



ASAAP[®] EUROPEAN ALLIANCE SUMMIT 14-15 NOV. 2019 • AMSTERDAM

Hear from 30 SVPs, VPs and Heads of Strategic Alliances, Partnerships, Ecosystems and Innovation
Two Dedicated Streams of Presentations to Tailor your Agenda DISCOUNT UNTIL JULY 26th

(Several events in 1: a full event for those interested in 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**

Bill Bien, CEO Agriculture Lighting, Signify (formerly Philips Lighting) Former Chief Marketing Officer, Head of Alliances & Strategy
Veronique Riethuisen, SVP, Global BD & Alliance Mgmt, Ipsen
Graham Cross, Global Director of Innovation Alliances and Partnering, Unilever
Steven Twait, VP Alliance & Integration Mgmt, AstraZeneca
Nicolas Becker, Director Global Alliance Management, Bayer
Asa Norrie, Head of Global Strategic Alliances, Aberdeen Standard Investments
Sead Bajrovic Chief Strategist, Ventures & Partnerships, Grundfos
David Thompson, Chief Alliance Officer, Eli Lilly and Company
Frederic Bonfils, VP Corporate Alliance Mgmt, Pierre-Fabre
Denis Gautheret, VP Technology Vendor Management, Deutsche Telekom
Nekane Morales, Researcher & Lecturer, Mondragon University
Gary Stevens, Global Business Development & Alliances, HPE
Johannes zu Eltz, Worldwide Head of Partner Channel Sales & Ecosystem, IBM Watson IoT
Michael Petiot, Head of Alliances & Partnerships, Worldline
Harm-Jan Borgeld, Head Alliance Management, Merck
Karan Ambwani, Senior Director, Head Commercial Strategy & Alliances, Teva Pharmaceuticals
Jan Twombly, President, The Rhythm of Business
Nils Herzberg, SVP, Global Head - Strategic Partnerships, SAP

Lucinda Warren, VP Business Development, Johnson & Johnson
Keith Buchanan Smith, Alliance Director, R&D Worldwide Business Development, GSK
Henrik Sorensen, Head of Alliance & Portfolio Management, Immunocore
Petter Lee-Johannessen, SVP, Head of Strategic Partnerships, DNB Bank
Sofia Lelakowska, Head of Global Beauty Alliances, Avon
Annick De Swaef, CEO, Belgian Road Research Centre
Dion Smith, VP Global Strategic Integrators & Alliances, Veritas
Michael Moser, Technology Alliances Collaboration Leader, Dassault Systèmes
Yuri Khakhanov, Director Projects Development, Skolkovo Foundation
Alexandra Pelletier, Director, Alliance Management, Sanofi
Lara Haynes, Alliance Manager, UCB
Christophe Pinard, Director Global Alliance, Schneider Electric
Arno Nienhuis, Sr Director Alliances & Channels Benelux, Oracle
Elena Cavalli, Director Alliance Management, Astellas
Somil Gupta, Biz Dev, Digital Solutions, Nordics, Bosch
Robert Hazen, Global Business Development & Alliances, HPE
Mark van Helvoort, Program Manager PPPs, MRI, Philips
Philip Sailer, Director Software Defined & Cloud Ecosystem, HPE
Carlos Ruiz Gomez, Industry Evangelist and Board Consultant

Unique Features of this Event:

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

30+ SVPs, VPs, Chief Alliance Officers, Heads of Alliances, Corporate Partnering, Ecosystems and Business Development

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

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



CEO keynote presentation on day2

Bill Bien, CEO Agriculture Lighting, Signify

Emerging Trends: Internet of Things (IoT), Artificial Intelligence, Life Science Ecosystems, Digital Transformation, Telecoms, Digital Ecosystems, Product Co-Design, Divestments, Fintech, Multilateral Alliances, Innovation, Brand Lifecycle Management, Public-Private Partnerships, etc.

Several duo presentations with both members of a strategic alliance speaking, and a three-company comparative presentation

Signify Converting Alliances to Revenue

Veritas Increasing the Speed of Launching Alliances & Getting Results

GSK & Immunocore Case Study of a Bi-Lateral Strategic Alliance

Ipsen Raising the Profile of Alliances in your Organisation & Demonstrating the Value to Management

Unilever Partner to Win: Delivering Innovation Strategy thru Agile Alliances

Belgian Road Research Centre Developing Alliance Management Capabilities within a Research & SME-Environment

AstraZeneca, Lilly & Merck Managing 3 Types of Risk in an Alliance (Business, Legal & Human) During the Critical Start-Up Phase of an Alliance

Deutsche Telekom What Happens to Successful Alliances that Gets Stuck in Between the Hurricanes of Trade War

UCB & Sanofi Using Best Practice to Drive Value in a Bilateral R&D Alliance

Grundfos Digital Ecosystems: Bring your Partnerships to the Next Level

Dassault Systèmes Ecosystems for Emerging Technologies

IBM Strategic Alliances and a Successful Ecosystem in the IoT

Bayer Alliance Management Competencies to Effectively Steer Partnerships and Must-Have KPIs to Measure Success

DNB Bank Build a Digital Partnership Ecosystem in a Non-Tech Segment

HPE Creating a World Class Alliance Program by Overcoming Challenges Along the Journey

Schneider Electric Monetize, Scale, Accelerate of Two Major Alliances, an Easy Journey?

