

2017

# A|S|A|P® Tech Partner Forum

Wednesday, June 7, 2017 | Santa Clara, California

Hosted by NVIDIA

*Collaborate at the Speed of Digital Transformation*

## Onsite Program



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# Welcome to the 2017 ASAP Tech Partner Forum

## Welcome to the debut of the ASAP Tech Partner Forum!

Get ready to experience a great day of rich executive learning, open sharing of ideas, reconnecting with friends, and developing new business colleagues. These are the hallmarks of every ASAP event—and the reason why, when executives around the world think about partnerships, they think ASAP. Alliances, channels, and business collaboration in general are more complex and challenging than ever to manage—which is why high tech's partnering leaders turn to ASAP for their business collaboration needs and trust ASAP as the global advocate and knowledge source for the partnering profession.

I look forward to meeting you personally, and hope you will take a moment to let me know what you think of our program. We welcome your ideas as we strive to continuously improve our offerings.

Enjoy the day and translate your learnings into the edge you need to achieve success.

Sincerely,

Michael Leonetti



**Michael Leonetti, CSAP**  
President & CEO  
Association of Strategic  
Alliance Professionals



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# Agenda

Time	Session Title	Speakers
8:30–9:00 AM	Registration/Continental Breakfast	
9:00–9:30 AM	Welcome	Michael Leonetti, CSAP   <i>President &amp; CEO   Association of Strategic Alliance Professionals</i> Kathy Watanabe   <i>Santa Clara Council Member</i>
9:30–10:15 AM	Strategic Alliances at the Speed-of-Light	John Fanelli   <i>VP Product   NVIDIA GRID</i> Olimpio DeMarco   <i>Director, Strategic Alliances, Manufacturing &amp; AEC Industries   NVIDIA</i>
10:15–10:30 AM	Networking Break	
10:30–11:30 AM	Strategies you Need to Partner Everywhere	Steen Graham   <i>General Manager, IoT Ecosystem/Channels, Internet of Things Group   Intel Corporation</i> Maria Olson   <i>Vice President, Global &amp; Strategic Alliances   NetApp</i> Andres Sintes   <i>Global Senior Director, Partner GTM Digital Transformation &amp; IoT   Cisco</i> <b>Panel Facilitator:</b> Erna Arnesen, CSAP   <i>Chief Channel and Alliance Officer   ZL Technologies</i>
11:30 AM–12:30 PM	Building a Thriving Ecosystem: GE Digital's Partner Journey	Karen Dougherty   <i>VP Ecosystem and Channels   GE Digital</i>
12:30–1:30 PM	Networking Lunch	
1:30–2:15 PM	Customer Experience is the New Competitive Battleground	Tiffani Bova   <i>Global Customer Growth and Innovation Evangelist   Salesforce</i>
2:15–2:45 PM	Alliance Workshop Roundtable	<b>Facilitator:</b> Norma Watenpaugh, CSAP   <i>Founding Principal   Phoenix Consulting Group</i>
2:45–3:00 PM	Networking Break	
3:00–3:30 PM	Acting on the Voice of the Partner	Brooke Cunningham   <i>AVP, Global Partner Programs, Marketing &amp; Operations   Splunk</i>
3:30–4:30 PM	Manage, Scale and Digitize for Enhanced Partnership Agility and Acceleration	Gaye Clemson   <i>Managing Director   Globalinkage Consulting</i> Alan Leeds   <i>President   Y-Change, Inc.</i> Mike Maturo   <i>Pre-Sales Engineer   Relayware</i> Meaghan Sullivan   <i>Vice President, Global SME &amp; Partner Marketing   SAP</i>
4:45–5:30 PM	Networking Wrap-up	



# Session Descriptions

## Strategic Alliances at the Speed-of-Light

9:30–10:15 AM

### Speakers

**John Fanelli** | *Vice President, Product* | **NVIDIA GRID**

**Olimpio DeMarco** | *Director, Strategic Alliances, Manufacturing & AEC Industries* | **NVIDIA**

This dynamic session led by NVIDIA business development executives will connect the dots between company culture, strategy, and partnering success. Fanelli and DeMarco will discuss the core values that guide NVIDIA, market leader in graphics and AI computing, and how these values influence the way its strategic alliances are managed.

Fanelli and DeMarco also will trace the evolution of NVIDIA's business and partnering strategy as the company transitions from a chip/board provider to a platform solutions supplier. This shift has brought increasing complexity to NVIDIA's business and go-to-market strategies. Today, alliance partners play a crucial role—with strategic alliances forging, growing, and evolving in product groups, industry teams, and sales organizations.

