2016 ASAP®
Global Alliance Summit

March 1–4, 2016 Washington, D.C.
Gaylord National Resort & Convention Center | National Harbor, Maryland

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ASSOCIATION OF STRATEGIC ALLIANCE PROFESSIONALS

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Welcome to “Partnering Everywhere: Expert Leadership for the Ecosystem,” the March 1-4, 2016 ASAP Global Alliance Summit in the Washington, D.C. area (National Harbor, Maryland). As always, this annual ASAP conclave—the preeminent gathering of the world’s leading experts and practitioners of partnering and alliance management—helps its participants grapple with the most profound challenges and opportunities for collaboration in the business world. This year will be no exception, as we bring together the unmatched expertise, intellectual content, and peer-to-peer conversation that is the hallmark of every ASAP event.

Value of Attending

While the fundamentals remain, alliance management skills of even five years ago are insufficient for the context and content of today’s Partnering Everywhere world. At the 2016 ASAP Global Alliance Summit, you’ll learn just what it takes today to:

- Manage partnering strategically across the enterprise—yet with a relentless focus on execution
- Act boldly amidst uncertainty—and know with whom to partner now
- Drive exponential value from partnering, in whatever forms that partnering and value take

Top 10 Reasons Why You Should Attend the 2016 ASAP Global Alliance Summit

10. Face time with your partners, potential partners, and other passionate ASAP leaders
9. Career-advancing certification & other professional development workshops
8. Solutions in the Alliance Management Resource Center
7. Keynotes, plenaries, & panels that shake up your thinking
6. Share practices with partnering peers in your industry
5. Glean ideas from colleagues in other industries
4. Network with associates from every corner of the globe
3. Discover new partnering models for the Internet of Things
2. Celebrate the 2016 ASAP Alliance Excellence Awards
1. You never know what ASAP President & CEO Mike Leonetti will challenge the profession with at the conference.

“I have continually benefited from the educational programs, certification, conferences, chapter events, and best practices guides available through ASAP. In addition, I have made tremendous connections with many alliance professionals and executives that have added immeasurably to my personal and professional life.”

— Erna Arnesen, CSAP, VP, Global Channel & Alliances Marketing, Plantronics
Who Attends the ASAP Global Alliance Summit?

ASAP Global Alliance Summit Attendee Titles

- 38% Director/Senior Director
- 22% CEO/VP/CAO/COO
- 17% Manager/Senior Manager
- 11% Other
- 7% Head/Exec/Lead
- 5% Partner/Principal

Partial List of Past ASAP Global Alliance Summit Attendee Companies

*Current ASAP Global Members

- AbbVie*
- Alcon
- Alliance Strategy
- Alliancesphere, LLC
- American Family Insurance
- Amgen
- Astellas
- US*
- AstraZeneca*
- Bayer Healthcare BD*
- Becton Dickinson
- BNY Mellon
- Boehringer Ingelheim
- CA Inc.
- Capgemini*
- Caterpillar Inc.
- Cisco Systems Inc*
- The Chapman Group
- Citrix
- Systems*
- Consensa
- Cornerstone OnDemand
- Covance*
- Deloitte Consulting LLP
- Dassault Systèmes
- Dell*
- Dow Chemical Company
- Dr. Reddy's Laboratories, Inc.
- Eli Lilly and Company*
- Elm
- EMC
- Emergent BioSolutions
- Emerson Corporation
- Enbridge Pipelines Inc.
- Florida Hospital Strategic Venture Group
- Hoffmann-La Roche AG
- Fluor Canada Ltd.
- FORUM Pharmaceuticals
- GlaxoSmithKline
- Huawei Technology*
- IBM*
- INC Research*
- Intel
- Janssen Pharmaceutical Companies*
- KPMG*
- Konica Minolta
- Liberty Mutual
- Mead Johnson Nutrition
- Medifast
- Merck & Co*
- Microsoft Corp
- Mission Pharmacal*
- National Grid
- Nationwide
- NEC
- Nestle Purina Petcare
- NetApp*
- Novartis*
- Oracle Corp
- Panduit
- Phoenix Consulting Group
- Plantronics
- PPD
- PwC
- PTC Therapeutics, Inc.
- Quintiles
- Red Hat
- Relayware
- Revenue Storm
- The Rhythm of Business
- Ricoh Company Limited
- Royal Philips Electronics
- Sanofi*
- SAS Institute*
- SchellingPoint
- Schneider Electric*
- State Farm Insurance
- Takeda Pharmaceutical*
- Thermo Fisher Scientific
- Thomson Reuters Elite
- Tradeshift
- Upsher-Smith Laboratories
- Vantage Partners
- Varian Medical Systems
- Verizon*
- VMware*
- Warren Company*
- Xerox Corp*

ASAP Global Alliance Summit Overview by Industry

- 36% Life Science/BioPharma/Healthcare
- 35% Technology
- 15% Consulting/Professional Services
- 14% Other*

*Higher Ed, Non-profit, Government, Insurance, Financial Services, Energy, Retail, Wholesale

ASAP Global Alliance Summit Attendees Reside in

- 75% United States
- 25% International

Australia | Belgium | Brazil | Canada | China | Columbia | Denmark | Finland | France | Germany | Guatemala | India | Ireland | Italy | Japan | Mexico | Netherlands | New Zealand | Norway | Poland | Russia | Saudi Arabia | Singapore | Spain | Sweden | Switzerland | United Kingdom

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Conference Keynote: Tuesday, March 1, 2016 | 4:00 P.M.