Teva Brand Lifecycle Management Through Strategic Alliances

Astellas Why the Alliance Lead is So Critical in Divestments

Pierre Fabre Centralised versus Decentralised Alliance Models

Skolkovo Foundation Open Innovation and High Tech Ecosystems

HPE Relaunching an Unproductive Alliance & Turning It Around

JNJ Leadership & Skills in Managing an Alliance in a Matrix Organisation

Avon Innovative Alliances Product Co-Design and Strategy Design in Beauty Categories

Worldline Fintech Partnership Models: Technology and Innovation

Mondragon Uni Methodology: Designing & Implementing Smart Alliances

SAP **The Open Industry 4.0 Alliance:** An Innovative Multi-Lateral Alliance of Equals to Deliver Value & Digitisation to Factories, Plants & Warehouses

Philips Resonating Public Private Partnerships

Aberdeen AM Apply Strategic Alliances in Practice in the Financial Sector

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

Day One: Thursday, November 14, 2019		
08.30	Registration and Coffee	
09.00	Chairperson's Opening Address and Introduction from ASAP	
09.30	Keynote: Leadership and Skills in Managing an Alliance in a Matrix Organisation <ul style="list-style-type: none"> Implementing alliances in complex matrix environments (both in your company and the counterparty) Leadership as a critical role to facilitate & moderate discussions to ensure focus, project progression & goals met Lucinda Warren , VP Business Development, Johnson & Johnson	
	Stream A: Lifesciences Alliances	Stream B: Speed, Digital, Complexity
10.15	Managing 3 Types of Risk in an Alliance (Business, Legal, and Human) During the Critical Start-Up Phase of an Alliance Steven Twait , VP Alliance & Integration Management, AstraZeneca David Thompson , Chief Alliance Officer, Lilly Harm-Jan Borgeld , Head Alliance Mgmt, Merck	Increasing the Speed of Launching Alliances and Getting Results <ul style="list-style-type: none"> The challenge of fast alliance formation and GTM Communication and alignment requirements Navigating conflicting goals early and charting a course forward Leveraging limited resources to rapidly expand alliances Dion Smith , VP Global Strategic Integrators & Alliances, Veritas
11.00	Using Alliance Management Best Practice to Drive Value in a Bilateral R&D Alliance Alexandra Pelletier , Director, Alliance Management, Sanofi Lara Haynes , Alliance Manager, UCB	Partnering Readiness: The Through Line from Collaborative Leadership to Collaborative Execution The data keeps rolling in: The companies that are successful in becoming digitally-enabled and customer-obsessed—and therefore prepared to compete as we enter the 2020s—are those best able to collaborate internally and externally. These companies are ready to partner; purposefully and opportunistically, in one-to-one relationships, multi-partner engagements, and in ecosystems. Partnering readiness is embodied in every leadership action, operational structure, and execution motion. It extends through strategy, product, marketing, sales, support and management. It is the strategic imperative for alliance leaders today. This session: <ul style="list-style-type: none"> Clarifies and defines why a traditional center of excellence cannot achieve partnering readiness Examines and presents examples of partnering readiness within ideation, creation, and monetization, the major stages of the product & partnering lifecycles Offers a framework to assess your “as is” partnering readiness and design your “to be” state Jan Twombly , CSAP, President, The Rhythm of Business
11.45	Morning Coffee and Networking	
	Stream A: Innovation and Successful Tools	Stream B: Turnaround, Digital Partnerships
12.15	Partner to Win: Delivering the Innovation Strategy through Agile Alliances <ul style="list-style-type: none"> The business requirement for setting up successful procurement alliances Reason for the initiative: innovation, sustainability, cost-to-value, quality-service, and capital Case study of a joint business plan with 100 partners covering best practices, ways of working, legal arrangements, etc. Learnings and current status of the initiative Graham Cross , Global Director of Innovation Alliances and Partnering, Unilever	Relaunching an Unproductive Alliance and Turning It Around in a Dynamic Business Environment <ul style="list-style-type: none"> What to do when you need to unstick a stuck Alliance and re-engage for success How to keep driving an Alliance train that's totally gone off the rails while working to rerail it We'll walk through real-life examples to uncover what should be done in an Alliance turnaround situation Philip Sailer , CSAP, Director of Software Defined and Cloud Ecosystem, Hewlett Packard Enterprise
13.00	Alliance Management Competencies to Effectively Steer Partnerships and Must-Have KPIs to Measure Success Nicolas Becker , Director Global Alliance Management, Bayer Dr. Elke Dittrich-Wengenroth , Head External Innovation Therapeutics, Bayer	Building a Digital Partnership Ecosystem in a Non-Tech Segment Petter Lee-Johannessen , SVP, Head of Strategic Partnerships, DNB Bank

