

**Day One: Wednesday, September 18, 2024**

08.30	<b>Registration and Coffee</b>	
09.00	<b>Conference Opening</b> <b>Nicole Boston, CAE, President and CEO, Association of Strategic Alliance Professionals</b>	
09.05	<b>Mastering the Mindset: Unlocking Our Most Powerful Alliance for Success</b> Unlocking the true power of strategic alliances begins with cultivating and nurturing our most important partner: your mindset. Gear up to challenge your current thinking and shift to a growth outlook. <b>Nicole Colwell, Chief Alliance Officer, PraSaga Foundation</b>	
09.15–09.55	<b>Exhibits Open</b>	<b>Panel: From Mindset to Market: Driving Growth in the Ecosystem Economy</b> With an increased focus across industries on building ecosystems, the shift to a growth mindset is evolving how organizations approach alliances. From legacy programs to startups, businesses need talent with a view to the horizon, capable of challenging historical viewpoints, and acting as change agents to maximize opportunities. Infused with the foundational elements of partnering well, alliance management professionals are poised to accelerate this new paradigm and drive transformative change. Join this discussion and gain insights from industry leaders who are implementing this strategy now in various types and sizes of organizations. Learn how to view the alliance management role differently and discover actionable strategies that can empower your partnerships to thrive.  <b>Nicole Colwell, Chief Alliance Officer, PraSaga Foundation</b> <b>Sami Istephan, VP – Global Alliances, Digital Intelligence, BAE Systems</b> <b>Mikel Mangold, CA-AM, Head of Partnerships, Cyberprotonics</b>
		<b>Stream A: YORK SUITE</b> chaired by <b>Ard-Pieter de Man, CSAP, PhD, Professor, Vrije Universiteit Amsterdam</b>
		<b>Stream B: LANCASTER SUITE</b> chaired by <b>Knut Sturmhoefel, CA-AM, PhD, Alliance &amp; Collaboration Advisor, Partner, Viopas</b>
10.00–10.40	<b>Cultural Differences and Alliances in a Global Environment</b> <ul style="list-style-type: none"> <li>• Curiosity... or “It’s about Them”</li> <li>• Humility... or “It’s about You”</li> <li>• Empathy... or “It’s about Us”</li> </ul> <b>Markus Kropf, VP, Head of Global Alliance Management, Merck KGaA</b>	<b>Investing in Alliance Management Capability: Making the Pitch</b> Most companies underinvest in their alliance management capability. This is surprising because it is generally understood in the biopharma industry that between 40% and 60% of a company’s revenue and product pipeline depends on partnering done well. Join us in Europe to learn how to explain the value of the alliances that you manage, in the language in which your executives speak, with a step-by-step guide to building a business case for investing in alliance management. <b>Michael Moser, CSAP, PhD, Customer Success Consultant, allianceboard</b> <b>Jan Twombly, CSAP, President, The Rhythm of Business</b>
10.45–11.25	<b>BioNTech / Genmab Alliance – Our Journey from Discovery to Late Stage Drug Development</b>  <b>Dr. Stephan Hohmann, Senior Director Business Alliances, BioNTech</b> <b>Lasse Holm Lauridsen, Associate Director, Alliance Management, Genmab</b>	<b>AI as a Partnership Enabler</b>  <b>Carolina Castillo, Former VP Partnerships &amp; Innovation, AMEX</b>
11.30	<b>Morning Coffee and Networking</b>	
12.00.12.40	<b>Building an Adaptive Partner Ecosystem</b> <ul style="list-style-type: none"> <li>• The need for partnering with complementary organisations! to create an innovation ecosystem</li> <li>• Different types of innovation ecosystems: centralized vs adaptive ecosystems</li> <li>• Why adaptive ecosystems are better suited for industries that are still maturing, or the environment is ambiguous</li> <li>• Acting as orchestrator: partnering with uncommon organisations, connecting uncommon partners</li> <li>• What are pitfalls in managing ecosystems around platforms and how to avoid them?</li> <li>• What are the unique characteristics of platform based ecosystems and is there still a role for alliance managers when everything moves online?</li> </ul> <b>Mario Joao, Digital Partner Ecosystem Leader, Hexagon</b>	<b>Strategic Alliances – How to Design, Forecast and Negotiate a Fair Compensation Model</b>  <b>Dr. Rosi Liem, Partner, Forvis Mazars</b> <b>Pascal Strupp, Manager Strategy &amp; Business Transformation, Forvis Mazars</b>

