com/alliance2017</p>	

	Stream A: Build a Community of Alliance Ambassadors, Managing Consortia	Stream B: Partnership Models and Examples
14.30	<p>Evolving Your Alliance Management Team as Corporate Priorities & the Portfolio Changes</p> <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) Professionalizing AM in the company across all departments A community of alliance managers and alliance ambassadors <p>Alistair Dixon, Senior Director Alliance Management, UCB</p>	<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>
15.15	<p>Managing a Biosimilars Consortium: With Learnings that Can be Applied in a Variety of Complex Partnership Arrangements</p> <p>Manfred Weiler, SVP Medical & Scientific Strategy, Syneos Health</p>	<p>How to Increase your Revenue with Social & Artificial Intelligence</p> <p>Arno Nienhuis, Senior Director Alliances & Channels Benelux, Oracle</p>
16.00	Afternoon Coffee and Networking	
16.20	<p>CO-PRESENTATION: Managing Alliances across Cultures – Astellas/Ferring case study Good Partnering Practices across cultures : How Alliance Management teams operationalized the license agreement and led the necessary conversations to ensure successful outcomes of the collaboration while embracing the cultural challenges</p> <p>Celine Carlet, Director, Alliance Management & Business Development, Global Operations, Ferring Mizuki Yamana, Executive Director Alliance Management, Astellas</p>	
17.05	<p>Having a Strong Collaboration between Strategy and Alliances to Deliver Successful Services</p> <p>Dennis Havermans, Director of Strategy and Alliances, Amplifon</p>	
17.50	<p>How a Disruptive Technology Approach Drives Changes at our Systems Integrator Partners</p> <p>Stian Lofstad, Partner Director, Northern & Central EU, MuleSoft</p>	
18.30	Closing Remarks of the Chair and End of Forum	

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If you cannot attend but still wish to observe the slides, order the presentations and participant list

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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:

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