



A | S | A | P SUMMIT
May 5-7, 2025 • Denver, Colorado



Monday, May 5, 2025

8:00 AM – 2:30 PM

CA-AM Certification Exam Prep Workshop | Tower A

Facilitated by Lynda McDermott, CA-AM and Phil Sack, CA-AM

CSAP Certification Exam Prep Workshop | Tower B

Presented by Ann Trampas, CSAP, CA-AM

9:00 AM – 11:30 AM

ASAP Advisory Council Meeting | Windows

11:30 AM – 12:30 PM

ASAP Advisory Council & Executive Leadership Forum Lunch | Tower D

12:30 PM – 2:30 PM

ASAP Executive Leadership Forum | Windows

Special Guest Hunt Lambert

3:00 PM – 3:20 PM

Conference Kickoff | Grand Ballroom I

Nicole Boston, CAE, CA-AM | ASAP

Conference Co-chairs

Lynn Richard, CSAP, CA-AM | GE Healthcare

Sally Wang | International SOS

3:20 PM – 3:50 PM

Global Alliance Management: Navigating the Complexities of Global Partnerships in Pharma | Grand Ballroom I

David Thompson, CSAP, CA-AM, BeOne

3:50 PM – 4:20 PM

Building Impactful Alliances and Partnerships to Protect Your Workforce in Our Permacrisis World | Grand Ballroom I

Sally Wang | International SOS

4:20 PM – 5:00 PM

The Art & Science of Closing Deals and Forging Strategic Alliances | Grand Ballroom I

Stefanie A. Schubert, PhD, CA-AM, CSAP | SRH University Heidelberg

5:00 PM – 5:30 PM

Impact of a Single Action: The Power of Networking | Grand Ballroom I

Matt Karst | TD SYNEX

5:30 PM – 7:00 PM

Welcome Reception – Cinco De Mayo & Speed Networking | Parlur

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Tuesday, May 6, 2025

6:30 AM – 7:30 AM

Fun Run/Walk | Hotel Lobby

7:00 AM – 8:00 AM

Breakfast | South Convention Lobby

8:00 AM – 8:10 AM

Welcome Back – Lessons from Yesterday | Grand Ballroom I

Lynn Richard, CSAP, CA-AM | GE Healthcare

8:10 AM – 8:55 AM

Digital Transformation in Healthcare: Leveraging Partnerships for Better Patient Outcomes | Grand Ballroom I

Bret Borota | Amazon Web Services

Fireside Chat with Lynn Richard, CSAP, CA-AM | GE Healthcare

8:55 AM – 9:25 AM

Architecting Resilient Ecosystems: A Cross-Industry Perspective on Strategic Alliances | Grand Ballroom I

Ko Mistry | Grammarly

9:25 AM – 9:40 AM

Morning Networking Break | South Convention Lobby

9:40 AM – 10:05 AM

Alliance Leadership in the Age of AI | Grand Ballroom I

Louis Rinfret, PhD, allianceboard

10:05 AM – 10:35 AM

Leveraging AI to Drive Strategic Partnerships and Unlock New Business Models | Grand Ballroom I

Samrah Kahn | Google

10:40 AM – 11:25 AM

Building Cross-Industry Ecosystems: Lessons, Challenges, and Opportunities for Innovation | Silver

Lisa Mendoza, PhD, CA-AM | Dyno Therapeutics

Reimagining Stakeholder Engagement: Creating Value and Driving Impact | Gold

Jan Twombly, CSAP, CA-AM | The Rhythm of Business

Cybersecurity and Resilience in Multi-Partner Ecosystems | Century

Abeer Burhan, CA-AM | Association of Corporate Counsel

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Tuesday, May 6, 2025

11:30 AM – 12:15 PM

Option Exercise Alliances: Navigating Risk, Reward, and Joint Expectations in Pharmaceutical Partnerships | Silver

Kristy McGuire | EMD Serono

The Power of Strategic Partnerships: How to Create Value in a World of Increasing Complexity | Gold

Adam Kornetsky and Ben Siddall | Vantage Partners

Strategic Growth Through Innovative Partner Marketing: Aligning Sales, Strategy, and Engagement | Century

Natascha Lee, and Michael Garrison | Cloudera

12:15 PM – 1:30 PM

Lunch & Roundtables | South Convention Lobby

Topics

ASAP Today: What's New at ASAP

AI Collaboration Models

Supply Chain Resilience Networks

Digital Transformation Partnership Structures

Post-Pandemic Healthcare Ecosystem Evolution

1:30 PM – 2:00 PM

“CrossFit for Partners”: Building the Muscle for Go-To-Market Execution at Scale | Grand Ballroom I

Bhakti Vithalani | BigSpring AI

2:00 PM – 2:30 PM

Cybersecurity in the Age of AI: How to Stay One Step Ahead of Threats | Grand Ballroom I

MJ Patent | Logically

2:30 PM – 3:00 PM

AI-Driven Transformation in Partner Operations: Unlocking New Growth and Efficiency | Grand Ballroom I

Greg Sarafin | Strategic Advisor

3:00 PM – 3:30 PM

Building Trust in Complex Ecosystems: The New Rules of Collaboration | Grand Ballroom I