12.45-13.25	<p><b>Evolving an Industry Partner Ecosystem with Partner-to-Partner Collaboration</b></p> <ul style="list-style-type: none"> <li>• Create customer value and orchestrate scalable business for different partner types</li> <li>• Define and position packaged solutions for customers, incorporating multiple complimentary software partners and aligned with offerings from consulting partners</li> <li>• The need for partnering for product innovation</li> <li>• The need for partnering for customer adoption and retention</li> <li>• The need for company-internal alignment in sales, product marketing and engineering</li> <li>• Case study illustrating win-win Partner-to-Partner Collaboration between ecosystem players</li> </ul> <p><b>Frank Ruland</b>, Global VP, Global Head of Industry Ecosystem, <b>SAP</b></p>	<p><b>From Strategy to Operations: Implementation of Successful Partnerships in the Automotive Industry</b></p> <ul style="list-style-type: none"> <li>• Governance</li> <li>• People</li> <li>• Processes</li> <li>• Trainings</li> </ul> <p><b>Nada Corbineau</b>, Business Office Director, <b>AMPERE (Renault Group)</b></p>
13.30	<p>Lunch Break: Piano Kensington ASAP Today Lunch and Learn (York Suite) Join the ASAP team to gain a better sense of our community and the valuable resources you can leverage through the association</p>	
	<b>Stream A: YORK SUITE</b>	<b>Stream B: LANCASTER SUITE</b>
14.30-15.10	<p><b>Guiding Your Joint Steering Committee to Become a Beacon of Collaborative Leadership</b></p> <p>Leading alliances do better at aligning around a strategy and making decisions in a timely manner so that they realize their intended value. One reason? Their Joint Steering Committees (JSC) are more effective. This presentation shares data gathered over the past four years from codevelopment and cocommercialization alliances to demonstrate how alliance professionals can guide their JSCs to provide leadership and empower teams to produce results.</p> <p><b>Jan Twombly</b>, CSAP, President, <b>The Rhythm of Business</b></p>	<p><b>The Innovation Matrix: 3 Moves to Design a Winning Strategy for Innovation &amp; Intellectual Property</b></p> <p><b>Mirjam Ros</b>, Author / Founder, <b>Sparkling Eyes Innovation</b></p>
15.15-15.55	<p><b>How to set up Strategic Alliances as Technology and Growth Accelerators – Case Example for PDT</b></p> <p><b>Dr. Rosi Liem</b>, Partner, <b>Forvis Mazars</b> <b>Helene Pempe</b>, Manager Strategy &amp; Business Transformation, <b>Forvis Mazars</b></p>	<p><b>Alliance Management with Chinese Partner – A Focus of People</b></p> <p><b>Lili Zhou</b>, PMO Lead, <b>BASF</b></p>
16.00	<p>Afternoon Coffee and Networking</p>	
16.30-17.10	<p><b>Do Academic Alliances Really need Alliance Managers? Surprisingly It Depends!!</b></p> <p>For academic alliances, the guiding Alliance Management principles/best practices do not change; however functioning within such parameters in the blue sky research space can be challenging. The challenges and processes that were setup to both quantify and qualify the operational successes from such collaborations will be elaborated through the 3MCs.</p> <p>With the increased academic industrial collaborations in recent years, such insights into the ways of working becomes even more relevant to ensure successes for academic collaborations and the role of the alliance managers.</p> <p><b>Kaushik Sengupta</b>, Director, Alliance Mgmt, <b>AstraZeneca</b></p>	<p><b>Alliances for Product Creation</b></p> <ul style="list-style-type: none"> <li>• The need to create a new ecosystem of partners to create new products</li> <li>• Alignment on product creation goals: reduce development time, new GTM opportunities and new partnership opportunities</li> <li>• The key needs for success: partnership selection, rules of engagement, sales and marketing strategy</li> <li>• KPIs to measure success</li> <li>• Case study</li> </ul> <p><b>Christophe Pinard</b>, Global Alliance Executive, <b>Dassault Systemes</b></p>
17.15-17.55	<p><b>DataLab Ecosystem: A Unique Way to Engage with Partners to Drive Innovation</b></p> <ul style="list-style-type: none"> <li>• A unique open environment to our partners, where we jointly develop novel, high-impact digital solutions in the areas of science and engineering</li> <li>• An ecosystem of specialist partners who bring unique skills and expertise to bear on the problems that matter.</li> <li>• How we leverage our deep expertise in the domains of in-silico chemistry/biology, data science, process engineering and analytics to progress discovery at an unprecedented rate</li> </ul> <p><b>Alberto Prado</b>, Global Head of R&amp;D Digital &amp; Partnerships, <b>Unilever</b></p>	<p><b>Interactive Case Study of a Strategic Alliance Between 3 Parties</b></p> <p>This exciting panel will share insights into the power of PwCs alliance partnerships, what sets us apart and what lies ahead for these transformational relationships.</p> <p>We'll discuss what's gone well and what's not gone so well, what tangible business impact we have had to date in building a trusted and mutually beneficial and successful Alliance. We will share how we have built trusted relationships right across our organisations from top leadership levels across all stakeholders.</p> <p>The panel will discuss their journey in building these aligned relationships and what impact and outcomes this has delivered across our strategic business planning, go to market activities and social impact programmes.</p> <p><b>Mark Maresch</b>, Strategic Alliances Director, <b>PwC UK</b> <b>Sameer Mital</b>, Head of EMEA Alliances, <b>Google Cloud</b> <b>Nadine Elsham</b>, Partner Alliances Director, <b>SAP UK&amp;I</b></p>