Partnering: The Connective Tissue of the Internet of Things

Jonathan Ballon, Vice President, Internet of Things Group, Intel

The promise of the Internet of Things (IoT) is massive—and it is real and it is here. In industrial companies, it is delivering higher availability of manufacturing lines, improving quality and supporting the shift to consumption based models for what were once capital expenditures. In healthcare, not only is it improving the economics, it is helping to create better outcomes for patients. It is allowing building owners to deliver a better experience to tenants, while reducing utility costs. In every industry IoT is combining the power of machines with the power of computing, creating a platform for significant economic growth and societal benefits.

Yet no one company can do it alone and everything you know about partnering is essential—but insufficient.

Our keynote speaker, Jonathan Ballon, Vice President of Intel’s Internet of Things Group and General Manager, Markets and Channels Acceleration Division, will help us understand the challenges of partnering in this new environment, where the hub and spoke model is obsolete and many-to-many is the norm. He’ll share examples of new value propositions and business models and shed light on the tremendous opportunity for partnering professionals in every industry.

A frequent keynote speaker at IoT conferences globally, Ballon is responsible for managing and driving revenue across a portfolio of growth segments, while also incubating new sectors and business models. In addition, he is responsible for driving scale across all IoT segments through various channels and routes to market. Prior to joining Intel, Ballon served as chief strategy officer and chief operations officer for General Electric’s Industrial Internet business, and served as corporate vice president at Cisco leading the office of strategy and planning. He presently also serves as an advisor and board member to several Silicon Valley based startups and accelerators.

Conference Plenary | ASAP Quick Takes: Wednesday, March 2, 2016

Partnering Everywhere: Expert Leadership for the Ecosystem

Today we work in a brave new world of customer-centric partnering. There is unrelenting competition across industries, sectors, and ecosystems. New partners. New models. New value sources. And new skills required even for the masters of alliance management.

In a short and sweet presentation format similar to the well-known TED Talks, each ASAP Quick Take speaker brings a fresh perspective on the Partnering Everywhere theme and a compelling story drawn from their professional experiences and thought leadership. The plenary concludes with a moderated panel that brings together all Quick Take speakers for a lively group discussion.

Bonus: Each Quick Take speaker is also participating in a breakout session on Wednesday afternoon giving attendees even more opportunities to gain valuable insights from these thought leaders.

ASAP Quick Take #1: What Watson is Teaching Us About Building a Partner Ecosystem

Lauri Saft, Vice President, IBM Watson Ecosystem

Imagine the future where you have access to an ecosystem of partners who together comprise nearly all that is known about the problem your company and its customers need solved—and the cognitive power to access this community’s collective knowledge for guidance and expertise. This is the power of the IBM Watson Ecosystem program. How would you bring these partners together? Could you replicate the program for film, healthcare, banks, and educational toys? What does the Watson experience tell us about building a powerful partner ecosystem?

Lauri Saft is the vice president of the IBM Watson Ecosystem program. She develops partnerships with entrepreneurial firms and established companies that will build their applications on cognitive computing. Prior to Watson, Saft was responsible for the transformation of IBM Software Group Sales Enablement, where she launched new social learning platforms and mobile tools. Saft’s IBM career spans several of the company’s initiatives, including the biotech/life sciences business unit, the “net gen” technology startup group and the midmarket channel team. She will share her insights and perspective on creating ecosystems in the Partnering Everywhere world.
Conference Plenary | ASAP Quick Takes: Wednesday, March 2, 2016

ASAP Quick Take #2: The Alliance Professional as Intrapreneur
Marcus Wilson, President & Co-Founder, HealthCore

Seeing possibilities and recognizing value before others share your vision is an apt description of how an entrepreneur is wired. It is also a trait of a forward-thinking alliance professional. Alliance managers with a keen eye on the future of the profession are thinking now about how they can identify new areas of innovation and apply “outside-in thinking” to help advance their company’s core business—or take their alliances to new levels of value creation. Learn why it is essential in our brave, new, customer-centric world.

Dr. Marcus Wilson, Co-founder and President of HealthCore, is uniquely qualified to deliver this message, having been extensively involved in efforts to utilize electronic healthcare data for evidence development and clinical decision support for innovators, regulators and payers for more than 20 years. His experience as an entrepreneur has informed and guided his current mission to improve the safety, quality, and affordability of health care through data and research.

ASAP Quick Take #3: Creating Partnering Opportunities through Open Innovation
John Bell, VP New Business, Alliances and Open Innovation, J&J Consumer Health

Innovation-centric companies across industries are creating fluid ecosystems that fill the “wide end of the funnel.” Open innovation works, as evidenced by recent data that finds openly sourced molecules are three times as likely to have filing success than if traditionally sourced. There are many different open innovation partnering models—from pre-competitive consortia and standards bodies to asset swaps and crowd sourcing. Which models to use when and what alliance professionals should focus on to mitigate risks and ensure value creation are the focus of this Quick Take from a veteran alliance executive and thought leader.

