



2024 **A|S|A|P**[®]
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 02.29.24.
Please note, the conference
agenda is subject to change.



Conference Sponsors

allianceboard

The Rhythm of Business[®]

A|S|A|P[®]
The Association of Strategic
Alliance Professionals



www.asapsummit.org



vantage
PARTNERS

Conference Session Overview

The **2024 ASAP Global Alliance Summit** promises to be bigger and better than ever, a content-rich in-person conference that provides countless opportunities for you to grow professionally and bring value to your alliance team. What are you waiting for?

Don't miss out on the opportunity to:

- Choose from up to 25 keynotes, panel discussions, concurrent sessions, master classes, roundtables, and much more!
- Listen to up to 13 hours of content over the course of two days
- Participate in one of three pre-conference Alliance Management Executive Education Workshops
- Network and share best practices with other alliance and partnering peers during 10 networking meals and breaks
- Potentially meet your next partnering connection along with hundreds of other attendees
- Gain access to alliance management tools and resources from experienced alliance and partnering practitioners, consultants, and ASAP thought leaders
- Access past session recordings in the conference app

Conference Keynotes



Brad Anderson
Best Buy



Janet Schijns
JSG






Joy Wilder Lybeer
Equifax

Conference Leading Themes Include

- Alliance Management Core Competency Models
- Managing and Measuring Alliance Portfolios
- Governance and Advisory Councils
- Building Sustainable and Profitable Partner Ecosystems
- Cybersecurity Attacks in Partnerships
- Strategic Coopetition
- GenAI, Platform Partnerships, and Technology in Alliance Management
- Leveraging Digital Ecosystems for Growth
- Complex Partnerships in Emerging Markets

Agenda—Monday, April 29, 2024

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



Agenda—Tuesday, April 30, 2024

Time (EDT US)	Session Number and Title	Speaker(s)
7:00 a.m. – 6:00 p.m.	Conference Registration and Information Desk	
7:00 a.m. – 6:00 p.m.	Alliance Management Resource Tables	
7:00 a.m. – 8:00 a.m.	Community Networking Breakfast	
7:00 a.m. – 8:00 a.m.	ASAP Today Your Guide to the Value of Membership Breakfast	
8:15 a.m. – 8:30 a.m.	Conference Opening	<ul style="list-style-type: none"> Nicole Boston, CAE <i>President and CEO Association of Strategic Alliance Professionals</i>
8:30 a.m. – 9:15 a.m.	Session 101 Conference Keynote Orchestrating Success: The Art and Science of Leading Profitable Partner Ecosystems	<ul style="list-style-type: none"> Janet Schijns <i>CEO and Co-Founder JSG</i> 
9:20 a.m. – 10:35 a.m.	Session 301 Master Class Building an Alliance Management Competency Model: A Focus on Negotiation, Communication, and Influence	<ul style="list-style-type: none"> Adam Kornetsky <i>Principal Vantage Partners</i> Ben Siddall <i>Partner Vantage Partners</i>
10:35 a.m. – 10:55 a.m.	Networking Break	
10:55 a.m. – 11:40 a.m.	Session 201 Panel Discussion Safeguarding Alliances: Cybersecurity Challenges and Solutions	Moderator: <ul style="list-style-type: none"> Lauren Griffey, CA-AM <i>Senior Manager, Business Operations, Alliance Management Jazz Pharmaceuticals</i> Panelists: <ul style="list-style-type: none"> Robert Fell <i>Executive Director, Information Security, CISO Jazz Pharmaceuticals</i> Lena Frank, CSAP <i>Principal Independent Consultant</i> Danielle Martinez, CA-AM, PhD <i>Associate Director, Alliance Management Jazz Pharmaceuticals</i> Steven Roy <i>Alliance Management Jazz Pharmaceuticals</i>
	Session 401 Challenge or Opportunity? Proactively Managing Strategic Coopetition	<ul style="list-style-type: none"> Jamie Donald, CSAP <i>Program Director, Technology Partners Axis Communications AB</i> Jessica Wadd <i>Segment Leader, Strategy & Innovation BDO</i>
11:45 a.m. – 1:00 p.m.	Networking Lunch Featuring Alliance and Partnership Roundtable Discussions	
1:00 p.m. – 1:45 p.m.	Session 202 Panel Discussion Harnessing Skills, Knowledge and Tools in the Evolving Alliance Management Landscape	Moderator: <ul style="list-style-type: none"> Michael Moser, PhD, CSAP <i>Client Success allianceboard</i> Panelists: <ul style="list-style-type: none"> Louis Rinfret, PhD <i>Founder & CEO allianceboard</i> Robert Spee <i>SVP Partner Ecosystems BeyondTrust</i> David S. Thompson, CSAP <i>Vice President, Head of Alliance Management BeiGene</i> Jan Twombly, CSAP <i>President The Rhythm of Business</i>
	Session 402 Sharpening the Essential Skill of Judgment in Alliances	<ul style="list-style-type: none"> Neil Blecherman, CSAP <i>Director, Technology Alliances and Partner Program Nutanix</i>

