



2024 **AS|A|P**<sup>®</sup>  
**Global Alliance Summit**  
 April 29 – May 1, 2024 | Cape Coral, FL

**Collaborate to Win:** Connecting Alliance Management Capabilities to Partnering Leadership

# The 2024 Conference Agenda

As of 04.22.24.  
 Please note, the conference agenda is subject to change.



**AS|A|P**<sup>®</sup>  
 The Association of Strategic Alliance Professionals

 [www.asapsummit.org](http://www.asapsummit.org)




 Conference Sponsors

allianceboard  
 DRIVE ALLIANCE SUCCESS

The Rhythm of Business<sup>®</sup>


 **vantage**  
 PARTNERS

# Agenda—Monday, April 29, 2024

Time (EDT US)	Session Number and Title	Speaker(s)	Location
8:00 a.m. – 8:30 a.m.	Advisory Breakfast <i>(invitation only)</i>		Tarpon 2
8:00 a.m. – 12:00 p.m.	Advisory Board Meeting <i>(invitation only)</i>		Tarpon 2
10:30 a.m. – 5:00 p.m.	<b>Pre-conference Alliance Management Executive Education Workshops</b> <i>(pre-registration required, not included in conference fee)</i>		
	 CA-AM Certification Exam Prep Workshop	<ul style="list-style-type: none"> <li>● Lynda McDermott, CA-AM   <i>President   EquiPro International</i></li> </ul>	Banyan
	 CSAP Certification Exam Prep Workshop	<ul style="list-style-type: none"> <li>● Ann Trampas, CSAP   <i>Professional Development Practice Lead   Phoenix Consulting Group   Lecturer   University of Illinois-Chicago</i></li> </ul>	Cypress
	 The Value of Alliance Management	<ul style="list-style-type: none"> <li>● Vickie Dalton, PsyD, HSPP   <i>Forensically trained and clinical psychologist</i></li> <li>● Katherine Kendrick, CSAP   <i>Executive Director, Head of Alliance Management   Jazz Pharmaceuticals</i></li> <li>● Kim Koch, CA-AM   <i>Senior Director, Alliance Management and Corporate Business Development   Eli Lilly and Company</i></li> <li>● Nick Palmer   <i>Partner   BTD Consulting</i></li> <li>● David S. Thompson, CSAP   <i>Vice President, Head of Alliance Management   BeiGene</i></li> </ul>	Hibiscus
12:00 p.m. – 1:00 p.m.	ASAP Executive Leadership Forum Luncheon <i>(invitation only)</i>		Tarpon Foyer & Porte Cochere
1:00 p.m. – 5:00 p.m.	ASAP Executive Leadership Forum <i>(invitation only)</i>		Tarpon 2
5:00 p.m. – 6:30 p.m.	ASAP Global Alliance Summit Welcome Reception <i>Featuring friendly games of cornhole and ping pong with your partners and team.</i>		Gazebo Lawn