Exhibits Open

13.45	Luncheon	
	Stream A: Open Innovation, Platforms, PPPs and Troubleshooting Alliances	Stream B: Fintech, Emerging Technologies, Open Industry 4.0, Customers
14.45	<p>Open Innovation and High Tech Ecosystems</p> <ul style="list-style-type: none"> The use of open innovation networks in alliance management New Logics in the development of ecosystems <p>Yuri Khakhanov, Director for Projects Development, Skolkovo Foundation</p>	<p>Fintech Partnership Models: Technology and Innovation</p> <ul style="list-style-type: none"> The power of blockchain technology Banking partnership ecosystems and how they are being formed Case study of a powerful payments ecosystem <p>Michael Petiot, Head of Alliances and Partnerships, Worldline</p>
15.30	<p>Sector Digital Ecosystems: Using Platforms to Bring your Partnerships to the Next Level</p> <p>Sead Bajrovic, Chief Strategist, Ventures & Partnerships, Grundfos</p>	<p>Ecosystems for Emerging Technologies</p> <ul style="list-style-type: none"> Partner to investigate opportunities and mitigate risk with new technologies Immerse in social innovation and engage potential users for value articulation Assess potential impact for users, reach acceptance and justification for integration in standard offerings <p>Michael Moser, Technology Alliances Collaboration Leader, Dassault Systèmes</p>
16.15	Afternoon Coffee and Networking	
16.45	<p>Resonating Public Private Partnerships</p> <ul style="list-style-type: none"> Creating an open innovation ecosystem to tackle societal challenges in healthcare Public Private Partnerships as framework for open innovation Impacting standardization via joint research in Public Private Partnerships How PPPs evolved Magnetic Resonance Imaging Systems <p>Mark van Helvoort, Program Manager Public-Private Partnerships Magnetic Resonance Imaging, Philips</p>	<p>The Open Industry 4.0 Alliance – An Innovative Multi-Lateral Alliance of Equals to Deliver Value and Digitization to Factories, Plants and Warehouses</p> <ul style="list-style-type: none"> How the multi-lateral alliance was founded Why was it created? Benefits to members of the Alliance – Improved services offering, increase services efficiency, building customer loyalty and improving product designs Benefits to customers of the Alliance – Simplification of non-value-adding aspects, lower risk that existing options, global scale and reach PLUS ecosystem of ecosystems benefit Experiences in founding and operating an alliance across companies ranging from 400 to 95000 employees <p>Nils Herzberg, SVP, Global Head – Strategic Partnerships, Digital Supply Chain, SAP</p>
17.30	<p>What Happens to Successful Alliances that Gets Stuck in Between the Hurricanes of Trade War</p> <ul style="list-style-type: none"> Are you sure you really know which clause is the most important in your alliance contracts? When to pull your BATNA (Best Alternative To Negotiated Agreement) out and act upon it Which are the key success factors to keep an alliance alive when everything around turns red <p>Denis Gautheret, VP Technology Vendor Management, Deutsche Telekom</p>	<p>Circle of Trust: Enrolling Customers and Empowering Partners to Boost Revenue and Profitability in Value Creation</p> <p>Today customers decide your supply chain – what, where and how they want to do business with you. And they are breaking the traditional supply chain structures of distributors and dealers to connect directly with you. How do you manage direct customer engagement without alienating your channel partners? How can you enroll your customers AND your partners in a profitable dialogue with intelligent services and immersive engagement? How can you build eco-system driven new-age business models that create value for all participants?</p> <p>The circle of trust provides the organizational framework for an ‘alliance-first’ business strategy in a highly social and networked sharing economy.</p> <p>Somil Gupta, Business Development, Digital Solutions, Nordics, Bosch</p>
18.15	Closing Remarks from the Chair and End of Day One	

