**Welcome!**

2017 TOCICO International Conference, July 16-19
Berlin, Germany - Meliá

(CS=Case Study, NK=New Knowledge & Research, HP=Hyde Park, PS=Presentation Session, TN=Technology)

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### Plenary Sessions - Sunday, July 16, 2017  |  Day 1 - Barcelona Room 1

**8:00-17:30** Registration and exhibition open

**8:30-9:00** Conference Opening and Board Chair Welcome - Keynote
Rocco Surace - Chairman of the Board
Christoph Lenhartz - General Manager Catena Strategies, Past Chairman of the Board

**9:00-10:30** KEYNOTE: Microsoft Implements End-to-End Supply Chain Solution. Designing, Testing and Implementing End-to-End TOC Based, Supply Chain Management Solution at Microsoft
Manohar Madhira - Manager for Microsoft's Supply Chain IT Business Unit and Co-Presenter: Dr. Alan Barnard, CEO Goldratt Research Labs

**10:30-11:00** BREAK

**DAY 1 TRACK 1 - Barcelona 1**  
**DAY 1 TRACK 2 - Barcelona 2**  
**DAY 1 TRACK 3 - Sevilla**  
**DAY 1 TRACK 4 - Palma 1-2**

**11:00-12:00**  
**Management, Quality Work and TOC: Quality People Shadowing in the Corners or Hunting for Bottom Line Results? (PS)**  
Rami Saajoranta, Strategy Development Gasum Oy and Co-Presenter: Leo Lauramaa, Operations Development Consultant

**What I Always Wanted to Know and Never Asked**  
Open question & answers session on TOC and TOCICO with Dr. Lisa Lang and Humberto Baptista

**Cooperation & Self-government Vs. Competition & Hierarchy (NK)**  
Viktor Valchuk, Founding Partner of ARB-Consulting

**WORKSHOP**  
Synchronizing Sales and Capacity
Oded Cohen, Co-founder and Co-President TOC Practitioners Alliance

**12:05-13:05**  
**How to Prioritize Shipment of Goods to Avoid Out-of-Stock (PS)**  
Miguel Abuhab, Founder and Chairman NeoGrid

**An Introduction to TOC**  
Lisa Scheinkopf, Global Director Goldratt School

**The Constraint Matrix (NK)**  
Leo Lauramaa, Operations Development Consultant

**13:05-14:00** LUNCH BREAK

**14:00-15:00**  
**Parting the Clouds - Enhanced Prioritization for MTS / MTA Orders (TN)**  
Peter Milroy, VP Consulting of CMS Montera Inc.

**The Future of Critical Chain (NK)**  
Richard Zultner, Adjunct Professor at the Wesley J. Howe School of Technology Management at Stevens Institute of Technology in Hoboken, New Jersey

**How Cause-Effect Relations Uncover What Measures of Central Tendency Hide (NK)**  
Benjamin Weber, Leader in Operations and Supply Chain Management

**A Self-Training Tool for Developing Customized Personal Leadership Under Harsh Environment: TOC-Based Approach (PS)**  
Namkee Chung, Professor, Dept. of Industrial Engineering Chonnam National University

**15:00-15:30** BREAK

**15:30-16:15**  
**New Advances in sDBR Implementation (NK)**  
Humberto Baptista, CEO Vectis Solutions

**Using Critical Chain to Boost Business Jet Maintenance Repair and Overhaul (MRO)**  
Fernando Bertrand - Maintenance Engineering & Planning Manager, Embraer Executive Jet Services (EUS), EMEA - Paris, Co-Presenter: Philip Marris, CEO of Marris Consulting

**There Are no Limits for True ‘Subordination’ (CS)**  
Milind Joshi, Head of Sales and Service at CIBU and Co-Presenter: Antony Cherukara, Head of Agri & Allied BU, Deepankar Shree Gyan, TOC Consultant, Vector Consulting Group and Ravindra Patki, TOC Consultant, Vector Consulting Group

**WORKSHOP**  
Unifying Organizations Through Harmony on Projects: A Critical Chain (CC) Basics Workshop  
Joe Cooper, Project, Program, and Portfolio Management Consultant - DMI

**16:15-16:20** (move between sessions)

**16:20-17:05**  
**Adobe Content Creation: A TOC Case Study (CS)**  
Brian Watson, Adobe's Search Program Manager

**Creating Value for Customers Through Flow Improvement (CS)**  
Dr. Rakesh Sinha, CEO, Global Supply Chain, Manufacturing and Information Technology at Godrej Consumer Products Limited and Co-Presenters: Radhakrishna Jaggannath, Head - Supply Chain (International Business) Godrej Consumer Products Limited, Chendreshekhar Chaudhari, Project Director - Goldratt Consulting