Agenda—Tuesday, April 30, 2024 (continued)

Time (EDT US)	Session Number and Title	Speaker(s)
1:55 p.m. – 2:40 p.m.	Session 403 A Three-Headed Alliance: Recipe for Failure or Success?	<ul style="list-style-type: none"> ● John Baird, PhD <i>Chief of Staff to the CEO</i> PTC Therapeutics Inc. ● Karen Chen, PhD <i>Chief Executive Officer</i> Spinal Muscular Atrophy Foundation ● Christoph Sarry, CSAP, PhD <i>Executive Director Global Alliances</i> F. Hoffmann-La Roche Ltd.
	Session 404 Leading Precision Healthcare with Technology and GenAI Partnerships	<ul style="list-style-type: none"> ● Lynn Richard, CSAP <i>Vice President, Chief Alliance Officer, Global & Strategic Alliances</i> GE Healthcare
2:40 p.m. – 3:00 p.m.	Networking Break	
3:00 p.m. – 3:45 p.m.	Session 405 What Your CXO Should Know: Positioning Your Partner Ecosystem with Executive Leadership	<ul style="list-style-type: none"> ● Nancy Ridge, CA-AM <i>President</i> Ridge Innovative Technologies ● Norma Watenpugh, CSAP <i>CEO</i> Phoenix Consulting Group
	Session 406 Scaling Up: Meeting the Internal and External Needs of Global Platform Partnerships	<ul style="list-style-type: none"> ● Clare Murray <i>Senior Vice President, Corporate Development and Operations</i> Life Edit ● Hélène Svahnqvist, CA-AM <i>Vice President, Alliance Management</i> Life Edit
3:55 p.m. – 4:00 p.m.	Session 203 Panel Discussion The Future is Now—Leveraging Digital Ecosystems for Growth	<p>Moderator:</p> <ul style="list-style-type: none"> ● Norma Watenpugh, CSAP <i>CEO</i> Phoenix Consulting Group <p>Panelists:</p> <ul style="list-style-type: none"> ● Manoj Bhatia, CSAP <i>Alliances Executive</i> Luminoso Technologies ● Sid Khare, CA-AM <i>Global Head of Partnerships</i> Domino Data Lab ● Chip Rodgers <i>Chief Partner Officer</i> Workspan
	Session 407 A Disturbance in the Force: Managing Alliance Transformation Through Strategic Changes	<ul style="list-style-type: none"> ● Steve Courtney, PhD <i>Executive VP, Strategic Alliance Management</i> Evotec ● Christoph Huwe, CSAP, PhD <i>Senior Director, Strategic Alliance Management</i> Bayer AG Pharmaceuticals
4:45 p.m. – 6:00 p.m.	ASAP Community Networking Reception	