Day Two: Friday, November 15, 2019

09.15	<p>Keynote: Converting Alliances to Revenue</p> <p>Bill Bien, CEO Agriculture Lighting, Signify (formerly Philips Lighting) formerly Chief Marketing Officer, Head of Alliances and Strategy, Signify</p>	
10.00	<p>Case Study of a Bi-Lateral Strategic Alliance: Speakers from Both Parties Presenting their Perspective on the Collaboration</p> <ul style="list-style-type: none"> • An update on the ongoing ImmTAC collaboration • Complexity of structuring an alliance with a novel technology • Strengths and challenges experienced during the alliance to date • What are the characteristics of a good biotech partner? <p>Keith Buchanan Smith, Alliance Director, R&D Worldwide Business Development, GSK Henrik Sorensen, Head of Alliance and Portfolio Management, Immunocore</p>	
10.45	<p>Raising the Profile of Alliances in your Organisation and Demonstrating the Value to Management</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 <p>Veronique Riethuisen, SVP, Global BD and Alliance Management, Ipsen</p>	
11.30	<p>Morning Coffee and Networking</p>	
	<p>Stream A: Smart Alliances & Divestments</p>	<p>Stream B: Finance Sector Alliances & Best-in-Class Alliance Management</p>
12.00	<p>A Methodology for Designing and Implementing Smart Alliances</p> <ul style="list-style-type: none"> • What are Smart Alliances? • Model of Smart Alliances: 2 dimensions, 3 pillars, 4 phases • Key management tools for designing and implementing Smart Alliances • Case study: Designing and Implementing Smart Alliances in the railway industry <p>Nekane Morales, Researcher and Lecturer, Mondragon University</p>	<p>Applying Strategic Alliances in Practice in the Financial Sector</p> <p>Asa Norrie, Head of Global Strategic Alliances, Aberdeen Standard Investments</p>
12.45	<p>Why the Alliance Lead is So Critical in Divestments</p> <ul style="list-style-type: none"> • To gain understanding how the Alliance Lead can significantly impact the output of a divestment through a successful Transition Period • Practical steps to delivering a successful divestment Transition • The value to Alliance Management profession expanded capabilities <p>Elena Cavalli, Director Alliance Management, Astellas</p>	<p>Creating a World Class Alliance Program by Overcoming Challenges Along the Journey</p> <ul style="list-style-type: none"> • How to improve Collaboration between Internal and External stakeholders • Examples of characteristics in a Mature and Best-in-Class Alliance Management program <p>Robert Hazen, CSAP, Global Business Development and Alliances, Hewlett Packard Enterprise</p> <p>Gary Stevens, CA-AM, Global Business Development and Alliances, Hewlett Packard Enterprise</p>
13.30	<p>Lunch</p>	

	Stream A: Alliance Models, Branding, Product Co-Design	Stream B: SME Research Environment & Monetization/Scaling Alliances
14.30	<p>Centralised versus Decentralised Alliance Models</p> <ul style="list-style-type: none"> • Pierre Fabre case study • Key lessons learned <p>Frederic Bonfils, VP Corporate Alliance Management, Pierre Fabre</p>	<p>Developing Alliance Management Capabilities within a Research & SME-Environment</p> <p>Annick De Swaef, CEO, Belgian Road Research Centre</p>
15.15	<p>Brand Lifecycle Management through Strategic Alliances</p> <p>Karan Ambwani, Senior Director, Head Commercial Strategy & Alliances, Teva Pharmaceuticals</p>	<p>Monetize, Scale, Accelerate of Two Major Alliances, an Easy Journey?</p> <ul style="list-style-type: none"> • Where does the monetization really start • What are the challenges and how to avoid them • From go narrow to go wide • Why only two? <p>Christophe Pinard, Director Global Alliance, Schneider Electric</p>
16.00	Afternoon Coffee and Networking	
16.20	<p>Innovative Alliances Product Co-Design and Strategy Design in Beauty Categories</p> <p>Sofia Lelakowska, Head of Global Beauty Alliances, Avon</p>	<p>Strategic Alliances and a Successful Ecosystem in the IoT</p> <p>Johannes zu Eltz, Worldwide Head of Partner Channel Sales & Ecosystem, IBM Watson IoT</p>
17.00	<p>Evolution of Partnerships and Alliances in Telecommunications and Adjacent Industries</p> <p>In the past five years, the Telecommunications industry has experienced a dramatic change. The end of silos and the entanglement of technologies, the emergence of open frameworks and entire ecosystems, the increasing overlap with adjacent industries like the Connected Car ... are all redefining the relationships between stakeholders, existing and anew.</p> <p>Carlos Ruiz Gomez, Industry Evangelist and Board Consultant Telecoms, Media & High Tech</p>	
17.40	Closing Remarks from the Chair and End of Summit	

See Video Summary from our 2018 European Alliance Summit:

<https://www.youtube.com/watch?v=3bCf47ZyAhw>

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ASAP prices above apply to all bookings made by **July 26th**

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 6th 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.

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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.
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