Prior to taking on his current leadership position at J&J Consumer Health, John served as the Head of Strategy and Business Development at Philips Research where he contributed to the strategic direction of the research portfolio and the role of strategic partners via public funding and Open Innovation. His involvement in accelerating end-to-end innovation and new business creation makes him uniquely qualified to address this important topic. Since 2013, John is Professor of Alliance Strategy at Tilburg University, a comparable chair to one he held since 2003 at Radboud University of Nijmegen.

ASAP Quick Take #4: Seeing Around Corners is a Masterful Move on the Partnering Chessboard
Lawrence M. Walsh, Chief Analyst & CEO, The 2112 Group

Chess isn’t a game of reaction, but anticipation. By seeing several moves ahead, players are able to strategically place their assets where needed to seize competitive advantage, while minimizing their own risk of defeat. Business is no different. To effectively manage risk, create value and capitalize on opportunities, alliance professionals and strategists need greater situational market awareness to craft plans that have higher probabilities of success.

Larry Walsh, Chief Analyst and CEO of The 2112 Group, is one of the most recognizable figures in the IT channel and security communities, and is considered one of the more forward-thinking leaders in the industry. A seasoned journalist, analyst, author, and industry commentator, Walsh is also the founder of Channelnomics, which is a leading provider of IT channel news and analysis. An expert in a broad array of topics—cloud computing, security, analytics, the Internet of Things (IoT), and more— Larry will provide a compelling and provocative perspective on how emerging technologies should be leveraged as next-generation business drivers by alliance professionals anticipating the next move on the partnering chessboard.
Professional Development Workshop Opportunities
Tuesday, March 1, 2016 | 8:00 a.m. – 2:00 p.m.

Additional fee is associated with workshops; they are not included in the Full Conference Pass.

CA-AM (Certificate of Achievement-Alliance Management) Certification Exam Prep Workshop | $1,099 ASAP Members
Facilitator: Ann Trampas, CSAP, Practice Lead | Phoenix Consulting Group

Do you want to validate and strengthen your alliance management expertise? Increase your alliance IQ and plan to attend this workshop as it explores and reinforces key alliance concepts that are covered in the CA-AM exam.

The knowledge exchange in this interactive professional development workshop will be strengthened by robust group discussion and case scenario analyses. The workshop will provide access to models, tools, and proven best practices that can be rapidly applied into your daily activities creating operating efficiencies that aim to improve results. This course will address the following topics: Alliance Life Cycle Framework, Strategic Rationale and Readiness, Alliance Selection, Alliance Execution, Planning and Organizing Skills, and Management and Leadership Skills.

Each participant will receive *The ASAP Handbook of Alliance Management: A Practitioner's Guide*—considered “the bible of partnering practice.” Also included in the workshop fee is the online exam. The CA-AM prep workshop is a requirement for becoming certified.

“CA-AM training and certification provides a common language and a common set of processes and tools.” – Mary Jo Struttmann, CA-AM, Astellas

CSAP (Certified Strategic Alliance Professional) Exam Prep Workshop | $1,344 ASAP Members
Facilitator: Dave Luvison, CSAP, DBA, Affiliate Assistant Professor | Loyola University Maryland

Are you ready to take your career to the next level through CSAP certification? Position yourself as an expert in your field by attending this workshop to advance your knowledge and skills not just as an alliance management professional but as an alliance leader.

Led by Dave Luvison, an experienced CSAP-certified member and one of the lead curriculum developers, the workshop will go beyond knowledge-building to include vigorous discussion about key senior leadership attributes such as alliance management judgment. Modules begin with a brief case scenario designed to spark conversation around key alliance management themes, reviews related concepts, and concludes with a summary of key takeaways.

This course will address the following areas which are covered in the CSAP exam: Alliance Strategy and Partner Selection; Alliance Formation Processes; Managing Alliances; Developing Organizational Alliance Skills; and Fostering Collaborative Organizational Mindsets. The CSAP Workshop bundle includes the workshop, exam, and complimentary copy of *The ASAP Handbook of Alliance Management: A Practitioner’s Guide*. The CSAP prep workshop is a requirement for becoming CSAP certified.

“Because of these credentials, colleagues seek my guidance and counsel on alliance matters as a recognized expert within our company.” – Anthony DeSpirito, CSAP, Schneider Electric

Alliance Management Workshop: Tools and Techniques | $899/ASAP Members | $999/non-members
Facilitators: Jeff Hurley, CA-AM, Alliance Management Director | Eli Lilly and Company
David Thompson, CA-AM, Chief Alliance Officer | Eli Lilly and Company
Steve Twait, CSAP, VP, Alliance and Integration Management, AstraZeneca

Eli Lilly and Company is offering a training course for alliance managers. The course is a distillation of Lilly’s century of business alliance experience led by three of the most skilled alliance managers in the field-David S. Thompson, Chief Alliance Officer, Eli Lilly and Company, Jeff Hurley, Director, Alliance Management, Eli Lilly & Company and Steve Twait, VP, Alliance and Integration Management AstraZeneca. The course will provide case studies, tools, and techniques used to train alliance managers at Lilly.

Upon completion of this non-industry specific course, students will have working knowledge of alliance management including the start-up, maintenance, and winding down of alliances as well as an understanding of how to get the most value from an alliance.

Students who attend the course will have the opportunity to participate in a pre-session discussion and survey and will receive a set of battle-tested alliance management tools and a post-session follow-up with the instructors.

