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EUROPEAN ALLIANCE SUMMIT
17–18 SEP 2025
AMSTERDAM NETHERLANDS
In collaboration with Thought Leader Global

Adaptive Ecosystems and a Successful Alliance Playbook

EARLY DISCOUNT UNTIL JUNE 27th
Hear from 30 Directors of Strategic Alliances, Partnerships, Ecosystems and Innovation
Two Dedicated Streams of Presentations to Tailor your Agenda

(Several events in 1: a full event for those interested cross-industry Alliance/Partnership Approaches, Partnerships Ecosystems and content for life sciences, manufacturing, energy and other industries)

Move freely between either stream during the course of the event

Curtis Asante, Alliance Manager, LifeArc
Nicolas Becker, Senior Director Business Development & Licensing / Alliance Management, Bayer
Naomi Binoche, VP Head Strategic Alliance Management, Ipsen
Frederic Bonfils, CSAP, Corporate Alliance Management Director, Pierre Fabre
Signe Maria Christensen, Senior Strategic Alliance Manager, LEO Pharma
Caterina Cobino, Head of Special Projects and Partnership, Fincantieri
Nathalie Dardare, Global Head of Alliance Management, Servier
Ard–Pieter de Man, CSAP, PhD, Professor, Vrije Universiteit
Stefan Diedericks, Global Partner Enablement Leader, Oracle
Kristin Eibisch, Senior Director Alliance Management, Merck
Hanna Eilken, Early Stage Alliance Manager, Boehringer
Ulf Engelbrecht, Brand Portfolio Management & Global Strategic Alliances, BSH Home Appliances Company
Derrick Geick, Executive Director Alliance Mgmt, Novartis
Catriona Hansbauer, Dir, Alliance Management, AstraZeneca
Celine Hechard, Senior Director, Alliance Management, Merus
Isabelle Heit, Director BD&L, Alliance Mgmt, Novartis
Bo Skaaning Jensen, Senior Alliance Director, Novo Nordisk
Mario Joao, Senior Business Advisor, Chief Partner Officer, Prometheus Group
Michael Kaschke, Director Strategic Alliances Europe & Developing Markets, Reckitt

Erica Katsambis, VP Sales & Partnerships, Railsr
Julian Kawohl, Professor Strategic Management, HTW Berlin
Thomas Kirste, Director Bosch Management Consulting, Robert Bosch
Katherine Kendrick, Executive Director, Head of Alliance Management, Jazz Pharmaceuticals, Board Member, ASAP
Maarten Korz, Head of Innovation Lab Commercial Vehicle Division, ZF Group
Adam Kornetsky, Partner, Vantage Partners
Martijn Maters, Head of Business Development & Technology Alliances, ZF Group
Asja Praetor, CA–AM, PhD, Head External Alliances pRED ID, Roche
Louis Rinfret, Founder & CEO, allianceboard
Bettina Rotermund, SVP, Head of Strategy, Siemens Xcelerator, Siemens
Frank Ruland, Global VP, Global Head of Industry Ecosystem, SAP
Carina Santos, Strategic Alliance Executive, Cancer Research Horizons
Deborah Spencer, Senior Innovation and Business Partnerships Manager, University of Oxford
Yolanda Stead, Head Partnerships APAC, Procore Technologies
Gordon Thompson, VP Corporate Dev & Partnerships, E.ON One
Jan Twombly, CSAP, President, The Rhythm of Business
Valerie Vaquerizo, Partnerships Director, Serensia
Ivan Vogels, Strategic Alliance Director, SAP

Unique Features of this Event:

30 case study presentations from Alliance, Bus Dev and Partnerships Departments (all in-house), **Practical Insights and Unbiased information**

30+ Heads of Alliances, Corporate Partnering, Ecosystems and Business Development.

11+ different countries represented for a **truly global group** of perspectives

10+ different industries represented including **pharma/life sciences**, energy, **technology**, consumer goods, chemical, manufacturing, engineering, Fintech, consumer goods, construction, universities, biotech, etc. in two unique streams.

Emerging Trends: Artificial Intelligence, Life Science Ecosystems, Rapid Alliance Formation, Rapid Production Development, GenAI, Digital Ecosystems, Mature Alliance Functions, External Innovation, Start-up Ecosystems, Early-Stage Alliances, Product & Developer Partnerships, etc.