# Agenda—Tuesday, April 30, 2024

Time (EDT US)	Session Number and Title	Speaker(s)	Location
6:30 a.m. – 7:15 a.m.	<b>Sunrise Nature Walk</b>   Meet at the Conference Registration Desk 3K walk around the resort grounds and nature preserve.		Resort Grounds
7:00 a.m. – 6:00 p.m.	Conference Registration and Information Desk		Tarpon Foyer
7:00 a.m. – 6:00 p.m.	Alliance Management Resource Tables		Tarpon Foyer
7:00 a.m. – 8:00 a.m.	ASAP Community Breakfast		Tarpon 1 -3 & Porte Cochere
8:15 a.m. – 8:30 a.m.	Welcome and Conference Opening	<ul style="list-style-type: none"> <li>● Nicole Boston, CAE   <i>President and CEO</i>   <i>Association of Strategic Alliance Professionals</i></li> <li>● Drew Quinlan, CA-AM   <i>Senior Vice President of Global Sales</i>   <i>Formstack</i></li> </ul>	Tarpon 4-6
8:30 a.m. – 9:15 a.m.	<b>Session 101   Conference Keynote</b> Orchestrating Success: The Art and Science of Leading Profitable Partner Ecosystems	<ul style="list-style-type: none"> <li>● Janet Schijns   <i>CEO and Co-Founder</i>   <i>JSG</i></li> </ul> 	Tarpon 4-6
9:20 a.m. – 10:35 a.m.	<b>Session 301   Master Class</b> Building an Alliance Management Competency Model: A Focus on Negotiation, Communication, and Influence	<ul style="list-style-type: none"> <li>● Adam Kornetsky   <i>Principal</i>   <i>Vantage Partners</i></li> <li>● Ben Siddall   <i>Partner</i>   <i>Vantage Partners</i></li> </ul>	Tarpon 4-6
10:35 a.m. – 10:55 a.m.	Morning Break		Tarpon Foyer
10:55 a.m. – 11:40 a.m.	<b>Session 201   Panel Discussion</b> Safeguarding Alliances: Cybersecurity Challenges and Solutions	<p><b>Moderator:</b></p> <ul style="list-style-type: none"> <li>● Lauren Griffey, CA-AM   <i>Associate Director, Alliance Management</i>   <i>Jazz Pharmaceuticals</i></li> </ul> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>● Robert Fell   <i>Executive Director, Information Security, CISO</i>   <i>Jazz Pharmaceuticals</i></li> <li>● Lena Frank, CSAP   <i>Principal</i>   <i>Independent Consultant</i></li> <li>● Danielle Martinez, CA-AM, PhD   <i>Associate Director, Alliance Management</i>   <i>Jazz Pharmaceuticals</i></li> <li>● Steven Roy   <i>Alliance Management</i>   <i>Jazz Pharmaceuticals</i></li> </ul>	Tarpon 4-6
	<b>Session 401</b>   What Your CXO Should Know: Positioning Your Partner Ecosystem with Executive Leadership	<ul style="list-style-type: none"> <li>● Nancy Ridge, CA-AM   <i>President &amp; Founder</i>   <i>Ridge Innovative</i></li> <li>● Norma Watenpugh, CSAP   <i>Founding Principal &amp; CEO</i>   <i>Phoenix Consulting Group</i></li> </ul>	Tarpon 1-3
11:45 a.m. – 1:00 p.m.	ASAP Community Lunch Featuring Alliance and Partnership Roundtable Discussions		Tarpon 1 - 3 & Porte Cochere