ASAP would like to thank Eli Lilly and Company and the volunteer instructors for this workshop.
Professional Development Workshop Opportunities
Tuesday, March 1, 2016 | 8:00 a.m. – 2:00 p.m.

Additional fee is associated with workshops; they are not included in the Full Conference Pass.

Designing a Partnership that Works: Onboarding Your Partner | $899/ASAP Members | $999/non-members

Facilitator: Candido Arreche, CA-AM, Global Director of Portfolio & Partner Management, Six Sigma Black Belt | Xerox Worldwide Alliances

One of the most critical steps in developing a successful alliance is how to help the partner create value and rapidly generate business from it. This experiential and interactive workshop was designed by Xerox for use in creating a framework for its partnership success. Used numerous times for many of its partnerships, the Xerox program reinforces the process and opportunities for partners to quickly work and adapt to an alliance. Furthermore, it helps the alliance become more effective and efficient in managing the relationship. This workshop also provides organizations with the knowledge, direction, steps and timeline needed to effectively market, sell, close, and deliver alliance opportunities by leveraging a joint strategy approach.

“For me the workshop was so great because you shared your experience. So it was not a theory of alliance management, it was the reality, and showed what works and how to do it! That’s what we need: to learn from experience. Your tools are an inspiration for all of us, because we can use them right away, but also we have ideas how to evolve them.”

The workshop includes case studies designed to enhance a hands-on learning approach and focuses on four planks or sections of successful partnership requirements; strategy, go to market / selling together, coaching and mentoring, and governance.

All attendees participating in this workshop will receive a personalized copy of Candido’s latest book Collaboration: The Four C’s, scheduled for release in Q1 2016.

ASAP would like to thank Xerox for donating all materials, IP and instructors for this workshop.

“Our journey to becoming a company that ‘partners well’ was accelerated and enabled by ASAP... I have been with Verizon for six years and during this time, our ASAP participation grew from just a few individual members, to a Corporate Membership, and then to Global Membership. This in itself is a testimonial to the value ASAP brings to Verizon and to our growing community of alliance professionals. The importance of strategic alliances to Verizon and our ability to best serve our customers is significant, which is why we plan to continue to partner with ASAP to provide the best tools, networking opportunities, and professional development to our alliance teams around the world.”

— Leona Kral, CSAP, Channel Alliance Manager, Global Channel Sales
Verizon Enterprise Solutions
President, ASAP Tri-State Chapter
Session Highlights

Highlights of Wednesday and Thursday educational sessions feature executive panels, case study presentations, thought leadership presentations, hands-on workshops, and roundtable discussions. Visit www.asapweb.org/summit for the complete listing and description of sessions.

Thought Leadership

Five Future Channel Trends That You Need to Be Planning for Today
Jay McBain, CEO, ChannelEyes

The pace of change in the indirect sales world has been mind-numbing over the past few years. Couple this with an unprecedented shift in the makeup of the IT channel and the relationship between vendor and partner coming in the next few years, and the role of an alliance or channel professional responsible for maximizing this relationship will radically shift—both inside the organization and out. Our presenter, a well-known thought leader and IT futurist, explores what this shift means for partner managers and predicts what Channel Management will look like when there are more vendors in the world than partners.

It Takes an Ecosystem to Improve the Quality and Affordability of Healthcare
Marcus Wilson, President & Co-Founder, HealthCore, Inc.

ASAP Quick Take speaker Dr. Marcus Wilson returns for a deeper dive into his message about outside-in thinking to drive innovation and the alliance manager’s role in seeing possibilities and recognizing value where none may have seemed possible before.

An important current example within the U.S. drug development process helps to frame the story and demonstrate how alliance professionals with a patient-centric, outside-in perspective can make a real difference to the health care landscape. Collaboration and effective alliance management are what’s needed to repair—and re-envision—a broken infrastructure with fragmented pieces of information across the health care ecosystem.

Building Commitment, Competencies, and Connections in a Distributed Partnering Capability
John Bell, VP New Business, Alliances and Open Innovation, Johnson & Johnson Consumer Health

As partnering capabilities become mission critical throughout the enterprise, it is no longer possible or desirable to have only a centralized alliance function. Alliance skills and alliance management expertise must be more broadly distributed so that alliance activities are consistently delivered across the business by all who interface with partners. ASAP Quick Take Speaker John Bell shares with us the journey the alliance professionals of the Johnson & Johnson companies are pursuing.

Hands-on Workshops

Leading Critical Conversations for Alliance Success
J’Lein Liese, Partner, Equanimity Leadership Solution, LLC
Saundra Schrock, Partner, Equanimity Leadership Solutions, LLC

When we dig below the surface to identify why some partnerships and alliances get stuck, the underlying issue often comes down to interpersonal conflicts. Improve your partnerships by improving your relationships—and the conversation is the relationship. This hands-on, highly interactive workshop will provide a “toolbox” of brain-friendly techniques to direct sometimes sensitive or loaded conversations to a place where rational thought and conversation can occur. This is especially relevant in today’s many-to-many partnership models and in situations where the alliance professional has to communicate up and across to achieve the collaboration goals.

