



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 04.04.24.
 Please note, the conference agenda is subject to change.



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 The Association of Strategic
 Alliance Professionals

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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)	Location
8:00 a.m. – 8:30 a.m.	Advisory & Workshop 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.	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> 	Banyan
	 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> 	Cypress
	 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> 	Hibiscus
12:00 p.m. – 1:00 p.m.	Executive Leadership Forum Luncheon		Tarpon Foyer & Porte Cochere
1:00 p.m. – 5:00 p.m.	Executive Leadership Forum		Tarpon 2
5:00 p.m. – 5:30 p.m.	ASAP New Member Reception <i>(invitation only)</i>		Tarpon Foyer
5:30 p.m. – 7:00 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
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.	Community Networking Breakfast		Tarpon 4-6
7:00 a.m. – 8:00 a.m.	ASAP Today Breakfast Your Guide to the Value of Membership		Tarpon 1-3
8:15 a.m. – 8:30 a.m.	Conference Opening	<ul style="list-style-type: none"> ● Nicole Boston, CAE <i>President and CEO</i> <i>Association of Strategic Alliance Professionals</i> 	Tarpon 4-6
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</i> <i>JSG</i> 	Tarpon 4-6
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</i> <i>Vantage Partners</i> ● Ben Siddall <i>Partner</i> <i>Vantage Partners</i> 	Tarpon 4-6
10:35 a.m. – 10:55 a.m.	Networking Break		Tarpon Foyer
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>Associate Director, Alliance Management</i> <i>Jazz Pharmaceuticals</i> Panelists: <ul style="list-style-type: none"> ● Robert Fell <i>Executive Director, Information Security, CISO</i> <i>Jazz Pharmaceuticals</i> ● Lena Frank, CSAP <i>Principal</i> <i>Independent Consultant</i> ● Danielle Martinez, CA-AM, PhD <i>Associate Director, Alliance Management</i> <i>Jazz Pharmaceuticals</i> ● Steven Roy <i>Alliance Management</i> <i>Jazz Pharmaceuticals</i> 	Tarpon 4-6
	Session 401 What Your CXO Should Know: Positioning Your Partner Ecosystem with Executive Leadership	<ul style="list-style-type: none"> ● Nancy Ridge, CA-AM <i>President & Founder</i> <i>Ridge Innovative</i> ● Norma Watenpugh, CSAP <i>CEO</i> <i>Phoenix Consulting Group</i> 	Tarpon 1-3
11:45 a.m. – 1:00 p.m.	Networking 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.	Session 202 Panel Discussion Harnessing Skills, Knowledge and Tools in the Evolving Alliance Management Landscape	Moderator: ● Michael Moser, CSAP, PhD <i>Client Success allianceboard</i> Panelists: ● Louis Rinfret, PhD <i>Founder & CEO allianceboard</i> ● Robert Spee <i>Senior Vice President, 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>	Tarpon 4-6
	Session 402 Sharpening the Essential Skill of Judgment in Alliances	● Neil Blecherman, CSAP <i>Director, Technology Alliances and Partner Program Nutanix</i>	Tarpon 1-3
1:55 p.m. – 2:40 p.m.	Session 403 A Three-Partner Alliance: Recipe for Failure or Success?	● John Baird, PhD <i>Chief of Staff to the CEO PTC Therapeutics Inc.</i> ● Karen Chen, PhD <i>Chief Executive Officer Spinal Muscular Atrophy Foundation</i> ● Christoph Sarry, CSAP, PhD <i>Executive Director Global Alliances F. Hoffmann-La Roche Ltd.</i>	Tarpon 4-6
	Session 404 Leading Precision Healthcare with Technology and GenAI Partnerships	● Lynn Richard, CSAP <i>Vice President and Chief Alliances Officer GE Healthcare</i>	Tarpon 1-3
2:40 p.m. – 3:00 p.m.	Networking Break		Tarpon Foyer
3:00 p.m. – 3:45 p.m.	Session 405 Challenge or Opportunity? Proactively Managing Strategic Cooperation	● Jamie Donald, CSAP <i>Program Director, Technology Partners Axis Communications AB</i> ● Jessica Wadd <i>Segment Leader, Strategy & Innovation BDO</i>	Tarpon 1-3
	Session 406 Scaling Up: Meeting the Internal and External Needs of Global Platform Partnerships	● Clare Murray <i>Senior Vice President, Corporate Development and Operations Life Edit</i> ● H�el�ene Svahnqvist, CA-AM <i>Vice President, Alliance Management Life Edit</i>	Tarpon 4-6
