



2024 **AS|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 04.26.24.
 Please note, the conference agenda is subject to change.



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 The Association of Strategic
 Alliance Professionals




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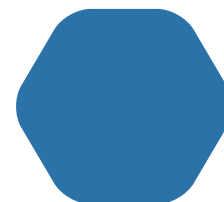
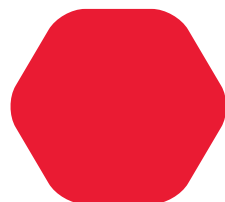
Time (EDT US)	Session Number and Title	Speaker(s)	Location
8:00 a.m. – 8:30 a.m.	Advisory Breakfast <i>(invitation only)</i>		Tarpon 2
8:00 a.m. – 12:00 p.m.	Advisory Board Meeting <i>(invitation only)</i>		Tarpon 2
10:30 a.m. – 5:00 p.m.	Pre-conference Alliance Management Executive Education Workshops <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.	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



Time (EDT US)	Session Number and Title	Speaker(s)	Location
6:30 a.m. – 7:15 a.m.	Sunrise Nature Walk 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"> ● Nicole Boston, CAE <i>President and CEO Association of Strategic Alliance Professionals</i> ● Drew Quinlan, CA-AM <i>Senior Vice President of Global Sales Formstack</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 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 Vantage Partners</i> ● Ben Siddall <i>Partner Vantage Partners</i> 	Tarpon 4-6
10:35 a.m. – 10:55 a.m.	Morning Break		Tarpon Foyer
10:55 a.m. – 11:40 a.m.	Session 201 Panel Discussion Safeguarding Alliances: Cybersecurity Challenges and Solutions	<p>Moderator:</p> <ul style="list-style-type: none"> ● Lauren Griffey, CA-AM <i>Associate Director, Alliance Management Jazz Pharmaceuticals</i> <p>Panelists:</p> <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> 	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 Ridge Innovative</i> ● Norma Watenpugh, CSAP <i>Founding Principal & CEO Phoenix Consulting Group</i> 	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

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</i> <i>allianceboard</i> Panelists: ● Louis Rinfret, PhD <i>Founder & 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
	Session 402 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.	Session 403 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
	Session 404 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.	Session 405 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
	Session 406 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.	Session 203 Panel Discussion The Future is Now—Leveraging Digital Ecosystems for Growth	Moderator: ● Norma Watenpaugh, CSAP <i>Founding Principal & CEO</i> <i>Phoenix Consulting Group</i> Panelists: ● Manoj Bhatia, CSAP <i>Vice President, Channels and Alliances</i> <i>ASC Technologies</i> ● Sid Khare, CA-AM <i>Global Head of Partnerships</i> <i>Domino Data Lab</i> ● Subhojit Roye, CSAP <i>Former, Principal, Channels, & Alliances</i> <i>e2open</i>	Tarpon 4-6
	Session 407 A Disturbance in the Force: Managing Alliance Transformation Through Strategic Changes	● Steve Courtney, PhD <i>Executive Vice President, Strategic Alliance Management</i> <i>Evotec</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

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> 	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"> ● David Thompson, CSAP <i>Vice President, Global 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 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.	Morning 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 p.m.	ASAP Community Lunch Featuring Alliance and Partnership Roundtable Discussions		Tarpon 1 - 3 & Porte Cochere



Time (EDT US)	Session Number and Title	Speaker(s)	Location
1:00 p.m. – 1:45 p.m.	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> Guidewire ● Mary Tate <i>Senior Consultant</i> Phoenix Consulting Group 	Tarpon 1-3
	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 ● Patricia Tracz <i>Associate Director, Alliance Management</i> Biogen 	Tarpon 4-6
1:55 p.m. – 2:40 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 <i>President & Founder</i> Ridge Innovative <p>Panelists:</p> <ul style="list-style-type: none"> ● Claudia Kuzma, CA-AM <i>Managing Director, Global Ecosystem Program Leader</i> Protiviti ● Robert Spee, CA-AM <i>Senior Vice President Partner Ecosystems</i> BeyondTrust ● Will Yafi <i>CEO</i> TIDWIT 	Tarpon 4-6
	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 	Tarpon 1-3
2:50 p.m. – 3:30 p.m.	Summit Attendee Exchange & Conference Close Open Forum of Key Takeaways		Tarpon 4-6
4:00 p.m.	Until Next Time! - Happy Hour Meet-Up (<i>cash bar</i>)		The Nauti Mermaid Dockside Bar