The leading event in EMEA on strategic alliances and partnerships

Allianceboard Practical Insights on Using AI for Alliance Management
AstraZeneca Use of GenAI for Alliance Management
Astellas, Novartis, Merus Strategies Pre & Post Deal Execution(In–Licensing): Ensuring Strong Partner Collaboration & Seamless Implementation
Boehringer Managing (Academic) Alliances – Opportunities and Challenges
Bayer The Alignment Blueprint for Rapid Alliance Formation
Cancer Research Horizons and **LifeArc** Childhood Cancer: Structuring Alliances to Deliver Impact
E.ON One Alliances for Rapid Product Development
Fincantieri Moving from R&D to Radical Innovation in EU: How New Generation Alliances Support Multi Sectorial Transformation
Ipson, Servier Living and Growing an Inherited Alliance– a Journey full of Twists and Turns
Jazz Pharmaceuticals Maintaining a Highly Mature Alliance Function
LEO Pharma How ChatGPT can be Used as an Efficient Assistant for Alliance Professionals
Merck Cultural Differences and Alliances in a Global Environment
Novartis Navigating the Rough Seas of Alliance Communications & Disclosures
Novo Nordisk The Use of External Innovation Departments as Drivers for Alliance and Business Development
Oracle The Evolving Role of Alliance & Channel Managers: Enabling Others to Drive Scaled Growth
Oxford University Build Alliance Team & Business Models in the Tech Space
Pierre Fabre Combining Business Development and Alliance Management Strengths for Mutual Benefit
Procore Technologies Beyond the Hard Hats and Build: The New Era of Purpose–Led, Data–Driven Construction Alliances
Prometheus Group AI-Powered Master Data Management: Unlocking Strategic Value Through Partnerships
Railsr Breaking the Vertical Barrier: Partnership Tactics to Unlock New Industries
Reckitt & BSH Home Appliances Company Going Global: Scaling Alliance Partnerships to Expand to Different Regions
Roche Multi–Stakeholder Public–Private Partnerships for Drug Development
SAP Managing Complex Multi–Party, Multi–Industry Ecosystem Alliances
SAP Building an Alliance Function in a Global Enterprise
Siemens Xcelerator Platform Case Study
The Rhythm of Business Scaling Your Alliance Management Practice when Resources are Scarce
Vantage Partners Alliance Management and Organizational Culture
VU How Good are you at Orchestrating your Ecosystem?
ZF Group Open Innovation Advancing the Connected Vehicle Ecosystem