# Agenda—Tuesday, April 30, 2024 (continued)

Time (EDT US)	Session Number and Title	Speaker(s)	Location
1:00 p.m. – 1:45 p.m.	<b>Session 202   Panel Discussion</b> Harnessing Skills, Knowledge and Tools in the Evolving Alliance Management Landscape	<b>Moderator:</b> ● Michael Moser, CSAP, PhD   <i>Client Success</i>   <i>allianceboard</i> <b>Panelists:</b> ● Louis Rinfret, PhD   <i>Founder &amp; CEO</i>   <i>allianceboard</i> ● Robert Spee, CA-AM   <i>Senior Vice President, Partner Ecosystems</i>   <i>BeyondTrust</i> ● David S. Thompson, CSAP   <i>Vice President, Head of Alliance Management</i>   <i>BeiGene</i> ● Jan Twombly, CSAP   <i>President</i>   <i>The Rhythm of Business</i>	Tarpon 4-6
	<b>Session 402</b>   Sharpening the Essential Skill of Judgment in Alliances	● Neil Blecherman, CSAP   <i>Director, Technology Alliances and Partner Program</i>   <i>Nutanix</i>	Tarpon 1-3
1:55 p.m. – 2:40 p.m.	<b>Session 403</b>   A Three-Partner Alliance: Recipe for Failure or Success?	● John Baird, PhD   <i>Chief of Staff to the CEO</i>   <i>PTC Therapeutics Inc.</i> ● Karen Chen, PhD   <i>Chief Executive Officer</i>   <i>Spinal Muscular Atrophy Foundation</i> ● Christoph Sarry, CSAP, PhD   <i>Executive Director Global Alliances</i>   <i>F. Hoffmann-La Roche Ltd.</i>	Tarpon 4-6
	<b>Session 404</b>   Leading Precision Healthcare with Technology and GenAI Partnerships	● Lynn Richard, CSAP   <i>Vice President and Chief Alliances Officer</i>   <i>GE Healthcare</i>	Tarpon 1-3
2:40 p.m. – 3:00 p.m.	Afternoon Break		Tarpon Foyer
3:00 p.m. – 3:45 p.m.	<b>Session 405</b>   Challenge or Opportunity? Proactively Managing Strategic Cooperation	● Spencer Blevens   <i>Experienced Manager, Strategy and Innovation/Management Consulting</i>   <i>BDO</i> ● Jamie Donald, CSAP   <i>Program Director, Technology Partners</i>   <i>Axis Communications AB</i>	Tarpon 1-3
	<b>Session 406</b>   Scaling Up: Meeting the Internal and External Needs of Global Platform Partnerships	● Clare Murray   <i>Senior Vice President, Corporate Development and Operations</i>   <i>Life Edit</i> ● Hélène Svahnqvist, CA-AM   <i>Vice President, Alliance Management</i>   <i>Life Edit</i>	Tarpon 4-6
3:55 p.m. – 4:40 p.m.	<b>Session 203   Panel Discussion</b> The Future is Now—Leveraging Digital Ecosystems for Growth	<b>Moderator:</b> ● Norma Watenpugh, CSAP   <i>Founding Principal &amp; CEO</i>   <i>Phoenix Consulting Group</i> <b>Panelists:</b> ● Manoj Bhatia, CSAP   <i>Alliances Executive</i>   <i>Luminoso Technologies</i> ● Sid Khare, CA-AM   <i>Global Head of Partnerships</i>   <i>Domino Data Lab</i> ● Subhojit Roye, CSAP   <i>Former, Principal, Channels &amp; Alliances</i>   <i>e2open</i>	Tarpon 4-6
	<b>Session 407</b>   A Disturbance in the Force: Managing Alliance Transformation Through Strategic Changes	● Steve Courtney, PhD   <i>Vice President, Strategic Alliances</i>   <i>ASC Technologies</i> ● Christoph Huwe, CSAP, PhD   <i>Senior Director, Strategic Alliance Management</i>   <i>Bayer AG Pharmaceuticals</i>	Tarpon 1-3
4:45 p.m. – 6:15 p.m.	ASAP Community Reception <i>Featuring friendly games of cornhole and ping pong with your partners and team.</i>		Gazebo Lawn