Alliances Around the World: Cultural Roundtables
Facilitator: Philip Sack, CSAP, President, ASAP Asia Pacific Collaborative Business Community
Co-presenters: Guarino Gentil Junior, CA-AM, Regional Alliance Management Head – LATAM, EMS Serono
Andrew Yeomans, CSAP, Director – Alliance Management, Merck-Serono

Is your passport up to date? This lively session will take attendees on a cultural field trip around the world, exploring not just what it takes to do business globally but specifically what you need to know in order to manage successful alliances in designated locations. Strategic insights as well as practical information about business, culture and alliances in China, Latin America and another essential market for global growth TBD will be shared by alliance professionals who have ample experience partnering in these regions.

The workshop will include mini-presentations and roundtable discussions where participants can engage in candid dialogue with subject matter experts and professional colleagues alike, sharing solutions and resources that are grounded in real alliance-based experiences, not merely culled from a generic business etiquette book.
Session Highlights

Panel Discussions

Capturing the Value of the Internet of Things
Anthony DeSpirito, CSAP, Managing Director, Strategic Accounts, Schneider Electric
Nancy M. Green, Global Practice Lead, Healthcare Strategy & Thought Leadership, Verizon Enterprise Solutions
Joan Meltzer, CSAP, Smarter Cities Go To Market Leader, IBM Analytics, IBM Corporation

Join our executive panel of ASAP Global Members who are on the front lines of generating revenue from the complex partnering and business models driven by IoT. When three or four or more partners are needed to deliver a solution, how is value shared? How is conflict avoided? Our panelists are in the thick of “things” and will help you take back learnings your company can put to use.

How to Play in the Partnering Everywhere World
Lauri Saft, Vice President, IBM Watson Ecosystem
Jan Twombly, CSAP, President, The Rhythm of Business, Inc.

Consumption-based business models; services and information built into products, and customers expecting similar experiences under their control and across all channels of interaction necessitate an ecosystem approach to partnering. An orchestrator is essential, but the role is not well understood. Our panel of executives and thought leaders offers a frame to describe the role of the orchestrator, why it has become so strategic and critical, how to know when your company should take on the role, when it should not—and the implications for the alliance professional.

Partner Selection with a Government Contracting Twist
Jeffrey L. Cummings, CSAP, PhD, Chair, Dept of Management & International Business, Associate Professor, International Business Strategy, Loyola University Maryland
Pamela Duchars, CA-AM, PMP, Director, External Development, Emergent BioSolutions
Earl S. Holland III, President & CEO, Growth Strategy Consultants LLC

Once the strategic decision to partner is made, the question becomes who to partner with. Our panel offers a research-supported framework that lays out the key steps in the process and the questions every company should be asking. It also addresses some of the nuances and strategy required to successfully select partners required to compete in government contracting.

Actions Speak Louder Than Words: Becoming a Trusted Advisor to Your Channel Partners
Dede Haas, CA-AM, Channel Sales Strategist & Practitioner, DLH Services, LLC
Laura Mccluer, CSAP, Director, Global Partnerships and Alliances, ANCILE Solutions, Inc.
Karen Robinson, CSAP, Global Channel Strategy and Integration, Verizon Enterprise Solutions

Given the shifting nature of the channel, it is now more important than ever for vendors to earn the trust of their channel partners, helping them adapt to near-constant change in the marketplace. The need to navigate this transformation—business models in flux and new imperatives to grow the business leading the charge—provides a distinct and valuable opportunity for vendors to demonstrate their commitment to the partnership by always keeping the channel partners’ needs front and center.

In this session, strategies for supporting channel teams will be discussed from both the vendor-side and the partner’s perspective.

The Channel Panel
Moderator: Lawrence M. Walsh, Chief Analyst & CEO, The 2112 Group
Panelists: Adam Famularo, Vice President, Global Channels, Verizon Enterprise Solutions
Additional Panelists will include executives from Citrix and Plantronics

Anticipate an insightful discussion between top channel executives and Quick Take thought leader Larry Walsh, sharing their views on the shifting dynamics of business in the channel. Opportunities and challenges for partnering professionals will be a major focus of this forum.
Session Highlights

Case Studies

Re-engineer, Re-use and Capture New Value through Innovative Public-Private Partnerships
Christine Colvis, NCATS Program Director, NIH
Julia Gershkovich, Head R&D Alliance Management, US, Sanofi

Public-private partnerships drive both public good and business value. Discovering New Therapeutic Uses for Existing Molecules (New Therapeutic Uses) is a collaborative program sponsored by the US National Center for Advancing Translational Sciences (NCATS) to foster new uses for molecules that have already passed key development hurdles, but haven’t received market approval. Learn about key tools and techniques to overcome the challenges of these programs and the role of the alliance professional in expanding value for all concerned.

Not Your Grandfather’s Partner Program: Modernizing the Framework for Alliance Success
Tim Lowe, CEO, Partner Perspectives
Donna Peek, CSAP, Director Worldwide Partner Enablement & Operations, SAS

In today’s competitive environment alliance professionals must take a hard look at their partner programs to ensure that they are driving partner ROI like never before. A readiness to assess and refresh the existing program is critical and requires commitment from all stakeholders and organizational entities to socialize change throughout the enterprise.

In this session a SAS case study will provide the backdrop for a robust discussion about transforming your alliance program to fully support the goals of the partners. Key success factors will be addressed as well as challenges and strategies for overcoming them.

Going Global: When the Whole is Greater than the Sum of the Parts
John-Marc Clark, CA-AM, Managing Director, Strategic SI Development, Citrix Systems, Inc.

