



2023 **A|S|A|P**[®]
Global Alliance **Summit**
April 3-5, 2023 | Tampa, FL

Realizing Value in the Evolving Alliance Landscape

The 2023 Conference Agenda



A|S|A|P[®]

The Association of Strategic
Alliance Professionals



www.asapsummit.org



Conference Session Overview

The **2023 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 two post 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 among the 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

Some of the speakers featured during the program include:



Nicole Colwell
PraSaga Foundation



Mike Davis
InVisory



LTC Andrew Farina
U.S. Army, West Point



Cherie Gartner
KPMG



Jay McBain
Canalys



Christina Neary
Avanade



Kevin Oliver
Simcere Pharmaceutical



Brooke Paige, CSAP
Novartis



Stefan Walke
Boehringer Ingelheim



Cindy Warren
Johnson & Johnson

Agenda—Monday, April 3, 2023


Time (EDT US)	Session Number and Title	Speaker(s)	Location
7:00 a.m. – 6:00 p.m.	Conference Registration and Information Desk		Ballroom Foyer
7:00 a.m. – 6:00 p.m.	Alliance Management Resource Tables		Ballroom Foyer
7:00 a.m. – 8:00 a.m.	Networking Breakfast		Ballroom Foyer
8:15 a.m. – 8:45 a.m.	Conference Opening & Alliance Excellence Awards Finalist Recognition	<ul style="list-style-type: none"> ● Mike Leonetti, CSAP <i>President & CEO Association of Strategic Alliance Professionals</i> ● Ard-Pieter De Man, CSAP, PhD <i>Professor of Management Studies Vrije Universiteit Amsterdam</i> 	Costa del Sol Ballroom
8:45 a.m. – 9:30 a.m.	Session 101 Conference Keynote Leading from the Middle: Influencing People and Managing Organizations	<ul style="list-style-type: none"> ● LTC Andrew Farina, PhD, MBA <i>Assistant Professor, Management Program Director, Department of Behavioral Sciences and Leadership U.S. Army, West Point</i> 	Costa del Sol Ballroom
9:30 a.m. – 9:45 a.m.	Networking Break		Ballroom Foyer
9:45 a.m. – 11:15 a.m.	Session 301 Master Class Pitfalls and Promise: Insights from Platform Partnerships Across Industries	<ul style="list-style-type: none"> ● Adam Kornetsky <i>Principal Vantage Partners</i> ● Ben Siddall <i>Partner Vantage Partners</i> 	Costa del Sol Ballroom
11:25 a.m. – 12:10 p.m.	Session 102 Conference Keynote Future of Alliances: Forecasting the People, Programs, and Technology That Will Drive the Next Decade of Partnering	<ul style="list-style-type: none"> ● Jay McBain <i>Chief Analyst, Channels, Partnerships & Ecosystems Canalys</i> 	Costa del Sol Ballroom
12:15 p.m. – 1:15 p.m.	Networking Lunch		Ballroom Foyer
1:15 p.m. – 2:00 p.m.	Session 401 A Startup Perspective: Building Global Alliances to Ignite Growth	<ul style="list-style-type: none"> ● Kristian Györkös, CA-AM <i>Vice President, Alliances and Partnerships solo.io</i> 	Salon E – H
	Session 402 Optimizing Complex Alliances In Previously Unconnected Industries	<ul style="list-style-type: none"> ● Nick Palmer <i>Partner BTD Consulting</i> ● Knut Sturmhoefel, CA-AM, PhD <i>Consultant, Alliance & Collaboration Advisor</i> 	Salon A – D