Theresa Caragol | AchieveUnite

3:30 PM – 3:45 PM

Afternoon Networking Break | South Convention Lobby

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Tuesday, May 6, 2025

3:45 PM – 4:30 PM

**Managing the Alliance Surge: Best Practices for
Workload Optimization | Silver**

Christoph Huwe, PhD, CSAP, CA-AM | Bayer Pharmaceuticals

**Navigating Portfolio Challenges and Uncovering New Growth Opportunities
Gold**

David Hickman, CA-AM | KPMG US

**Driving Strategic Growth: Harnessing Cultural Innovation f
or Stronger Alliances | Century**

Karen Gerwitz | World Trade Center Denver

Nancy Ridge, CA-AM | Ridge Innovative

4:35 PM – 5:20 PM

**The Art and Science of Biotech Alliance Management:
Aligning Stakeholders, Building Trust, and Driving Innovation Through
Successful Project Execution | Silver**

Michelle Chakraborti, PhD | Zymeworks

**Mastering Energy Force Fields: From Ecosystems to Value Network
Paradigm Shift to Transform Your Alliances | Gold**

Robert Porter Lynch, CA-AM | The Warren Company

**Financial Strategy in Partnering: Managing, Tracking, and Forecasting
Partnership Success | Century**

Steven Roy, Alliance Management Consultant, Jazz Pharmaceutical

5:30 PM – 7:00 PM

Networking Reception | Parlur



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Wednesday, May 7, 2025

7:00 AM – 8:00 AM

Breakfast | South Convention Lobby

CSAP Breakfast | Invitation Only

8:00 AM – 8:05 AM

**Welcome Back & ASAP Alliance Excellence Award Presentation
Grand Ballroom I**

Sally Wang | International SOS

8:05 AM – 8:35 AM

**Communicating Across the Chasm: How Cross-Industry
Collaboration Can Produce Better Outcomes | Grand Ballroom I**

Karen Newnam | Mastercard Services

8:35 AM – 9:05 AM

**Navigating Complex Alliances in Biopharma: Strategies for Success
and Risk Management | Grand Ballroom I**

Katherine Kendrick, CSAP, CA-AM | Jazz Pharmaceuticals

9:05 AM – 9:35 AM

**Operational Brilliance in Partner Ecosystems: Aligning Strategy,
Finance, and Performance for Scalable Success | Grand Ballroom I**

Mary Davis | HPE

9:35 AM – 10:05 AM

**Unlocking the Power of Strategic Alliances: Driving Mutual
Success in Biopharma | Grand Ballroom I**

Tracy Blois, PhD | Amgen



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Wednesday, May 7, 2025

10:05 AM – 10:20 AM

Morning Networking Break | South Convention Lobby

10:20 AM – 11:05 AM

The Next Era of Digital Health: Global Innovation for a Healthier World | Silver

H. Timothy Hsiao, CA-AM | Avantigor

Activating the Principles of Collaborative Ecosystems: Building an Operating Model for Trust, Control, Resilience, and Scale | Gold

Nimma Bakshi | GTM Scaling Motions

Ann Trampas, CSAP, CA-AM | Phoenix Consulting

Norma Watenpugh, CSAP, CA-AM | Phoenix Consulting

Fortifying International Collaborations: Building Robust Alliance Management Foundations | Century

Samuel Gosselin, CA-AM

11:10 AM – 11:40 AM

Harnessing Alliance Models for Successful Infrastructure Investments: Insights from Tonkin + Taylor's Experience | Grand Ballroom I

Simonne Eldridge | Tonkin + Taylor

11:40 AM – 12:10 PM

Future of Alliances and Influencers: Scaling Impactful Partnerships Through Technology | Grand Ballroom I

Harbinder Khera | Mindmatrix

12:10 PM – 12:30 PM

Conference Close | Grand Ballroom I

Brooke Paige | Novartis & Co-chair 2026 ASAP Summit

12:30 PM – 1:15 PM

Box Lunch & Networking | South Convention Lobby



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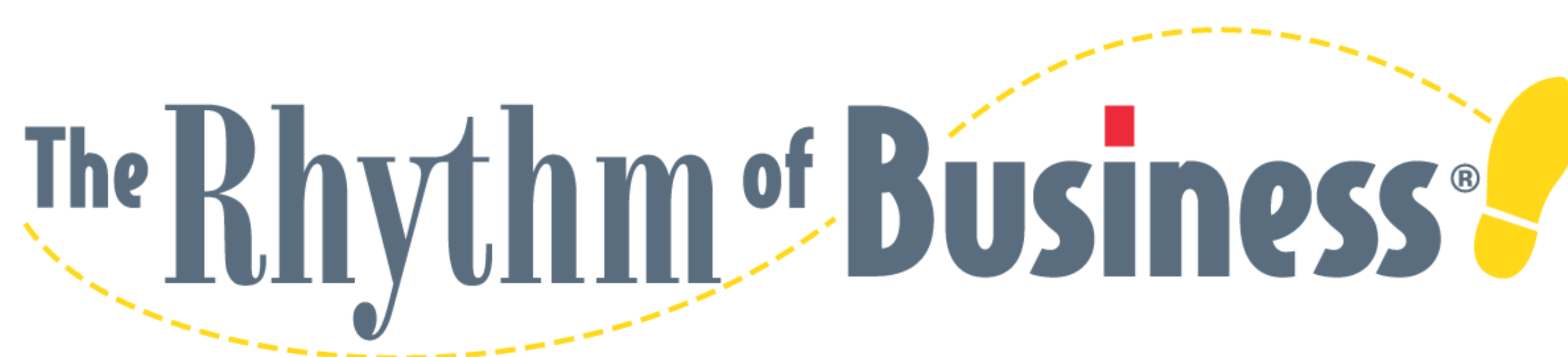


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