Global alliances are often that in name only and in truth are a collection of regional alliances. Learn the strategic framework and operational practices that have fueled the five year journey to build the truly global, highest revenue-generating partnership in the world for Citrix Systems with Fujitsu—and the sophisticated management skills required to work in multi-lingual/multi-cultural/multi-currency/multi-regional environments.

Skill Building Breakout Sessions

Navigating the Speed Bumps and Driving Decisions: A Roadmap for Integrating Acquired Alliances
Katherine Kendrick, CA-AM, Director Alliance Management, Eli Lilly and Company, Elanco

When a company is acquired, so too are its alliances. Often, there is little insight into the acquired company’s portfolio; not even into its alliance contracts. This highly participatory session takes a deep dive into how to order the process of investigation, inquiry, and engagement of key stakeholders when alliances are acquired rather than chosen. Learn the speed bumps to expect and tips for navigating them in order to ensure that teams are activated, business continues—even in the midst of divestiture or termination—and value is preserved.

Implementing a Metrics Program that Promotes Accountability and Drives Results
Dennis J. Chapman, Sr., President and CEO, The Chapman Group

Effectively managing alliances requires having reliable data to track certain key leading and lagging measures. They serve as guideposts and beacons to engage and align a single alliance team or the staff of an overarching alliance program around shared strategic intent, what will be done to achieve it and how to get there. This session highlights the dos and don’ts of building a credible program to promote accountability and facilitate decision making.

Executing in the Field: The Key to a Sustainable Alliance
John Maltby, Director of Strategy and Alliances, Control Risks
Sally Wang, VP Strategic Alliances and Partnerships, International SOS Assistance

The strength of any long-lived alliance is in its ability to execute in the field—in front of customers who purchase and consume services and amongst the sales teams that must implement initiatives and follow the established rules of the road. Learn how measurement can enable common understanding; how to use the tools that provide clarity to and can unite the field; and the role of governance in bringing key corporate stakeholders together and new ideas forward to keep the alliance innovating and growing.
Session Highlights

Creating Value in the Connected Healthcare Ecosystem

Colette Goderstad, Director, Alliances Integrations and Divestitures, Medtronic, Inc.

Brenda Schultz, CSAP, RN, MBA, Sr. Principal Strategic Alliance Management, Medtronic, Inc.

In today’s Partnering Everywhere environment, new and novel alliances between medical device companies, pharma, communication experts, and the government have the opportunity to create systems that provide better health care at lower costs. Are you prepared to meet the challenge of working between differently regulated industries with a completely different pace of product development? How will you keep the partners aligned and moving forward?

How to Win Through Partnering Today and Tomorrow

Stuart Kliman, CA-AM, Partner, Alliances Practice Leader, Vantage Partners

The advent of the Partnering Everywhere world challenges organizations’ fundamental assumptions about how they win. Winning through strong internal efforts is no longer sufficient. Organizations must abandon the “Not Invented Here Syndrome” and win through accessing innovation wherever it exists, refocusing their internal operating model to embrace the external, across the enterprise and many different types of partnering models.

Master a Portfolio of Tactics to Animate the Partner Ecosystem

Michael Moser, CSAP, Alliances Network Collaboration Manager, Dassault Systemes

The value in an integrated portfolio of software partners is often unlocked when a company’s solutions enable more complex partnering solutions than one-to-one hub and spoke models. After the ink dries on a new contract, the work starts for savvy alliance managers to achieve the next level of connection—fostering community, building trust, achieving the elusive “win-win-win” scenario for greatest value.

Alliance professionals need a well-stocked toolkit of practices, tactics and even psychology to animate these ecosystems of independent partners, making them successful and sustainable on their own as well as part of the greater collaboration. Our presenter shares the experience of a 10 year journey to build an ecosystem of technology partners, including tools and practices.

Diagnose Internal Misalignment and Fine-Tune Your Partnership’s Value Creation Engine

LaVon Koerner, President and Chief Revenue Officer, Revenue Storm

Your external partnership is supported by an internal engine; if all the pieces are working together properly, then your partnership can be very successful. But if misalignment, or lack of internal support for the partnership, creeps in, the external partnership will likely face limited effectiveness in your marketplace.

This session opens the hood on the engine and allows alliance professionals to apply a diagnostic on all the essential functions where misalignment frequently occurs. Explore the causes and potential cures for common misalignments and take away a tool for diagnosing the current performance level of your own partnerships.

Roundtable Discussions

ASAP Quick Take Roundtables: Partnering Everywhere: Expert Leadership for the Ecosystem

The Big Picture concepts raised by our plenary speakers will no doubt pique your interest for more engagement with the new ideas, new models and new skill sets required to be successful in a Partnering Everywhere world. Join the conversation at roundtable discussions with your peers and colleagues and explore the alliance leadership topics that matter most to you. Discussions will be facilitated by distinguished ASAP members and industry thought leaders. Key takeaways will be shared post-conference through various ASAP media outlets. A wide range of discussion topics include the following, to name but a few:

- Strategic Alliance Management across the Enterprise
- The First 100 Days of an Alliance
- Incorporating Social Media into Your Alliance Program
- Millennials: Do Generational Differences Matter in Partnering?
- Knowing with Whom to Partner Now
- Succession Planning for Long-term Alliances
- Shameless Self-Promotion for Alliance Professionals
- Legal and Regulatory Aspects of Alliances You Really Should Know
Conference Schedule Overview