Time (EDT US)	Session Number and Title	Speaker(s)	Location
2:10 p.m. – 2:55 p.m.	Session 403 Alliance vs Ecosystem Capability: What's the Difference?	<ul style="list-style-type: none"> ● Ard-Pieter De Man, CSAP, PhD Professor of Management Studies <i>Vrije Universiteit Amsterdam</i> ● Leona Kral, CSAP Chief Connections Officer <i>Mycelia Solutions</i> 	Salon A – D
	Session 404 Driving Customer Value Through Your Partner Experience	<ul style="list-style-type: none"> ● Nancy Ridge Founder & President <i>Ridge Innovative</i> ● Norma Watenpaugh, CSAP Founding Principal <i>Phoenix Consulting</i> 	Salon E – H
2:55 p.m. – 3:15 p.m.	Networking Break		Ballroom Foyer
3:15 p.m. – 4:00 p.m.	Session 201 Panel Discussion If You Build It... It's Not Enough!: Strategies for Entering Infrastructure- vs. Application-Based Ecosystems	<p>Moderator: Drew Quinlan, CA-AM Vice President, Business Development <i>Motive</i></p> <p>Panelists:</p> <ul style="list-style-type: none"> ● Mike Davis Chief Revenue Officer <i>InVisory</i> ● Lauren Newby Senior Director, Cloud Partnerships <i>Tackle.io</i> 	Salon E – H
	Session 405 Coopetition: Opportunities and Obstacles When Collaborating with Competitors	<ul style="list-style-type: none"> ● Susana Parathath, CA-AM Senior Director, Alliance Leadership <i>Vir Biotechnology</i> 	Salon A – D
4:10 p.m. – 4:55 p.m.	Session 202 Panel Discussion Designing, Building, and Scaling an Alliance Management Function	<p>Moderator: Adam Kornetsky Principal <i>Vantage Partners</i></p> <p>Panelists:</p> <ul style="list-style-type: none"> ● Katherine Ellison, CA-AM Head of Alliance Management <i>Illumina</i> ● Jarrod Midboe Director, Clinical Affairs & Vendor Alliance Management <i>Upsher-Smith Laboratories</i> ● Cindy Warren Vice President Business Development, Global Neuroscience & Japan Region <i>Johnson & Johnson</i> 	Salon E – H
	Session 406 Executive Suite: Working with Senior Leaders and Sales to Plan High-ROI Alliance Engagements	<ul style="list-style-type: none"> ● Neil Blecherman, CSAP Director, Technology Alliances Ecosystem & Partner Program <i>Nutanix</i> ● Amy Hansen, CA-AM Senior Alliance Manager <i>Nutanix</i> 	Salon A – D
5:00 p.m. – 6:00 p.m.	ASAP Global Alliance Summit Welcome Reception and Alliance Excellence Awards Celebration		La Fuente Courtyard



Agenda—Tuesday, April 4, 2023

Time (EDT US)	Session Number and Title	Speaker(s)	Location
6:45 a.m. – 7:45 a.m.	Partnering with Nature: Follow Your Breath to Better Well-being (Note: Space is limited for this program; preconference sign-up is required.)	● Leona Kral, CSAP Chief Connections Officer Mycelia Solutions	Marbella
7:00 a.m. – 4:00 p.m.	Conference Information Desk		Ballroom Foyer
7:00 a.m. – 4:00 p.m.	Alliance Management Resource Tables		Ballroom Foyer
7:00 a.m. – 8:00 a.m.	Networking Breakfast		Ballroom Foyer
8:00 a.m. – 8:10 a.m.	Day Two Conference Opening	● David S. Thompson, CSAP Chief Alliance Officer Eli Lilly and Company	Costa del Sol Ballroom
8:10 a.m. – 8:55 a.m.	Session 103 Conference Keynote Changing Alliance Paradigms on the Global Stage	● Kevin Oliver, PhD Senior Vice President, Global Head of BD&L, COO, US & Europe Simcere Pharmaceutical Group 	Costa del Sol Ballroom
9:00 a.m. – 9:45 a.m.	Session 104 Conference Plenary Panel Discussion Together We Rise: Igniting the Journey to Alliance Leadership	Moderator: Christina Neary Corporate Vice President, Global Microsoft Alliance Avanade Panelists: ● Nicole Colwell Executive Vice President, Chief Alliance Officer PraSaga Foundation ● Cherie Gartner Partner KPMG ● Brooke Paige, CSAP Digital Alliances Novartis	Costa del Sol Ballroom
9:45 a.m. – 10:00 a.m.	Networking Break		Ballroom Foyer
10:00 a.m. – 11:30 a.m.	Session 302 Master Class Orchestrating Effective Alliance Operating Models: No Gaps or Overlaps	● Jeff Shuman, CSAP, PhD Co-Founder The Rhythm of Business, Professor Emeritus of Management Bentley University ● Jan Twombly, CSAP President The Rhythm of Business	Costa del Sol Ballroom
11:40 a.m. – 12:35 p.m.	Session 407 Closing the Alignment Gap Through Insight-Driven Alliance Management	● Louis Rinfret, PhD Founder & CEO allianceboard	Salon E – H
	Session 408 Translating Assessment into Action: An Intel Case Study Utilizing ASAP's Partnering Capability Assessment Platform (PCAP)	● Norma Watenpugh, CSAP ASAP Facilitator US Technical Advisory Group to ISO/TC 286 (Collaborative Business Relationship Management) ● Ann Trampas, CSAP ASAP Facilitator US Technical Advisory Group to ISO/TC 286 (Collaborative Business Relationship Management)	Salon A – D
12:35 p.m. – 1:35 p.m.	Networking Lunch		La Fuente Courtyard