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Opening Day Reception Sunday, July 16 - Exhibition Area
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| 8:00-17:30 | Plenary Sessions - Monday, July 17, 2017 | Registration and exhibition open  
8:00-8:30   | TOCICO Lifetime Achievement Award  
Announcements & opening of conference day  
8:30-9:30  | KEYNOTE: Resolving the Real Estate Crisis: The TOC Way Part 1  
Dr. Boaz Ronen, Professor of Technology Management, Tel Aviv University and Co-Presenter: Ms. Shany Azaria: PhD Candidate Coller School of Management at Tel Aviv University  
9:30-10:30 | KEYNOTE: TOCfE TAKES ON AUTISM! How TOC for Education Is Improving and Developing Communication Skills of Children with Disabilities  
Marta Piernikowska-Hewelt, Teacher, Poland |

| 10:30-11:00 | BREAK |

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| 11:00-12:00  | Progressive Resolution (NK)  
Alfredo Mycue, Director of Business Transformation and Rapid Process Improvement at Texas Workforce Commission  
Application of TOC MTA Injections for Distribution Center Capacity Increase (CS)  
Andriy Kolotov, Partner, Head of TOC Practice, Apple Consulting® |
| 12:00-12:05 | (move between sessions) |
Robert Risko, United States Air Force Officer - Chief of Staff in the 110th Attack Wing - Air National Guard and Co-Presenter: Bryan J. Toff, Commander of the 110th Attack Wing, W.K. Kellogg Air National Guard Base  
Building a Plan for Exploiting the System’s Constraint – from OPT for MTO to Contemporary Modeling for MTA (CS)  
Emanuele Strada, Partner at THINKING SOLUTIONS SAGL - Switzerland and Co-Presenter: Oded Cohen, Co-founder and Co-President TOC Practitioners Alliance |
| 13:05-14:00 | LUNCH BREAK |
| 14:00-15:00 | The Key Insights of TOC (PS)  
Eli Schragenheim, TOC Global  
Priority Leapfrogging: The Production/Operations Side of the Multi-Tasking Wall (PS)  
Russ Johnson, Associate Professor at Washington State University and Co-Presenter: Brian Watson, Adobe’s Search Program Manager  
WORKSHOP  
How to Work Effectively With Layers of Resistance  
Jelena Fedurko-Cohen, Co-founder and Co-President TOC Practitioners Alliance  
WORKSHOP CONTINUED |
| 15:00-15:30 | BREAK |
| 15:30-16:15 | Bridging PMI and CC (HP)  
Haell Khatib, Director - Consulting, CMS Montera Inc.  
Important Behavioral Issues in Implementing TOC Replenishment Solutions (PS)  
Giedrius Balnys, Director and founder of JSC StockM (Lithuania) and Co-Presenter: Natalia Anisimova, Director and co-founder of LLC Stockm.ru (Russia)  
DBR in Machining in an ETO Company (CS)  
Anthony Fouque, Consultant and Trainer at AGILEA S.A.S  
WORKSHOP  
The Want-Need Conundrum - How Language Sets Us up for Conflict  
Orion Avidan, Independent Consultant and Co-Presenter: Amir Roggel, Israeli Innovation Leader - Entrepreneur |
| 16:15-16:20 | (move between sessions) |
| 16:20-17:05 | Activating the Full Profitability Potential at Met Fine Printers (CS)  
Kobus van der Zel, Founder of Global Turnarounds Inc. and Co-Presenter: Nikos Kallas, President Metropolitan Fine Printers  
A Facebook Discussion Continued - CCPM, Buffers and More  
Lisa Scheinkopf, Global Director Goldratt School and Richard Zultner, Adjunct Professor at the Wesley J. Howe School of Technology Management  
Easing the Sale and Sustainable Adoption of CC (PS)  
Michael Hannan, Founder and Principal Consultant, Fortezza Consulting and Co-Presenter: Wolfram Müller, Founder & Principal Consultant at Speed4Projects.net and VISTEM and Hilbert Robinson, Expert in Critical Chain and the Theory of Constraints |
| 17:15-19:15 | NEOGRID Diamond Sponsorship Special Presentation |
### Plenary Sessions - Tuesday, July 18, 2017 | Day 3 - Barcelona Room 1