18.00	<p><b>Closing Remarks and End of Day 1, Networking Reception</b></p>	

## Day Two: Thursday, September 19, 2024

09.00-09.40	<p><b>Stepping Stones to a Successful Career in Alliance Management and Beyond</b> Change happens – economics, new leadership, internal/external turnover – it’s constant regardless of the industry. What should you be thinking about now to build credibility, transferable skills, and networks to support a long, and successful career? Whether just starting a career in alliance management, or exploring different or new roles, gain valuable insights and perspectives from three expert’s journeys to alliance leadership. They share trends impacting alliance teams today and offer guidance for proactively staying collaborative and connected within your current position, while equipping and preparing yourself for your next step.</p> <p><b>George Rahim, PhD</b>, Strategic Alliances Advisor in Pharma and Biotech <b>Steve Twait, CSAP</b>, Founder, Integrated Alliance Management <b>Knut Sturmhoefel, CA-AM, PhD</b>, Alliance &amp; Collaboration Advisor, Partner, Viopas</p>	
09.45-10.25	<p>Chaired by : <b>Jan Twombly, CSAP</b>, President, <b>The Rhythm of Business</b></p> <p><b>Organizational Structures Best Suited for Managing Alliances Effectively</b></p> <ul style="list-style-type: none"> <li>• Getting a 360° view of the Alliance portfolio, tiering implementation</li> <li>• Centralized vs Decentralized models. Return on experience &amp; case study</li> <li>• General Recommendations on Alliance organizational optimization</li> </ul> <p><b>Frederic Bonfils, CSAP</b>, Corporate Alliance Management Director, <b>Pierre Fabre</b></p>	<p>Chaired by : <b>Steve Twait, CSAP</b>, Founder, Integrated Alliance Management</p> <p><b>Leveraging ASAP and Industry Standards to Drive Value and Business Impact</b> Most alliance management individuals and teams are on the same trajectory to illustrating their value and business impact but may have different paths to get there. Implementing education and training, common principles, industry benchmarking, and value management assessments are the cornerstones for both professional development and organizational capabilities. Without these foundational elements, operationalizing and executing successful collaborations can seem out of reach. Demonstrating alliance management value doesn’t have to be elusive – the building blocks are available through ASAP education, industry standards such as ISO 44001, and assessment resources. In this session, hear from ASAP and industry experts about how to upskill your capabilities and build credibility, champion international collaborative best practices, and leverage benchmarking to drive change and standardization at scale within your organization</p> <p><b>Nicole Boston, CAE</b>, President and CEO, <b>Association of Strategic Alliance Professionals</b> (moderator) <b>Annick De Swaef, CSAP</b>, Transition Executive, <b>Yocoto BV</b> <b>David Hawkins</b>, Chair, <b>ISO Collaboration Committee</b> <b>Chris Vallé</b>, Managing Director, <b>New Information Paradigms</b></p>
10.30-11.10	<p><b>Raising Awareness and Promoting Alliance Management Best Practices Beyond your Immediate Alliance</b> Partnerships are central to the success of pharmaceutical companies. However, many collaborations are beyond the scope of what centralized and lean alliance management teams can support. While not all collaborations require an alliance management professional, centralized alliance management teams have a unique opportunity to create added value beyond their immediate alliances through</p> <ul style="list-style-type: none"> <li>• Developing tools and methods to empower individuals working in collaborations with the knowledge and skills to effectively manage partnerships</li> <li>• Engaging strategically with stakeholders and functions to feedback learnings and influence contractual language for new deals</li> <li>• Establishing and maintaining a global, cross-functional Alliance Management Community of Excellence (CoE) for continuous sharing and learning</li> </ul> <p><b>Catriona Hansbauer, CA-AM</b>, Director, Alliance Management, <b>AstraZeneca</b></p>	<p><b>Open, Closed and Managed Ecosystems: What's the Difference?</b> Based on case studies of among others Philips (healthtech), Signify (lighting) and Ultimaker (3D printing), this presentation will discuss three strategies for building an ecosystem in a digital context. The degree of openness of an ecosystem refers to the ease with which partners can enter the ecosystem. Sometimes there are good grounds to close an ecosystem; sometimes opening up is the best way to reach corporate goals. Many ecosystems are 'managed' i.e. semi-open to partners. When should you choose which ecosystem strategy? In an interactive discussion we will discuss why different companies make different ecosystem choices.</p> <p><b>Ard-Pieter de Man, CSAP, PhD</b>, Professor, <b>Vrije Universiteit Amsterdam</b></p>
