

08.30	Day One: Thursday, November 14, 2019		Registration and Coffee
09.00	Chairperson's Opening Address and Introduction from ASAP		
09.30	Exhibits Open	<b>Keynote:</b> <b>Leadership and Skills in Managing an Alliance in a Matrix Organisation</b> <ul style="list-style-type: none"> <li>Implementing alliances in complex matrix environments (both in your company and the counterparty)</li> <li>Leadership as a critical role and critical competency</li> </ul> <b>Lucinda Warren</b> , VP Business Development, <b>Johnson &amp; Johnson</b>	
10.15		5 minutes to select stream	5 minutes to select stream
		<b>Stream A: Lifesciences Alliances (Oost Java)</b>	<b>Stream B: Speed, Digital, Complexity (Bandung)</b>
10.20		<b>Creating Value and Managing Risk in an Alliance During All Phases of an Alliance</b> <ul style="list-style-type: none"> <li>Review the 3 common areas of risk in an alliance (business, human, legal uncertainty)</li> <li>Practical actions you can take to mitigate risk during all phases of an alliance</li> <li>Case study will be used to brainstorm actions to mitigate risk</li> </ul> <b>Steven Twait</b> , VP Alliance & Integration Management, <b>AstraZeneca</b> <b>Harm-Jan Borgeld</b> , CSAP, Head Alliance Mgmt, <b>Merck KGaA</b>	<b>Using Alliance Management Best Practice to Drive Value in a Bilateral R&amp;D Alliance</b>  <b>Alexandra Pelletier</b> , Director, Alliance Management, <b>Sanofi</b> <b>Alistair Dixon</b> , Senior Director Alliance Management, <b>UCB</b>
11.05		Morning Coffee and Networking	
		<b>Stream A: Platforms and Successful Tools</b>	<b>Stream B: Turnaround, Partnering Readiness</b>
11.45		<b>Centralised versus Decentralised Alliance Models</b> <ul style="list-style-type: none"> <li>Pierre Fabre case study</li> <li>Key lessons learned</li> </ul> <b>Frederic Bonfils</b> , CSAP, VP Corporate Alliance Management, <b>Pierre Fabre</b>	<b>Relaunch an Unproductive Alliance &amp; Turning It Around in a Dynamic Business Environment</b> <ul style="list-style-type: none"> <li>What to do when you need to unstuck a stuck Alliance and re-engage for success</li> <li>How to keep driving an Alliance train that's totally gone off the rails while working to rerail it</li> <li>We'll walk through real-life examples to uncover what should be done in an Alliance turnaround situation</li> </ul> <b>Philip Sailer</b> , CSAP, Senior Director, SimpliVity Ecosystem, <b>Hewlett Packard Enterprise</b>
12.30		5 minutes to select stream (Oost Java room)	5 minutes to select stream (Bandung room)
12.35	<b>Alliance Management Competencies to Effectively Steer Partnerships and Must-Have KPIs to Measure Success</b>  <b>Nicolas Becker</b> , Director Global Alliance Management, <b>Bayer</b> <b>Dr. Elke Dittrich-Wengenroth</b> , Head External Innovation Therapeutics, <b>Bayer</b>	<b>Building a Digital Partnership Ecosystem in a Non-Tech Segment</b> <ul style="list-style-type: none"> <li>Innovative power is just as much about partnership and cooperation, as it is about in-house innovation</li> <li>How to align the organization from building product and services in-house to build together with best in class companies?</li> <li>How to create win-win opportunities with frenemies?</li> </ul> <b>Petter Lee-Johannessen</b> , SVP, Head of Strategic Partnerships, <b>DNB Bank</b>	
13.20	Luncheon		