ASAP Global Alliance Summit Conference Pass Includes:

*Over 14 hours of educational content. Almost 12 hours of networking opportunities*

**Monday, February 29, 2016**

8:00 a.m. – 5:00 p.m.  Alliance Team Meetings
9:00 a.m. – 5:00 p.m.  Explore the Washington, D.C. area on your own.
9:00 a.m. – 7:00 p.m.  Registration
6:30 p.m.  Early Arrival Meet-Up

**Tuesday, March 1, 2016 | 7:00 a.m. – 7:00 p.m.**

7:00 a.m. – 6:00 p.m.  Registration
8:30 a.m. – 11:45 a.m.  ASAP Advisory Board Meeting *(invitation only)*
8:00 a.m. – 2:00 p.m.  Pre-Conference Workshops *(additional fee)*
  - CA-AM Certification Exam Prep Workshop
  - CSAP Certification Exam Prep Workshop
  - Alliance Management Workshop: Tools and Techniques presented by Eli Lilly and Company
  - Designing a Partnership that Works: Onboarding Your Partner presented by Xerox Worldwide Alliances
9:00 a.m. – 2:00 p.m.  Explore the Washington, D.C. area on your own.
11:45 a.m. – 1:15 p.m.  Advisory Board & Chapter Presidents Lunch *(invitation only)*
1:00 p.m. – 7:00 p.m.  Alliance Management Resource Center
1:15 p.m. – 2:45 p.m.  Leadership Forum *(invitation only)*
3:00 p.m. – 3:45 p.m.  Welcome Meet-Up and Networking Mixer
4:00 p.m. – 6:00 p.m.  Conference Opener, Conference Keynote, ASAP Alliance Excellence Awards
6:00 p.m. – 7:00 p.m.  Welcome Reception

**Wednesday, March 2, 2016 | 7:00 a.m. – 6:30 p.m.**

7:00 a.m. – 6:00 p.m.  Registration
7:00 a.m. – 8:15 a.m.  Networking Breakfast & Chapter Tables
8:00 a.m. – 5:00 p.m.  Alliance Management Resource Center
8:15 a.m. – 9:45 a.m.  Conference Plenary | ASAP Quick Takes
9:45 a.m. – 10:15 a.m.  Networking Break
10:15 a.m. – 11:15 a.m.  ASAP Quick Take Roundtables
11:30 a.m. – 12:15 p.m.  Conference Plenary Session | Meet the ASAP Alliance Excellence Award Winners
12:15 p.m. – 1:30 p.m.  Networking Lunch presented by JDA Software Inc.
1:30 p.m. – 3:15 p.m.  Educational Sessions | Six Concurrent Sessions
3:15 p.m. – 3:45 p.m.  Networking Break
3:45 p.m. – 5:30 p.m.  Educational Sessions | Six Concurrent Sessions
5:30 p.m. – 6:30 p.m.  Networking Reception
Conference Schedule Overview

Thursday, March 3, 2016 | 7:00 a.m. – 7:00 p.m.
7:00 a.m. – 6:00 p.m. Information Desk
7:00 a.m. – 8:15 a.m. Networking Breakfast
8:00 a.m. – 5:00 p.m. Alliance Management Resource Center
8:15 a.m. – 10:15 a.m. Hands-On Workshops
10:15 a.m. – 10:45 a.m. Networking Break
10:45 a.m. – 11:30 a.m. Conference Plenary
11:30 a.m. – 1:00 p.m. Networking Lunch presented by JDA Software Inc.
1:00 p.m. – 2:45 p.m. Educational Sessions | Six Concurrent Sessions
2:45 p.m. – 3:15 p.m. Networking Break
3:15 p.m. – 5:00 p.m. Educational Sessions | Six Concurrent Sessions
5:15 p.m. – 5:30 p.m. Conference Close / Final Remarks
5:30 p.m. – 7:00 p.m. Networking Celebration

Friday, March 4, 2016
7:00 a.m. – 4:00 p.m. Information Desk
8:00 a.m. – 5:00 p.m. Alliance Team Meetings
8:00 a.m. – 10:00 a.m. CA-AM and CSAP Advisory Meeting
9:00 a.m. – 12:00 p.m. CSAP Exam
9:00 a.m. – 5:00 p.m. Explore the Washington, D.C. area on your own.

“The mentors and contacts have been invaluable in learning from others in the industry with similar business transformations or changes, and also from those with very different experiences. I enjoy listening to professionals from completely different industries and business models who share ideas I wouldn’t have considered with my own experience.”

“One of the reasons for joining ASAP was the industry and alliances contacts and mentors you can meet and learn from. That continues to be a key value from ASAP with membership continuing to grow and expand within its core constituents and also into other industries. Another key opportunity to leverage with networking is for job opportunities—both as a seeker and as someone looking to hire for a team.”

— Steve Blacklock, CA-AM, Vice President, Global Strategic Alliances, Citrix Systems, Inc.
2016 ASAP Global Alliance Summit Sponsorship Opportunities

Do you want to be a partner of choice?

Are you looking for unique marketing opportunities that will help establish your company as a leader in alliance management?

ASAP offers a wide variety of marketing and branding opportunities at the upcoming ASAP Global Alliance Summit in the Washington, D.C. area March 1 – 4, 2016. These opportunities begin at as little as $950 and escalate from there based on the level of exposure your company desires. Custom packages to meet budget needs and marketing objectives are available.