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| 8:15-9:30     | **KEYNOTE: TOSHIBA DIGITAL SOLUTIONS REDUCES PRODUCTION LEAD TIME BY 41%.
                Why Toshiba Digital Solutions Corporation Choose to Adopt TOC.**
                Mr. Makoto Ishino, Director, Chief Production Executive, Toshiba Digital Solutions Corporation, Co-Presenters: Mr. Yasushi Ono, Senior Manager, Toshiba Digital Solutions Corporation, Takashi Kudo, Sr. Consultant, Being Corporation, and Yaniv Dinur, CEO Progressive Flow, Chairman of Progressive Labs |
| 9:30-10:30    | **KEYNOTE: Beyond Agile: Implementing TOC Flow Model to Crash Lead Times With Dramatic Improvement in Quality**
                Venkatesh Jagannath, Schneider Electric Process Automation India Research Center (IRC) and Co-Presenters: Vikram Nayak, Schneider Electric Process Automation and Damodar Enduri, Vector Consulting Group |
| 10:30-11:00   | Break                                                                   |
| 11:00-12:00   | **CC: Is Inertia Blocking Adaptation? (NK)**
                Daniel Walsh, CEO and Co-founder Exepron
                **WORKSHOP (Full Day)**
                Insights into Building a Good Strategy & Tactic Tree
                Jelena Fedurko-Cohen, Co-founder and Co-President TOC Practitioners Alliance |
| 12:05-13:05   | **Reducing the Walls of Chronic Conflict by Combining TOC and the Dignity Model (NK)**
                Steve Holt, Associate Technical Fellow, The Boeing Company
                **WORKSHOP (Cont’d)**
                Insights into Building a Good Strategy & Tactic Tree
                Jelena Fedurko-Cohen, Co-founder and Co-President TOC Practitioners Alliance |
| 13:05-14:00   | Lunch Break                                                             |
| 14:00-15:00   | **Applying Linear High Touch (LHT) Time to MTO Rotary Molding with Planned Load (PS)**
                Aquila Yeong, KTP associate with Amnrol Ltd and Nottingham Trent University and Co-Presenter: Dr. Roy Stratton, Leader in Operations and Supply Chain Management
                **WORKSHOP (Full Day)**
                From Throughput Accounting To Throughput Economics
                Amir Schragenheim, Director of Customer Success at SiSense and Co-Presenter: Eli Schragenheim, TOC Global |
| 15:30-16:30   | **KEYNOTE: Plenary Session - Sanjeev Gupta - How to Invent New TOC Solutions** |
| 16:30-17:00   | Membership Meeting                                                      |
| 17:00-17:45   | **Resolving the Real Estate Crisis The TOC Way: Part 2 Panel Discussion** - Led by Boaz Ronen, Shany Azaria, and others |
### Plenary Sessions - Wednesday, July 19, 2017 | Day 4 - Barcelona Room 1

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| 8:15-9:30 | **KEYNOTE**: Applying TOC to Government: A Better Management Paradigm! (CS)  
Alfredo Mycue: Director of Business Transformation and Rapid Process Improvement at Texas Workforce Commission |
| 9:30-10:30 | **KEYNOTE**: TOCICO Process of Ongoing Improvement “POOGI” Award Winner Bajaj Electricals Ltd  
Turning Around the EPC Business  
Anant Baaj, Joint Managing Director of Bajaj Electricals Limited and Co-Presenters: Sanjay Bhagat, Bajaj Electricals Ltd. (BEL) as Vice-President and Head of Power Transmission & Illumination EPC Business Units and Kiran Kothekar, Founding Director, Vector Consulting Group |
| 10:30-11:00 | BREAK                                                                  |
| 11:00-11:45 | A Dietary and Health Revolution (CS)  
Dr. Alan Barnard, CEO - Goldratt Research Labs and Co-Presenter: Dr. Artem Parakhine, PWC |
| 11:45-12:35 | The Tricky Nature of Capacity and its Impact on OE (PS)  
Eli Schragenheim, TOC Global |
| 11:50-12:35 | Critical Chain in ETO Supply Chain (CS)  
Anthony Fouque, Consultant and Trainer at AGILEA S.A.S |
| 11:50-12:35 | Projects Contracting: A New Field of TOC - Why Critical Chain Fails in the Real World and how to Fix It With (COC) Common Objectives Contracts (CS)  
Asaf Morag, Rakia Engineering & Infrastructure (1994) Ltd |
| 12:35-13:30 | LUNCH BREAK                                                            |
| 13:30-14:30 | Made to Measure and Made to Order – The New Fashion Formula – From Sheep to Suit (CS)  
Dean Manev, Richmart and Co-Presenters: Martina Martini, Richmart and Christoph Lenhartz, General Manager Catena Strategies |
| 13:30-14:30 | Endress+Hauser: Critical Chain Combined with Agile - a Case Study of a Breakthrough and New Implementation Speed Record (PS)  
Wolfram Müller, Founder & Principal Consultant at Speed4Projects.net and VISTEM |
| 14:00-14:45 | BREAK                                                                  |
| 14:45-15:30 | **KEYNOTE**: RESULTS! How to Make Them Happen (NK)  
Kathy Austin Incoming TOCICO Board Chair |

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**Thank You**

for attending the 2017 International Conference in Berlin, Germany

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