11.15	Morning Coffee and Networking	
	<b>Stream A: PPPs and Government Partnerships</b>	<b>Stream B: Partner Selection and Strategy</b>
11.45-12.25	<p><b>Multi-Stakeholder Public-Private Partnerships for Drug Development</b> Establishing strategic alliances with academic and industry in drug discovery</p> <ul style="list-style-type: none"> <li>• Alliances with charities, industry and government funded organisations</li> <li>• Working with academics as the innovators</li> <li>• Building different models to create an ecosystem</li> </ul> <p><b>Judit Csere</b>, Strategic Alliances Manager, <b>Cancer Research Horizons</b></p>	<p><b>How Do you Select the Right Alliance Partner? How do they Prove they are Collaborative?</b></p> <p><b>Frank Lee</b>, CEO, <b>Institute of Collaborative Working</b> <b>Adrian Miller</b>, Associate Director, <b>Institute of Collaborative Working</b></p>

12.30-13.10	<p><b>Bridging the (Size) Gap:</b></p> <p><b>Alliance Management's Role in Fostering Innovation and Navigating Risks in the Era of Digital and Decentralized Healthcare</b></p> <p><b>Bonnie Nozawa</b>, Director, Alliance &amp; Ecosystem Management, Roche</p>	<p><b>Strategies for Successful Partnerships in a Dynamic Industry Landscape</b></p> <ul style="list-style-type: none"> <li>• Strategies for building and maintaining successful partnerships in a dynamic industry landscape</li> <li>• Best practices for identifying and engaging with potential partners in a dynamic industry landscape</li> <li>• Case studies of successful partnerships in a consolidating market</li> <li>• Key takeaways for strategic partnership teams navigating a consolidating ecosystem</li> </ul> <p><b>Jeremy Greant</b>, Head Strategic Partnerships, Lighthouse</p>
13.15	Lunch Break	
14.15-14.55	<p><b>Alliance Management's Role in the Pre-Signature Phase</b></p> <ul style="list-style-type: none"> <li>• How alliance management can play a key role in the earliest phases of new alliances</li> <li>• The proper due diligence to be used to ensure an adequate partnership structure and business model</li> <li>• Avoiding conflicts of interest, different interpretations of alliance language and identifying red flags early</li> </ul> <p><b>Shiho Kaneta</b>, CA-AM, Executive Director, Global Alliance Management, Novartis</p>	<p><b>Alliance Development in the IT-Industry</b></p> <p>The IT industry evolves constantly. When a product enters the market from large IT manufacturers, time-to-market is a critical factor. As a service company, reselling the product is not an issue, but creating more value for our customers is key to differentiating and establishing long-term, trustworthy customer relationships.</p> <p>To achieve this, we develop internal programs that enable faster decisions and minimize the impact on business units' investments and budgets. These central programs are implemented in service development and customer lifecycle</p> <p><b>Carl-Marcus Löfgren</b>, CA-AM, Manager of Strategic Alliances &amp; Competences, Iver</p>
15.00-15.40	<p><b>Channel Partner Strategies: Leading Practices for GTM Strategy</b></p> <ul style="list-style-type: none"> <li>• Work backwards from your big idea to create tangible small projects (partnership wins) that drive towards the big idea</li> <li>• Communicate top-down AND bottom-up for maximum stakeholder buy-in</li> <li>• Promote transparency to drive accountability in behaviours</li> </ul> <p><b>Antony Wallace</b>, UK&amp;I Country Manager, Embecta Former Strategic Partnerships Director, Pfizer</p>	<p><b>Partnership Pathways to Quantum-Safe Security</b></p> <p>As quantum computing nears reality, it introduces significant risks and opportunities across all industries, not just traditional cybersecurity. Mikel Mangold from CyberProtonics will guide attendees through the emerging landscape where quantum technologies meet AI</p> <p>to challenge existing security measures. This session will highlight the critical role of strategic partnerships in navigating these changes. By focusing on collaboration, businesses can develop and implement post-quantum cryptography (PQC) solutions more effectively, ensuring preparedness against advanced threats. Attendees will learn how to evaluate and enhance cyber risk management within their broader corporate ecosystems, making quantum security accessible and relevant for diverse sectors.</p> <p><b>Mikel Mangold</b>, Head of Partnerships, Cyberprotonics</p>
15.45	Closing Remarks and End of Summit	