14.20	<p><b>Open Innovation and High Tech Ecosystems</b></p> <ul style="list-style-type: none"> <li>The use of open innovation networks in alliance management</li> <li>New Logics in the development of ecosystems</li> </ul> <p><b>Yuri Khakhanov</b>, Director for Projects Development, <b>Skolkovo Foundation</b></p>	<p><b>Ecosystems: What Are They and How to Manage Them</b></p> <p><b>Ard-Pieter de Man</b>, Professor, <b>VU University Amsterdam</b></p>
15.05	5 minutes to select stream	5 minutes to select stream
15.10	<p><b>Partnering Readiness: The Through Line from Collaborative Leadership to Collaborative Execution</b></p> <p>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. They are breaking down barriers, incorporating the activities and rhythms of partnering with agility and ease into their solo activities. Drawing upon research among the ASAP community and direct engagement with companies building their partnering readiness for today and beyond, this session:</p> <ul style="list-style-type: none"> <li>Presents an actionable framework to describe partnering readiness</li> <li>Identifies common organizational barriers to collaboration</li> <li>Described initiatives ASAP members have underway to remove the barriers</li> </ul> <p><b>Jan Twombly</b>, CSAP, President, <b>The Rhythm of Business</b></p>	<p><b>Ecosystems for Emerging Technologies</b></p> <ul style="list-style-type: none"> <li>Partner to investigate opportunities and mitigate risk with new technologies</li> <li>Immerse in social innovation and engage potential users for value articulation</li> <li>Assess potential impact for users, reach acceptance and justification for integration in standard offerings</li> </ul> <p><b>Michael Moser</b>, Technology Alliances Collaboration Leader, <b>Dassault Systèmes</b></p>
15.55	Afternoon Coffee and Networking	
16.40	<p><b>Resonating Public Private Partnerships</b></p> <ul style="list-style-type: none"> <li>Creating an open innovation ecosystem to tackle societal challenges in healthcare</li> <li>Public Private Partnerships as framework for open innovation</li> <li>Impacting standardization via joint research in Public Private Partnerships</li> <li>How PPPs evolved Magnetic Resonance Imaging Systems</li> </ul> <p><b>Mark van Helvoort</b>, Program Manager Public-Private Partnerships Magnetic Resonance Imaging, <b>Philips</b></p>	<p><b>The Open Industry 4.0 Alliance – An Innovative Multi-Lateral Alliance of Equals to Deliver Value and Digitization to Factories, Plants and Warehouses</b></p> <ul style="list-style-type: none"> <li>How the multi-lateral alliance was founded</li> <li>Why was it created?</li> <li>Benefits to members of the Alliance – Improved services offering, increase services efficiency, building customer loyalty and improving product designs</li> <li>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</li> <li>Experiences in founding and operating an alliance across companies ranging from 400 to 95000 employees</li> </ul> <p><b>Nils Herzberg</b>, SVP, Global Head – Strategic Partnerships, Digital Supply Chain, <b>SAP</b></p>
17.25	5 minutes to select stream	5 minutes to select stream
17.30	<p><b>Digital Transformation – The Evolving Role of Strategic Alliances</b></p> <p>In the last few years, most organizations have embarked on the journey of digital transformation, driving a profound change in the way these organization operate as well as influencing their processes, business models, culture, etc. Strategic alliances and partnerships can play an important role in this transformation and can help companies fundamentally redefine their way of doing business. At the same time, the role, expectations and deliverables of alliances also needs to transform to keep up with the organizational change.</p> <p>This session aims to discuss the evolving role of alliances in the context of digital transformation.</p> <p><b>Shiraz Mishra</b>, Digital Ecosystems, <b>ABB</b></p>	<p><b>Circle of Trust: Enrolling Customers and Empowering Partners to Boost Revenue and Profitability in Value Creation</b></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><b>Somil Gupta</b>, Former Business Development, Digital Solutions, Nordics, <b>Bosch</b></p>
18.15	Closing Remarks from the Chair and End of Day One (Drinks & Appetizers in 8 <sup>th</sup> floor lounge)	

Day Two: Friday, November 15, 2019

09.15	<p>Keynote: <b>Converting Alliances to Revenue</b></p> <p><b>Bill Bien</b>, CEO Agriculture Lighting, <b>Signify</b> (formerly Philips Lighting) formerly Chief Marketing Officer, Head of Alliances and Strategy, <b>Signify</b></p>	
10.00	5 minutes to select stream (Oost Java room)	5 minutes to select stream (Bandung Room)
10.05	<p><b>Raising the Profile of Alliance Management and Demonstrating the Value to the Organization</b></p> <ul style="list-style-type: none"> <li>Getting recognized, internally and externally for the AM accomplishments, new goals and vision</li> <li>Aligning AM closer to Business Development and Deal Making</li> <li>Getting AM involved in due diligence in M&amp;A</li> <li>Connecting AM to key stakeholders: marketing, sales, branding and country heads of key markets</li> </ul> <p><b>George Rahim</b>, VP, Head of Strategic Alliances Europe, <b>Ipsen</b></p>	<p><b>A Methodology for Designing and Implementing Smart Alliances</b></p> <ul style="list-style-type: none"> <li>What are Smart Alliances?</li> <li>Model of Smart Alliances: 2 dimensions, 3 pillars, 4 phases</li> <li>Key management tools for designing and implementing Smart Alliances</li> <li>Case study: Designing and Implementing Smart Alliances in the railway industry</li> </ul> <p><b>Nekane Morales</b>, Researcher and Lecturer, <b>Mondragon University</b></p>
10.50	Morning Coffee and Networking	
	<b>Bi-Lateral Case &amp; Divestments</b>	<b>Finance Sector Alliances &amp; Best-in-Class Alliance Management</b>
11.30	<p><b>Case Study of a Bi-Lateral Strategic Alliance: Speakers from Both Parties Presenting their Perspective on the Collaboration</b></p> <ul style="list-style-type: none"> <li>An update on the ongoing ImmTAC collaboration</li> <li>Complexity of structuring an alliance with a novel technology</li> <li>Strengths and challenges experienced during the alliance to date</li> <li>What are the characteristics of a good biotech partner?</li> </ul> <p><b>Keith Buchanan Smith</b>, Alliance Director, R&amp;D Worldwide Business Development, <b>GSK</b> <b>Henrik Sorensen</b>, Head of Alliance and Portfolio Management, <b>Immunocore</b></p>	<p><b>Fintech Partnerships Models: Develop a Valuable Business Partners Network in a Diverse and Moving Ecosystem</b></p> <ul style="list-style-type: none"> <li>New partnerships models in a market in deep transformation. Case study of the leading platform in the European payments market</li> <li>High velocity with a common process: fastly driving qualified partners to maximize business</li> <li>Speed up Innovation to Business with Fintech and Customers: the “e-Payments Challenge” and its success stories in biometrics and blockchain</li> <li>Moving forward: engagement with “uncommon” partners</li> </ul> <p><b>Michaël Petiot</b>, Head of Alliances and Partnerships, <b>Worldline</b></p>
12.15	5 minutes to select stream	5 minutes to select stream
12.20	<p><b>Sector Digital Ecosystems: Using Platforms to Bring your Partnerships to the Next Level</b></p> <p><b>Sead Bajrovic</b>, Chief Strategist, Ventures &amp; Partnerships, <b>Grundfos</b> <b>Søren Bro</b>, Director, Digital Ecosystems &amp; Partnerships, <b>Grundfos</b></p>	<p><b>Creating a World Class Alliance Program by Overcoming Challenges Along the Journey</b></p> <ul style="list-style-type: none"> <li>How to improve Collaboration between Internal and External stakeholders</li> <li>Examples of characteristics in a Mature and Best-in-Class Alliance Management program</li> </ul> <p><b>Robert Hazen</b>, CSAP, Global Business Development and Alliances, <b>Hewlett Packard Enterprise</b></p> <p><b>Gary Stevens</b>, CA-AM, Global Business Development and Alliances, <b>Hewlett Packard Enterprise</b></p>
13.05	Lunch	