Day One: Wednesday, September 17, 2025

08.30	Registration and Coffee
09.00	Opening and Welcome Address from **Nicole Boston, CA-AM**, President, **ASAP**

Time		
9.30	**Practical Insights on Using AI for Strategic Alliance Management** • Explore how AI can strategically enhance the role of Alliance Management, driving efficiency and innovation • Address key challenges and risks in adopting AI, with actionable strategies for safe and effective implementation • Learn practical methods to seamlessly integrate AI into your alliance management workflow, maximizing influence and impact **Louis Rinfret, PhD**, Founder & CEO, **Allianceboard**	**Moving from R&D to Radical Innovation in EU: How New Generation Alliances Support Multi Sectorial Transformation** • Strategic objectives at EC: social needs, regulatory pressure • The multiple aspects of Sustainability • Multi complex problems require a multi variable approach • Multi stakeholder engagement: from the triple elix to the magic square (industry, academia, public administration and the banking sector) • Alliances, a modern way to co-design and implement practical solutions • IPCEI, a modern approach to support technology and infrastructure development • The rising of new sustainable business models **Caterina Cobino**, Head of Special Projects and Partnership, **Fincantieri**
10.00	**Navigating the Rough Seas of Alliance Communications and Disclosures** • What types of communications do Alliance Managers need to manage? • What dictates the rights and responsibilities of the parties? • Who are the key stakeholders for aligning communications? • Maintaining your course in shifting seas • Living with ambiguity • Approaching Communication Alignment as an opportunity vs a burden **Derrick Geick**, Executive Director Alliance Management, **Novartis**	**Alliances for Rapid Product Development:** • How E.ON One Built and Sold an AI Powered Call Center Agent for the Energy Industry within 9-months • Case study **Gordon Thompson**, VP Corporate Development & Partnerships, **E.ON One**
	Living and Growing an Inherited Alliance- a Journey full of Twists and Turns In a consolidated pharma world, where M&A & licensing is a common practice, this joint session will showcase how 2 companies which have not deliberately chosen to be partners overcame challenges & built a successful alliance --How to live with contracts you have not negotiated, especially when those contracts have been executed by companies which profile & business model defer from what you are today. How to build trust and a collaborative mindset **Naomi Binoche**, VP Head Strategic Alliance Management, **Ipsen** **Nathalie Dardare**, Global Head of Alliance Management, **Servier**	**Managing Complex Multi-Party, Multi-Industry Ecosystem Alliances** • Success criteria • Governance recommendations • Strategic planning for these alliances • Digital ecosystem structures **Frank Ruland**, Global VP, Global Head of Industry Ecosystem, **SAP**
11.30	Morning Coffee and Networking	
12.00	**Maintaining a Highly Mature Alliance Function** • Building on the success of your existing partnerships function to take your AM capability to new heights • Orchestrating ecosystems and leading from the center • Further collaboration between your corporate development, portfolio management functions to maintain a steady flow of talent into your AM function • Advanced playbooks and tactics to build on successes and learn from conflict or failures **Katherine Kendrick**, Executive Director, Head of Alliance Management, **Jazz Pharmaceuticals,** Board Member, **ASAP**	**Building a New Alliance Function in a Global Enterprise** • Where to start with the creation of a dedicated alliance/partnerships function • Focus on either product research / creation or channel and sales partnerships • The connection your function should have with Business Development • Budget &human resources management for alliance roles • Setting up an alliance management playbook **Ivan Vogels**, Strategic Alliance Director, **SAP**
12.45	**Alliance Management and Organizational Culture: A Framework for Defining, Navigating, and Integrating Organizational Cultures** Managing difference is the great challenge of alliance execution. Many differences between alliance partners are tangible — differences in strategy, governance and decision-making, and process, for example, can often be concretely defined and addressed. Organizational culture, however, is often more difficult to define — but cultural differences between alliance partners are quite often the great barrier to effective alignment and joint execution. In this session, we'll share and discuss how we can define organizational culture and our differences and engage in a conversation about how to make culture a force for good within an alliance. **Adam Kornetsky**, Partner, **Vantage Partners**	**The Evolving Role of Alliance & Channel Managers: Enabling Others to Drive Scaled Growth** **Stefan Diedericks**, Global Partner Enablement Leader, **Oracle**

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13.30	Lunch Break		
	Stream A: Licensing and AI Tools		**Stream B: Collaborations, AI, Data, etc.**

14.30		**Panel: Strategies Pre and Post Deal Execution (In-Licensing): Ensuring Strong Partner Collaboration and Seamless Implementation**
		• Building high-functioning alliances through pre-deal AM involvement and early relationship-building
		• Governance aspects of contracts
		• Pre-deal considerations & post-deal approaches to technical transfer and handover of activities
		• Efficient integration process post-deal execution with dedicated integration team
		Elena Cavalli,Head Commercial & Enterprise Alliances, **Astellas**
		Isabelle Heit,Director BD&L,Alliance Management, **Novartis**
		Celine Hechard, Senior Director, Alliance Mgmt, **Merus**
		Katherine Kendrick, Executive Director, Head of Alliance Management, **Jazz Pharmaceuticals,** Board Member, **ASAP**
			Ecosys@Bosch – Empowering New Ways of External Collaboration in a Company
			The need for new ways of collaborations: an analysis
			   –Human-centric approaches are key – even for B2B
			Major challenges in large corporates: gathered experiences
			   –Paradigm shifts required – it's not about tech-stacks (only)
			Ecosys@Bosch – New ways in a large corporate
			   –An internal ecosystem to overcome the paradigm shift
			   –Approach, methods & status
			An Example – Leveraging Ecosys@Bosch in a biz domain
			   –Why & What – The Need, approach (Biz Model) & partner ecosystem
			   –Avoiding to re-invent the wheel – Executive guidelines
			Thomas Kirste, Director Bosch Management Consulting, **Robert Bosch**
			Julian Kawohl, Professor Strategic Management, **HTW Berlin**