Alliance Management Resource Center

The Alliance Management Resource Center (AMRC) at the 2016 Global Alliance Summit provides a common area where the scores of alliance leaders and practitioners in attendance gather to network, process the sessions, and meet companies and service providers who can support their alliance management work. During the ASAP Global Alliance Summit Welcome Reception, and throughout the conference, you will cross paths with just about every attendee at the Summit, a population that includes the world’s leading alliance thought leaders, companies, practitioners, and academics.

Secure your table at the AMRC and expose your company and services to your new alliance partner, employee, or client at the world’s foremost conference dedicated to the alliance management profession.

Cost:

| ASAP Members | $2,500.00* |
| Non-Members  | $3,000.00* |

*Cost includes one full conference pass

Sponsorship of Table Includes:

- One conference pass inclusive of all sessions, meals, and networking
- One draped 6-foot table
- Table top sign with company logo
- 1/8th page ad in on-site conference program
- Logo recognition and 50-word listing in AMRC promotion within the on-site conference program

For more information regarding the AMRC or other sponsorship opportunities contact marketing director Kimberly Miller at KM@strategic-alliances.org or +1 781-562-1630 ext. 208

Accommodations & Travel

Conference Location

Gaylord National Resort & Convention Center

201 Waterfront Street | National Harbor | Maryland 20745 | + 1 301.965.4000

ASAP room rate $199+ state and local taxes + $18 resort fee per day. Rates good through 2/12/16 or until block is sold out.

For more information visit www.asapweb.org/biopharma click on “Conference Location” or to reserve your room today go to http://tinyurl.com/summitGaylordNH

Air Travel

There are three airports in the D.C./National Harbor area. The nearest airport to the Gaylord National is the Ronald Reagan Washington National Airport (DCA) located 8 miles from the hotel, but does not offer international flights. Estimated taxi fare from the DCA airport to the hotel is $25 (one-way). The Dulles International Airport (IAD) is located 35 miles from the hotel, and the Baltimore/Washington International Thurgood Marshall Airport (BWI) is located 42 miles from the hotel, both offer international flights. Taxi fare to the hotel from IAD and BWI is about $70 one-way.
Join the ASAP Community Today!

Save a minimum of $400 on your 2016 ASAP Global Alliance Summit registration and become an ASAP member today!

ASAP...helping you become a PARTNER OF CHOICE and achieve greater RESULTS.

Knowledge and Resources
- ASAP Member Directory
- ASAP Member Resource Library
- Strategic Alliance Magazine
- ASAP eNews
- ASAP Handbook of Alliance Management

Education & Professional Development
- Certification Exam Prep Workshops
- Professional Development Workshops
- Education Provider Partner Program (EPPP)
- ASAP Simulations
- ASAP Job Board
- ASAP Professional Development Guide

Events and Community
- ASAP Global Alliance Summit
- ASAP BioPharma Conference
- ASAP European Alliance Summit
- ASAP Netcast Webinars
- ASAP Online Communities
- ASAP Chapter Events
- ASAP Alliance Excellence Awards

Conference Registration Rates

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*Full Conference Pass includes sessions and food functions March 1 – 4, 2016. This fee does not include pre-conference workshops or hotel accommodations. These excluded items must be purchased and arranged separately.

Group discounts are offered for global and corporate members registering five or more paid attendees. Please contact Megan Campbell at mcampbell@strategic-alliances.org or call +1 774-256-1401 for more information.

For more information or to register today go to www.asapweb.org/summit

Professional Development Workshops | March 1, 2016*

CA-AM Certification Exam Prep Workshop
ASAP Member | $1,099.00

Alliance Management Workshop: Tools and Techniques (Facilitated by Eli Lilly and Company)
ASAP Member | $899.00
Non-Member | $999.00

CSAP Certification Exam Prep Workshop
ASAP Member | $1,344.00

Designing a Partnership that Works: Onboarding Your Partner
(Facilitated by Xerox Worldwide Alliances)
ASAP Member | $899.00
Non-Member | $999.00

*Workshop pass includes one workshop and materials indicated online. This fee does not include Full Conference Pass or hotel accommodations. These excluded items must be purchased and arranged separately.

Sightseeing the D.C. Area

Take in some of the sights around the D.C. area before or after the conference with colleagues or family. It’s easy to visit capital area attractions (most of which are free) with daily shuttle services and tours from Gaylord National’s front doors. Visit http://tinyurl.com/SightSeeDC and scroll down to “D.C. Shuttle Service from Gaylord National” to view schedules.
“It’s always fun to go to the ASAP Global Alliance Summit and ASAP chapter meetings. Certainly there is plenty to gain professionally from the content and networking opportunities, but more importantly, on a personal level as an alliance management professional you feel like you are with a family of like-minded souls. From the perspective of my ongoing job responsibilities, I’ve found that embedding alliance management principles into my approach and my knowledge is part of how I do business now. I’ve always learned from the Summit, conversations with other alliance professionals, white papers, the best practices bulletins, and Strategic Alliance Magazine articles that you get the most value when you see what other industries are doing. How would you apply that in your own context? The biggest benefit of ASAP membership is working with companies and cultures that are different from ours. It forces you to think about problems differently.”

— Snehal Desai, CA-AM, Global Business Director, The Dow Chemical Company