



A|S|A|P® 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 SEPT 27!**

(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
George Rahim, VP, Head of Strategic Alliances Europe. 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 KGaA
Karan Ambwani, Senior Director, Head Commercial Strategy & Alliances, Teva Pharmaceuticals
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 Mgmt Immunocore
Petter Lee-Johannessen, SVP, Head Strategic Partnerships, DNB
Elke Dittrich-Wengeroth, Head External Innovation Therapeutics, Bayer
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, 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
Jan Twombly, President, The Rhythm of Business

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.



ASAP keynote presentation on day1

Lucinda Warren, VP Business Development, Johnson & Johnson



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 KGaA Creating Value and Managing Risk in an Alliance During All Phases 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

Day One: Thursday, November 14, 2019			
08.30	Registration and Coffee		
09.00	Chairperson's Opening Address and Introduction from ASAP		
09.30	<p>Keynote: 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 to facilitate & moderate discussions to ensure focus, project progression & goals met <p>Lucinda Warren, VP Business Development, Johnson & Johnson</p>		
	<table border="1"> <tr> <td>Stream A: Lifesciences Alliances</td> <td>Stream B: Speed, Digital, Complexity</td> </tr> </table>	Stream A: Lifesciences Alliances	Stream B: Speed, Digital, Complexity
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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>George Rahim, VP, Head of Strategic Alliances Europe, 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 **September 27th** (all bookings include the documentation)

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 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.

Terms and Conditions:

1. Event Fees are 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.
4. Client information is kept on Thought Leader Global's database and used by Thought Leader Global to assist in providing selected products and services which may be of interest to the Client and which will be communicated by letter, phone, fax, email or other electronic means. If you do not want Thought Leader Global to do this please tick this box [] or simply contact us by email or phone and we will immediately comply with your request. Any information kept is securely stored and is basic information. For training and security purposes telephone calls may be recorded. Any contact from Thought Leader Global to the client is done for legitimate business purposes. Customers and contacts are working for organisations that have either attended or spoken at past Thought Leader Global events or have been introduced to us. Any information kept is basic and securely stored. And, as we usually provide attendee lists with email addresses to our delegates, attendees are allowed to contact each other by email and are giving consent for such contact by joining our events
5. Copyright etc: All intellectual property rights in all materials produced or distributed by Thought Leader Global in connection with this event is expressly reserved and any unauthorised duplication, publication or distribution is prohibited.
6. Important note: While every reasonable effort will be made to adhere to the advertised package, Thought Leader Global reserves the right to change event, dates, sites or location or omit event features, or merge the event with another event, as it deems necessary without penalty and in such situations no refunds, part refunds or alternative offers shall be made. In the event that Thought Leader Global permanently cancels the event for any reason whatsoever, (including, but not limited to any force majeure occurrence) and provided that the event is not postponed to a later date nor is merged with another event, the client shall receive a credit note for the amount that the client has paid to such permanently cancelled event, valid for up to one year to be used at another Thought Leader Global event. No refunds, part refunds or alternative offers shall be made.
7. Thought Leader Global shall have no liability whatsoever for any indirect costs or expenses or any consequential losses howsoever incurred by the customer in any circumstances including for example, loss of profits, lost revenues, lost business opportunity, lost goodwill. Thought Leader Global acts as an organiser and co-ordinator of the event and will sub-contract all presentation duties and all course materials and accepts no liability for the acts or omissions of its sub-contractors or for any aspect of the information, views or data presented at any event
8. Events will be located within suitable conference venues in hotels, conference halls etc. Thought Leader Global will use its reasonable endeavours to ensure that such premises are suitable and appropriate for such events but shall have no liability for accidents, inconvenience, theft, loss, damage, non-availability of facilities, or any other difficulty or loss at such event where this is beyond the reasonable control of Thought Leader Global.
9. Governing law: This Agreement shall be governed and construed in accordance with the law of The Netherlands. However Thought Leader Global only is entitled to waive this right and submit to the jurisdiction of the courts in which the client's office is located.