# Agenda—Wednesday, May 1, 2024

Time (EDT US)	Session Number and Title	Speaker(s)	Location
6:45 a.m. – 7:45 a.m.	Daybreak Personal Wellness Session: Busy Alliance Professionals Really CAN Sneak in Self-Care	<ul style="list-style-type: none"> <li>● <b>Leona Kral, CSAP</b>   <i>Senior Vice President, Strategic Alliances</i>   <i>JSG Wellness Coach</i>   <i>Breath &amp; Nature</i></li> </ul>	Banyan
7:00 a.m. – 4:00 p.m.	Conference Registration & Information Desk		Tarpon Foyer
7:00 a.m. – 4:00 p.m.	Alliance Management Resource Tables		Tarpon Foyer
7:00 a.m. – 8:00 a.m.	ASAP Community Breakfast Featuring Alliance and Partnership Roundtable Discussions		Tarpon 1 - 3 & Porte Cochere
8:15 a.m. – 8:20 a.m.	Day Two Conference Opening	<ul style="list-style-type: none"> <li>● <b>David Thompson, CSAP</b>   <i>Vice President, Global Head of Alliance Management</i>   <i>BeiGene</i></li> </ul>	Tarpon 4-6
8:20 a.m. – 9:05 a.m.	<b>Session 102   Conference Keynote</b> Tales of an Accidental Expert: How the Power of Partnerships Will Change Everything	<ul style="list-style-type: none"> <li>● <b>Joy Wilder Lybeer</b>   <i>Former Chief Revenue Officer &amp; Senior Vice President of Global Partnerships</i>   <i>Equifax</i></li> </ul> 	Tarpon 4-6
9:10 a.m. – 10:40 a.m.	<b>Session 302   Master Class</b> A Strategic Perspective on Measuring and Managing Alliance Portfolios	<ul style="list-style-type: none"> <li>● <b>Jeff Shuman, CSAP, PhD</b>   <i>Co-Founder   The Rhythm of Business</i>   <i>Professor Emeritus of Management</i>   <i>Bentley University</i></li> <li>● <b>Jan Twombly, CSAP</b>   <i>President</i>   <i>The Rhythm of Business</i></li> </ul>	Tarpon 4-6
10:40 a.m. – 11:00 a.m.	Morning Break		Tarpon Foyer
11:00 a.m. – 11:45 a.m.	<b>Session 103   Conference Keynote</b> Breaking Through: The Construct of Leadership Starts with Individuals	<ul style="list-style-type: none"> <li>● <b>Brad Anderson</b>   <i>Former CEO</i>   <i>Best Buy</i></li> </ul> 	Tarpon 4-6
11:45 a.m. – 1:00 p.m.	ASAP Community Lunch Featuring Alliance and Partnership Roundtable Discussions		Tarpon 1 - 3 & Porte Cochere
1:00 p.m. – 1:45 p.m.	<b>Session 408</b>   Best Practices in Leading Alliance Kickoffs, From Pre-Deal Signature Through the Alliance “Honeymoon” Phase	<ul style="list-style-type: none"> <li>● <b>Brent Harvey, CA-AM</b>   <i>Executive Director, Alliance Management and M&amp;A Integration</i>   <i>Eli Lilly and Company</i></li> <li>● <b>Kimberly Koch, CA-AM</b>   <i>Senior Director</i>   <i>Eli Lilly and Company</i></li> <li>● <b>Telisha Morris</b>   <i>Associate Consultant - Alliance Management</i>   <i>Eli Lilly and Company</i></li> </ul>	Tarpon 4-6
	<b>Session 409</b>   What’s Up with Our Partners? Finding the Answers with Partner Advisory Councils	<ul style="list-style-type: none"> <li>● <b>Molly Black</b>   <i>Senior Director, Partner Programs &amp; Enablement</i>   <i>Guidewire</i></li> <li>● <b>Mary Tate</b>   <i>Senior Consultant</i>   <i>Phoenix Consulting Group</i></li> </ul>	Tarpon 1-3

# Agenda—Wednesday, May 1, 2024 (continued)

Time (EDT US)	Session Number and Title	Speaker(s)	Location
1:55 p.m. – 2:40 p.m.	<b>Session 410</b>   Governance Meetings Done Right: Communicating Effectively with a Sense of Purpose	<ul style="list-style-type: none"> <li>● <b>Andi Gardner, CA-AM</b>   Director, Global Alliance Management   <b>Biogen</b></li> <li>● <b>Susan Green</b>   Executive Director, Early-Stage Alliance Management   <b>Biogen</b></li> <li>● <b>Patricia Tracz</b>   Associate Director, Alliance Management   <b>Biogen</b></li> </ul>	Tarpon 4-6
	<b>Session 411</b>   Alliance Professionals Share One Common Trait: Integration Excellence	<ul style="list-style-type: none"> <li>● <b>Robert Porter Lynch, CA-AM</b>   CEO   <i>The Warren Company</i></li> <li>● <b>Steve Rogers</b>   Former Senior Executive (Retired)   <i>Procter &amp; Gamble</i></li> </ul>	Tarpon 1-3
2:50 p.m. – 3:35 p.m.	<b>Session 204   Panel Discussion</b> Overcoming Certification Challenges to Support Sustainable Revenue Streams	<p><b>Moderator:</b></p> <ul style="list-style-type: none"> <li>● <b>Nancy Ridge, CA-AM</b>   President &amp; Founder   <i>Ridge Innovative</i></li> </ul> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>● <b>Claudia Kuzma, CA-AM</b>   Managing Director, Global Ecosystem Program Leader   <i>Protiviti</i></li> <li>● <b>Robert Spee, CA-AM</b>   Senior Vice President Partner Ecosystems   <i>BeyondTrust</i></li> <li>● <b>Will Yafi</b>   CEO   <i>TIDWIT</i></li> </ul>	Tarpon 4-6
3:45 p.m. – 4:15 p.m.	Summit Attendee Exchange & Conference Close   Open Forum of Key Takeaways		Tarpon 4-6
4:30 p.m.	Until Next Time! - Happy Hour Meet-Up (cash bar)		The Nauti Mermaid Dockside Bar