	<b>Stream A: Alliance Models, Branding, Product Co-Design</b>	<b>Stream B: SME Research Environment &amp; Monetization/Scaling Alliances</b>
14.00	<p><b>Evolution of Partnerships and Alliances in Telecommunications and Adjacent Industries</b> 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. <b>Carlos Ruiz Gomez</b>, Industry Evangelist and Board Consultant Telecoms, Media &amp; High Tech</p>	<p><b>Developing Alliance Management Capabilities within a Research &amp; SME-Environment</b>  <b>Annick De Swaef</b>, CEO, <b>Belgian Road Research Centre</b></p>
14.45	5 minutes to select stream	5 minutes to select stream
14.50	<p><b>Innovative Alliances Product Co-Design and Strategy Design in Beauty Categories</b>  <b>Sofia Lelakowska</b>, Head of Global Beauty Alliances, <b>Avon</b></p>	<p><b>Monetize, Scale, Accelerate of Two Major Alliances, an Easy Journey?</b></p> <ul style="list-style-type: none"> <li>• Where does the monetization really start</li> <li>• What are the challenges and how to avoid them</li> <li>• From go narrow to go wide</li> <li>• Why only two?</li> </ul> <p><b>Christophe Pinard</b>, CAAP, Director Global Alliance, <b>Schneider Electric</b></p>
15.35	Afternoon Coffee and Networking	
15.45	<p>Panel discussion: <b>Best Practices for a Mature Alliance Management Function</b></p> <ul style="list-style-type: none"> <li>• Leadership and talent development</li> <li>• Executive stakeholder engagement</li> <li>• Digital strategy and practice automation</li> </ul> <p>Moderator: <b>Jan Twombly</b>, CSAP, President, <b>The Rhythm of Business</b> <b>Lucinda Warren</b>, VP Bus. Development, <b>Johnson &amp; Johnson</b> <b>Somil Gupta</b>, Former Business Development, Digital Solutions, Nordics, <b>Bosch</b> <b>Michael Moser</b>, Technology Alliances Collaboration Leader, <b>Dassault Systèmes</b> <b>Steven Twait</b>, VP Alliance &amp; Integration Management, <b>AstraZeneca</b></p>	<p>Panel discussion: <b>Best Practices for a Newer and Less Established Alliance/Partner Management Function</b></p> <ul style="list-style-type: none"> <li>• Overall strategy, roles and responsibilities of AM function</li> <li>• Resources required for the AM function</li> <li>• Getting sponsorship for major alliance management decisions</li> </ul> <p>Moderator: <b>Anoop Nathwani</b>, Director, <b>Consortio Consulting</b> <b>Nicolas Becker</b>, Director Global Alliance Management, <b>Bayer</b> <b>Petter Lee-Johannessen</b>, SVP, Head of Strategic Partnerships, <b>DNB Bank</b> <b>Shiraz Mishra</b>, Digital Ecosystems, <b>ABB</b> <b>Annick De Swaef</b>, CEO, <b>Belgian Road Research Centre</b></p>
16.30	End of Summit	