Agenda—Tuesday, April 4, 2023 (continued)

Time (EDT US)	Session Number and Title	Speaker(s)	Location
1:35 p.m. – 2:20 p.m.	Session 203 Panel Discussion Leveraging Diverse Teams to Drive Alliance Success	Moderator: Karen Berna, CA-AM Senior Director, Alliance Management Jazz Pharmaceuticals Panelists: ● Lauren Griffey, CA-AM, PhD Senior Manager Business Operations, Alliance Management Jazz Pharmaceuticals ● Katherine Kendrick, CSAP Executive Director, Head of Alliance Management Jazz Pharmaceuticals ● Danielle Martinez, CA-AM, PhD Associate Director, Alliance Management Jazz Pharmaceuticals ● Steven Roy Alliance Management Consultant Jazz Pharmaceuticals	Salon E – H
	Session 409 Investing in Collaborative Intelligence: Partnering Leadership That Creates Value and Honors All Stakeholders	● Lynda McDermott, CA-AM President EquiPro International	Salon A – D
2:30 p.m. – 3:15 p.m.	Session 410 Dynamic Portfolio Management: How to Keep Your Teams Nimble in Changing Markets	● Caroline Baratz Manager, Alliances Illumina ● Erika Johnson Senior Manager, Alliances Illumina	Salon E – H
	Session 411 Alliance Friction? Game On!: Applying Game Theory to Understand and Resolve Alliance Conflict	● Stefanie Schubert, CA-AM, PhD Professor of Economics SRH University Heidelberg	Salon A – D
3:15 p.m. – 3:30 p.m.	Networking Break		Ballroom Foyer
3:30 p.m. – 4:15 p.m.	Session 204 Panel Discussion We Can Work It Out: Perspectives on Successfully Enabling Industry-Academia Partnerships	Moderator: Jason Felsch, CSAP, PhD Senior Director of Alliance Management Atomwise Panelists: ● Seema Basu, PhD Strategic Innovation Leader Mass General Brigham Innovation ● Bill Kubasek, PhD Director of Strategic Alliances Broad Institute ● Stefan Walke, CA-AM, PhD Global Head of Alliance Management Boehringer Ingelheim	Salon A – D
	Session 412 Houses in Motion: The Role Alliance Leadership Can Play in Corporate Transformation	● Shiho Kaneta, CA-AM Director Alliance Management Novartis Pharma AG ● Lori Tomassian Director, Oncology Business Development & Licensing Novartis Pharma AG	Salon E – H
4:25 p.m. – 5:05 p.m.	Session 413 ASAP Alliance & Partnership Roundtables (<i>Topics include</i>) Roundtable 1 After the Ink Dries: Kicking Off a New Partnership Roundtable 2 Building an Ecosystem Marketing Strategy Roundtable 3 The Evolving World of Portfolio Management Roundtable 4 Hiring the Right Talent and Developing Alliance Management Core Competencies Roundtable 5 Not Just an Alliance Manager but a Team Leader Roundtable 6 Managing Internal Relationships Roundtable 7 Making the Move to the Cloud Roundtable 8 Unlocking the Value of Your Virtual Ecosystem		Salon A – D
5:05 p.m. – 5:25 p.m.	Conference Close	● Mike Leonetti, CSAP President & CEO Association of Strategic Alliance Professionals	Salon E – H
5:25 p.m. – 6:25 p.m.	ASAP Global Alliance Summit Closing Reception		La Fuente Courtyard

Agenda—Wednesday, April 5, 2023

Time (EDT US)	Session Number and Title	Speaker(s)	Location
8:00 a.m. – 11:00 a.m.	Leadership Forum Breakfast & Meeting <i>(invitation only)</i>		Salon F – H Foyer & Marbella / Livorno
11:10 a.m. – 2:00 p.m.	Advisory Board Meeting and Working Luncheon <i>(invitation only)</i>		Salon F – H Foyer & Salon G
8:00 a.m. – 2:00 p.m.	Post-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> 	Salon H
	 Alliance Management: How to Assure Partnership Success	<ul style="list-style-type: none"> ● Vickie Dalton, PsyD, HSPP <i>Forensically trained and clinical psychologist</i> ● David S. Thompson, CSAP <i>Chief Alliance Officer Eli Lilly and Company</i> ● Steve Twait, CSAP <i>President Integrated Alliance Management</i> 	Salon F