3:55 p.m. – 4:40 p.m.	Session 203 Panel Discussion The Future is Now—Leveraging Digital Ecosystems for Growth	Moderator: ● Norma Watenpugh, CSAP <i>CEO Phoenix Consulting Group</i> Panelists: ● Manoj Bhatia, CSAP <i>Alliances Executive Luminoso Technologies</i> ● Sid Khare, CA-AM <i>Global Head of Partnerships Domino Data Lab</i>	Tarpon 4-6
	Session 407 A Disturbance in the Force: Managing Alliance Transformation Through Strategic Changes	● Steve Courtney, PhD <i>Executive VP, Strategic Alliance Management Evotec</i> ● Christoph Huwe, CSAP, PhD <i>Senior Director, Strategic Alliance Management Bayer AG Pharmaceuticals</i>	Tarpon 1-3
4:45 p.m. – 6:15 p.m.	ASAP Community Networking 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"> ● Leona Kral, CSAP <i>Senior Vice President, Strategic Alliances</i> <i>JSG Wellness Coach</i> <i>Breath & Nature</i> 	TBD
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.	Community Networking 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"> ● David S. Thompson, CSAP <i>Vice President, Head of Alliance Management</i> <i>BeiGene</i> 	Tarpon 4-6
8:20 a.m – 9:05 a.m.	Session 102 Conference Keynote Tales of an Accidental Expert: How the Power of Partnerships Will Change Everything	<ul style="list-style-type: none"> ● Joy Wilder Lybeer <i>former USIS Chief Revenue Officer & Senior Vice President of Global Partnerships</i> <i>Equifax</i> 	Tarpon 4-6
9:10 a.m – 10:40 a.m.	Session 302 Master Class A Strategic Perspective on Measuring and Managing Alliance Portfolios	<ul style="list-style-type: none"> ● Jeff Shuman, CSAP, PhD <i>Co-Founder The Rhythm of Business</i> <i>Professor Emeritus of Management</i> <i>Bentley University</i> ● Jan Twombly, CSAP <i>President</i> <i>The Rhythm of Business</i> 	Tarpon 4-6
10:40 a.m – 11:00 a.m.	Networking Break		Tarpon Foyer
11:00 a.m – 11:45 a.m.	Session 103 Conference Keynote Breaking Through: The Construct of Leadership Starts with Individuals	<ul style="list-style-type: none"> ● Brad Anderson <i>former CEO</i> <i>Best Buy</i> 	Tarpon 4-6
11:45 a.m. – 1:00 pm	Networking Lunch Featuring Alliance and Partnership Roundtable Discussions		Tarpon 1 - 3 & Porte Cochere
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	<ul style="list-style-type: none"> ● Brent Harvey, CA-AM <i>Executive Director, Alliance Management and M&A Integration</i> <i>Eli Lilly and Company</i> ● Kimberly Koch, CA-AM <i>Senior Director</i> <i>Eli Lilly and Company</i> ● Telisha Morris <i>Associate Consultant - Alliance Management</i> <i>Eli Lilly and Company</i> 	Tarpon 4-6
	Session 409 What’s Up with Our Partners? Finding the Answers with Partner Advisory Councils	<ul style="list-style-type: none"> ● Molly Black <i>Senior Director, Partner Programs & Enablement</i> <i>Guidewire</i> ● Mary Tate <i>Senior Channel Marketing Consultant</i> <i>Phoenix Consulting Group</i> 	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.	Session 410 Governance Meetings Done Right: Communicating Effectively with a Sense of Purpose	<ul style="list-style-type: none"> ● Andi Gardner, CA-AM Director, Global Alliance Management Biogen ● Susan Green Executive Director, Early-Stage Alliance Management Biogen ● Carl Olson Head of Alliance Management Biogen ● Patricia Tracz Associate Director, Alliance Management Biogen 	Tarpon 4-6
	Session 411 Alliance Professionals Share One Common Trait: Integration Excellence	<ul style="list-style-type: none"> ● Robert Porter Lynch, CA-AM CEO The Warren Company ● Steve Rogers former Senior Executive (Retired) Procter & Gamble 	Tarpon 1-3
2:50 p.m – 3:35 p.m	Session 204 Panel Discussion Overcoming Certification Challenges to Support Sustainable Revenue Streams	<p>Moderator:</p> <ul style="list-style-type: none"> ● Nancy Ridge, CA-AM President & Founder Ridge Innovative <p>Panelists:</p> <ul style="list-style-type: none"> ● Claudia Kuzma, CA-AM Managing Director, Global Ecosystem Program Leader Protiviti ● Robert Spee SVP Partner Ecosystems BeyondTrust ● Will Yafi CEO TIDWIT 	Tarpon 4-6
	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 Strategic Partnerships Director Pandora Biosciences ● Aisha Pandor Co-Founder & CEO Pandora Biosciences 	Tarpon 1-3
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