15.15		**Use of GenAI in Alliance Management** • Application of AI in AM, common challenges faced • Showcasing improvements (e.g. time savings) with using AI vs old fashioned way • Examples with Copilot and ChatGPT **Catriona Hansbauer**, Director, Alliance Management, **AstraZeneca**	**AI-Powered Master Data Management: Unlocking Strategic Value Through Partnerships** Master data is the foundation of every successful digital transformation, yet many organisations struggle with data quality, governance, and integration across their technology stack. AI-driven master data management (MDM) is changing the game—enhancing automation, accuracy, and decision-making at scale. In this session, we'll explore how businesses can leverage AI-powered MDM to unlock new strategic value through partnerships. From software providers and system integrators to hyperscalers and industry alliances, we'll discuss how organisations can harness the power of collaboration to drive efficiency, innovation, and competitive advantage **Mario Joao**, Senior Business Advisor, Chief Partner Officer, **Prometheus Group**
16.00	Afternoon Coffee and Networking		
16.30		**How ChatGPT can be Used as an Efficient Assistant for Alliance Professionals** 9 use cases of using ChatGPT for: • contract management • creation of onboarding material • risk management **Signe Maria Christensen**, Senior Strategic Alliance Manager, **LEO Pharma**	**Building an Alliance Team and Business Models in the Tech Space** • Digital challenges inherent in managing partnerships in digital-first companies • Best practices from leading tech ecosystems **Deborah Spencer**, Senior Innovation and Business Partnerships Manager, **University of Oxford**
17.15		**The Use of External Innovation Departments as Drivers for Alliance & Corporate Development Success** • External innovation and open innovation initiatives in global organisations • Innovation vehicles • Best practices on the innovation process and partnership strategy • Stakeholder management **Bo Skaaning Jensen**, Senior Alliance Director, **Novo Nordisk**	**Breaking the Vertical Barrier: Partnership Tactics to Unlock New Industries** *How companies can accelerate growth and penetrate new, under-served and high-potential verticals through purpose-built partnerships and co-creation models.* As embedded finance matures, growth isn't just about expanding geographies—it's about going deeper into industry verticals where finance hasn't been digitized or embedded yet. Success demands more than APIs—it requires empathy, industry expertise, and co-designed solutions **Erica Katsambis**, VP Sales & Partnerships, **Railsr**
18.00		**Beyond the Hard Hats and Build: The New Era of Purpose-Led, Data-Driven Construction Alliances** • Construction at a Crossroads: The industry is being reshaped by digital transformation, sustainability demands, and new partnerships that go beyond risk mitigation to drive innovation and growth • Evolving Alliances: Construction partnerships are shifting from reactionary to performance-based collaborations, driven by ESG compliance, labor shortages, and rising client expectations • Procore's Example: A successful multi-party alliance developed a smart hospital infrastructure, proving the power of co-creation and shared accountability in delivering faster, more effective results • AI and Data Integration: Leveraging AI and real-time analytics helps optimize partner performance, predict disruptions, and enable smarter decision-making, enhancing trust and collaboration in alliances • Leadership in the Future: True leadership in construction is about co-creating with partners, sharing insights, and using AI responsibly to foster smarter, purpose-driven collaborations for long-term impact **Yolanda Stead**, Head Partnerships APAC, **Procore Technologies**	

09.00	Opening Remarks from the Chair

09.20

The Demand Has Grown: Scaling Your Alliance Management Practice when Resources are Scarce
In the evolving landscape of biopharma, the capacity to partner effectively has shifted from a functional necessity to an organizational imperative. Today, leading companies recognize that cultivating an enterprise-wide partnering capability is essential. This capability must be fully integrated with corporate strategies, aligned with therapeutic area priorities, and established as a foundational pillar of the organization's leadership framework. Learn strategies alliance managers are using to scale capabilities in this time of scarce resources including:
- Building alliance-aware and self-sufficient teams
- Reimagining their relationship with executive stakeholders
- Leveraging an alliance management operations function

Jan Twombly, CSAP, President, **The Rhythm of Business**

10.00

The Alignment Blueprint for Rapid Alliance Formation	How Good are you at Orchestrating your Ecosystem?
This session will outline a step-by-step blueprint for achieving alignment among partners when forming alliances under tight deadlines. It will cover essential elements such as shared goals, communication strategies, governance setup, and decision-making processes that can streamline collaboration and enhance the likelihood of a successful product launch in Pharma **Nicolas Becker**, Senior Director BD&L Alliance Management, **Bayer**	Ecosystem orchestration is on everybody's lips, but what is it? And do you have the right orchestration skills? In this highly interactive workshop you will receive an assessment tool asking twenty questions about how you orchestrate your ecosystem. Based on your assessment we will kick off the discussion and identify best and worst practices in ecosystem orchestration. You will walk away with the assessment tool and new ideas about how to strengthen your orchestration skills. **Ard-Pieter de Man, CSAP, PhD**, Professor, **Vrije Universiteit**