Agenda—Wednesday, May 1, 2024

Time (EDT US)	Session Number and Title	Speaker(s)
6:45 a.m. – 7:45 a.m.	Daybreak Personal Wellness Session: Busy Alliance Professionals Really CAN Sneak in Self-Care	● Leona Kral, CSAP Senior Vice President, Strategic Alliances JSG Wellness Coach <i>Breath & Nature</i>
7:00 a.m. – 4:00 p.m.	Conference Registration & Information Desk	
7:00 a.m. – 4:00 p.m.	Alliance Management Resource Tables	
7:00 a.m. – 8:00 a.m.	Community Networking Breakfast Featuring Alliance and Partnership Roundtable Discussions	
8:15 a.m. – 8:20 a.m.	Day Two Conference Opening	● David S. Thompson, CSAP Vice President, Head of Alliance Management <i>BeiGene</i>
8:20 a.m. – 9:05 a.m.	Session 102 Conference Keynote Better Together: Core Principles for Building and Sustaining Strategic Partnerships	● Joy Wilder Lybeer USIS Chief Revenue Officer & Senior Vice President of Global Partnerships <i>Equifax</i> 
9:10 a.m. – 10:40 a.m.	Session 302 Master Class A Strategic Perspective on Measuring and Managing Alliance Portfolios	● Jeff Shuman, CSAP, PhD Co-Founder <i>The Rhythm of Business</i> Professor Emeritus of Management <i>Bentley University</i> ● Jan Twombly, CSAP President <i>The Rhythm of Business</i>
10:40 a.m. – 11:00 a.m.	Networking Break	
11:00 a.m. – 11:45 a.m.	Session 103 Conference Keynote Breakthroughs in Leadership	● Brad Anderson former CEO <i>Best Buy</i> 
11:45 a.m. – 1:00 pm	Networking Lunch Featuring Alliance and Partnership Roundtable Discussions	
1:00 p.m. – 1:45 p.m.	Session 408 Best Practices in Leading Alliance Kickoffs, From Pre-Deal Signature Through the Alliance “Honeymoon” Phase	● Brent Harvey, CA-AM Senior Director, Alliance Management and M&A Integration <i>Eli Lilly and Company</i> ● Kimberly Koch, CA-AM Senior Director <i>Eli Lilly and Company</i> ● Telisha Morris Associate Consultant - Alliance Management <i>Eli Lilly and Company</i>
	Session 409 What's Up with Our Partners? Finding the Answers with Partner Advisory Councils	● Molly Black Senior Director, Partner Programs & Enablement <i>Guidewire</i> ● Mary Tate Senior Channel Marketing Consultant <i>Phoenix Consulting Group</i>

Agenda—Wednesday, May 1, 2024 (continued)

Time (EDT US)	Session Number and Title	Speaker(s)
1:55 p.m. – 2:40 p.m.	Session 410 Governance Meetings Done Right: Communicating Effectively with a Sense of Purpose	<ul style="list-style-type: none"> ● Andi Gardner, CA-AM <i>Director, Global Alliance Management</i> Biogen ● Susan Green <i>Executive Director, Early-Stage Alliance Management</i> Biogen ● Carl Olson <i>Head of Alliance Management</i> Biogen ● Patricia Tracz <i>Associate Director, Alliance Management</i> Biogen
	Session 411 Alliance Professionals Share One Common Trait: Integration Excellence	<ul style="list-style-type: none"> ● Robert Porter Lynch, CA-AM <i>CEO</i> The Warren Company ● Steve Rogers <i>Former Senior Executive (Retired)</i> Procter & Gamble
2:40 p.m. – 3:00 p.m.	Networking Break	
3:00 p.m. – 3:45 p.m.	Session 204 Panel Discussion Overcoming Certification Challenges to Support Sustainable Revenue Streams	Moderator: <ul style="list-style-type: none"> ● Nancy Ridge <i>President</i> Ridge Innovative Panelists: <ul style="list-style-type: none"> ● Claudia Kuzma, CA-AM <i>Managing Director, Global Ecosystem Program Leader</i> Protiviti ● Robert Spee <i>SVP Partner Ecosystems</i> BeyondTrust ● Will Yafi <i>CEO</i> TIDWIT
	Session 412 The Life Sciences and Healthcare Ecosystem in Africa: Strategies for Navigating Complex Partnerships in Emerging Markets	<ul style="list-style-type: none"> ● Adrienne Leussa, PhD <i>Strategic Partnerships Director</i> Pandora Biosciences ● Aisha Pandor <i>Co-Founder & CEO</i> Pandora Biosciences
3:55 p.m. – 4:15 p.m.	Session 413 Summit Attendee Exchange & Conference Close Open Forum of Key Takeaways	