10.40	Morning Coffee and Networking

11.20

Multi-Stakeholder Public-Private Partnerships for Drug Development	Open Innovation Advancing the Connected Vehicle Ecosystem
- New alliance business models for pharma in the drug discovery and development ecosystem - Alliances with Government Agencies and Ministries for Drug Development - Working with academics as the innovators, funded by government agencies - Relations with charities, patient organisations, consortia, etc. **Asja Praetor, CA-AM**, PhD, Head External Alliances, pRED Infectious Diseases, **Roche**	**Driving AI and data centric Strategic Alliances** Today's commercial transport sector is shaped by trends: - AI, and data-driven Orchestration, Telematics and tools redefining fleet operations and predictive maintenance - Electric and hydrogen-powered trucks and buses entering operations—but facing infrastructure gaps - Autonomous and driver-assist technologies reshaping freight and passenger transport - Growing regulatory pressure for decarbonization amid rising freight demand Yet challenges persist: empty runs, complex supply chains, driver shortages, and failed technology rollouts. In this session, we'll explore the latest mobility and technology trends in the commercial vehicle sector and share **real-world examples of successful—and failed—cross-industry partnerships**. You'll gain insight into how **ZF**, a leading global mobility technology company, is working with fleets, OEMs, tech firms, and infrastructure providers to co-create the next generation of commercial transport—through **open innovation and strategic collaboration.** **Martijn Maters**, Head of Business Development & Technology Alliances, **ZF Group** **Maarten Korz**, Head of Innovation, Lab Commercial Vehicle Division, **ZF Group**

12.00

Going Global: Scaling Alliance Partnerships to Expand to Different Regions	Siemens Xcelerator Platform Case Study
- Criteria for expanding a deal into new markets - Managing Different Spans of Control - Challenges of Managing Internal Stakeholders and Understanding their needs, whilst operationalising the collaboration - Moving to Business as Usual **Michael Kaschke**, Director Strategic Alliances Europe & Developing Markets, **Reckitt** **Ulf Engelbrecht**, Brand Portfolio Management & Global Strategic Alliances, **BSH Home Appliances Company**	- Status quo of our platform and the journey from where we started - How we allowed competition into our platform - Gaining maturity by training the organization - Adding start-ups as an innovation engine to our platform **Bettina Rotermund**, SVP, Head of Strategy, Siemens Xcelerator, **Siemens**

12.45

Combining Business Development and Alliance Management Strengths for Mutual Benefit	Cultural Differences and Alliances in a Global Environment
- The role and relationship between AM and BD seen from different stakeholder perspectives - The differences between AM and BD leaders - How to overcome limited resources to "merge" the best practices form AM and BD for mutual benefit **Frederic Bonfils,** Alliance Mgmt Director, **Pierre Fabre**	- The issues with different values & perspectives - What are your partner's and your own drivers? - Building a bridge and leveraging strengths - Collaboration hacks **Kristin Eibisch**, Sr Director Alliance Management**, Merck**

13.30	Lunch Break	
14.30	**Breakout Groups:** **1) Performance Metrics and Evaluation** This group will consider approaches to establishing KPIs to measure alliance performance and utilizing alliance metrics effectively at individual alliance and alliance portfolio level • What process/tools to define metrics with alliance partners? • What metrics could be used to track actions taken to proactively mitigate business, human or legal risks? • Who are the stakeholders you should involve in the development, tracking, and reporting of alliance metrics? **2) Create/Manage Governance Structures in Alliances** This group will discuss strategies to create an effective governance structure for complex alliances/partnerships • What tactics can be employed to align internal stakeholders and promote information sharing across the organization? • When to consider adjusting a governance structure? • What are the characteristics of an agile governance process?	**Childhood Cancer: Structuring Alliances to Deliver Impact** • Alliance model for impact: plan for success and challenges • Managing multi-sector collaboration (industry, academia, NPOs, philanthropists) to tackle childhood cancer • Scaling impact sustainably: How to expand without diluting strategic focus • How to balance proprietary research with open collaboration • What success looks like in an alliance model for impact **Carina Santos**, Strategic Alliance Executive, **Cancer Research Horizons** **Curtis Asante**, Alliance Manager, **LifeArc**
15.15	**Managing (Academic) Alliances – Opportunities and Challenges** • Partnering with academia for basic, clinical & translational research • Open innovation models, multi-year deals • Accelerating development by investing in early-stage development • Working with technology transfer offices • Deep partnerships including co-locating scientists, research and technical risk sharing **Hanna Eilken**, Early Stage Alliance Manager, BD&L, **Boehringer Ingelheim**	**How to Implement the Best Alliance Management Practices in a Start-up Environment** • Create at once the best conditions for success • Check which best practices are relevant in a fast-moving company with limited resources • Best practices & competencies in action: key takeaways **Valerie Vaquerizo**, Partnerships Director, **Serensia**
16.00	**Integrated Governance, Risk and Compliance (GRC) in a Complex Ecosystem** 1. Introduction: Briefly introduce CGIAR, its mission, and the complexity of its ecosystem, including partnerships, research centers, and commitment to sustainable development goals. 2. The Case for Integrated GRC in CGIAR - Explain how an integrated GRC framework helps align objectives, standardize processes, and maintain oversight across entities, enhancing decision-making and resilience - Highlight what Alliance/Partnership Leaders should do to manage risk and ensure governance and compliance 3. Enabling Integrated GRC - Focus on assurance beyond compliance, promoting accountability and transparency. - Emphasize the importance of a quality internal audit function (new GIAS standards). And how this is relevant for alliance/partnership departments and how they can be empowered to enable integrated GRC - Discuss the relationship with governance bodies 4. Key Takeaways: Emphasize the importance of a holistic overview and the value obtained **Elbert Hidding**, Chief Audit Executive, **CGIAR**	
16.45	Closing Remarks from the Chair and End of Summit	

Pre-Conference Workshop: CA-AM Certification Exam Prep Workshop (Face-to-Face)
Tuesday, September 16, 2025 | 9:00 AM – 4:00 PM (CET)

Click on the link below for more information and to register today.
https://www.strategic-alliances.org/events/ca-am-certification-exam-prep-workshop-face-to-face-sept

This interactive professional development workshop will review key alliance concepts and then move to a case scenario analysis and robust group discussion. Each segment will then conclude with a summary of key takeaways. In addition, this workshop will support the foundation of concepts, principles, and proven best practices that can be rapidly applied to daily activities to improve alliance results and become a credible and effective partner.

Based on the principles covered in *The ASAP Handbook of Alliance Management: A Practitioner's Guide,* this review workshop will address the following areas covered in the CA-AM exam:
· Alliance Life Cycle Framework
· Strategic Rationale and Readiness
· Alliance Selection
· Alliance Execution
· Planning and Organizing Skills
· Management and Leadership Skills

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AUTHORISATION Signatory must be authorised to sign on behalf of contracting organisation

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EARLY DISCOUNT RATES: discount expires June 27th

o **ASAP MEMBER RATE**   €1430 + VAT
(if booking by June 27th, afterwards the regular fee is €1825)

o **ASAP MEMBER GROUP RATE** (3 or more) €1260/person + VAT
(if booking by June 27th, afterwards the regular fee is €1645/person)
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o **CONFERENCE RATE**   €1790 + VAT
(if booking by June 27th, afterwards the regular fee is €2270)
A one-year ASAP membership is included with the registration fee for this conference

o **GROUP RATE (3 OR MORE)**   €1620/person + VAT
(if booking by June 27th, afterwards the regular fee is €2040/person) A one-year ASAP membership is included with the registration fee for this conference

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WHY YOU SHOULD ATTEND

Thought Leader Global and The Association of Strategic Alliance Professionals are proud to co-organise our 11th European Alliance Summit.   Whether you have a mature corporate alliance and partnership strategy, are looking to benchmark with others in this space (to continually improve your framework and ecosystem), or are at an earlier stage of entering into new alliances and partnerships, this event provides an ideal community for you.

Setting up an alliance management function is an important first step. One must lay the groundwork for the long-term success of both alliances and joint ventures. Often businesses that may have competed in the past must be brought together, and this requires building trust and bridging cultural barriers. Both the research and development side as well as the sales / go-to-market side need to have best-practice in place for the partnership to succeed. Often the most lucrative alliances are in new markets and in emerging market countries. There are significant cultural, HR, legal and operational risks to manage in these partnerships.

Leadership and governance are important focus areas to cover. There is a significant transition period in the creation of an alliance, and a strong transition plan must be put into place. Both innovation and sales results are the key goals of new partnerships. However, companies must encourage a joined workforce to bring about the performance. Trust and cooperation must be embedded to demonstrate this joined workforce. Performance and governance must be adequately implemented and monitored, so that goals are met and value is created. Attend this forum to benchmark how other organisations are managing their alliance strategies; hear their perspectives - both success stories and lessons learned. Utilise this event to learn from their experiences, compare solutions and take away actual strategies that you can use to drive transformation in your group.