Attendees will walk away with these two NVIDIA partnering leaders' recommendations on best practices for managing these alliances, as well as learn from case studies illustrating NVIDIA's Speed-of-Light approach to partnering in a time of dynamic change within your organizations and across your partnerships.

## Strategies You Need to Partner Everywhere

10:30–11:30 AM

### Panelists

**Steen Graham** | *General Manager, IoT Ecosystem/Channels, Internet of Things Group* | **Intel Corporation**

**Maria Olson** | *Vice President, Global & Strategic Alliances* | **NetApp**

**Andres Sintes** | *Global Senior Director, Partner GTM Digital Transformation & IoT* | **Cisco**

### Panel Facilitator

**Erna Arnesen**, **CSAP** | *Chief Channel and Alliance Officer* | **ZL Technologies**

Despite the volumes of books, blogs and white papers written about digital transformation, their message has been internally focused. How is this information about digital

transformation translated into a strategy with partnering? Aaron Levie, CEO of Box, says this: "The last 10 years of IT have been about changing the way people work. The next ten years of IT will be about transforming your business."

At some point every organization must embrace the collaborative mindset to survive, and its partner ecosystem will reflect that mindset to its customers. "We've moved ... now into more holistic transformations that clearly are based on mobile, social media, digitization and the power of analytics and we think it's really a new era requiring new strategies," says IBM strategy and change consulting leader Saul Berman. But how well is the collaboration mindset baked into corporate and business-unit strategies? Who decides and why?

This session, led by four senior executives who live and breathe strategic collaboration at four leading high-tech companies, will address critical topics for every organization seeking to leverage collaboration to achieve its strategies and its necessary business transformation, including:

- The strategic planning categories in a Partnering Everywhere environment.
- Critical Success Factors (CSFs) for investing in net-new technology
- Which partner profiles justify additional investment, versus those that do not
- Revisions and differences in competitive strategy models

Participants in this session will glean insights and hear answers to critical questions facing every growing or leading technology company, including: Why partner when I can acquire them (or get acquired) or create a joint venture? Which financial justifications change? Which stay the same? How important is culture in various phases of the partnering lifecycle? What due-diligence is required about a partner's ecosystem? If no legal/ethical issues arise, what prevents stakeholders from partnering with anyone they want?

Partnering is a critical element of the strategic planning process. Your partner portfolio must align with your strategy and execution milestones. Partnering processes fragmented by business unit, geography, and/or industry ultimately fall back on strategic planning. Soon "Partnering Everywhere" will not be called out as critical to achieving your business strategy; it simply will be "business as usual."







# Session Descriptions

## Building a Thriving Ecosystem: GE Digital's Partner Journey

11:30 AM–12:30 PM

### Speaker

**Karen Dougherty** | *Vice President Ecosystem and Channels | GE Digital*

GE has aligned its organization and partnering ecosystem around its vision for the Industrial Internet of Things (IIoT). In this session, Karen Dougherty addresses—from an ecosystem and channels leader's perspective—what does it mean to become a “digital industrial” company? Her presentation addresses various ways digital transformation is playing a critical role in the market. She'll also discuss how connected assets are transforming businesses not only for GE, for GE's industrial customers, and how their partners are leveraging GE's Predix platform for the Industrial Internet.

GE's partner ecosystem includes technology providers, systems integrators, software developers, independent software vendors, telecom service providers and resellers, who offer a diversified portfolio of technologies and services with the goal to drive powerful game-changing outcomes for customers. Today, the GE Digital Alliance Program, launched in February 2016, has expanded to include 600 plus companies, including enterprise players such as Microsoft, Intel, Accenture, Oracle, EY, PwC, Deloitte, Capgemini, and Tata Consultancy Services (TCS).

Dougherty will provide a case study of how GE Digital's partner ecosystem has been built to help companies with their digital industrial transformation. Combining its domain expertise, its partners, and GE's Predix platform, GE Digital seeks to enable its partners to rapidly scale and accelerate their solutions for the Industrial IoT—and ultimately to drive increased productivity for end customers through data and analytics with speed and at scale. Attendees will learn about the importance of defining a vision for the Industrial Internet, and how strategic investments in both the platform and in partners helps to attract industrial companies and provide them with tools they need to embark on their own digital industrial transformations.

## Customer Experience is the New Competitive Battleground

1:30–2:15 PM

### Speaker

**Tiffani Bova** | *Customer Growth and Innovation Evangelist | Salesforce*

A positive customer experience is critical to a company's brand and, ultimately, its bottom line. With the proliferation of technology and devices, the customer has become smarter and more powerful. Customers now decide when and how they want to interact with brands, which has had a direct impact on the way companies sell to their customers. While macro trends such as social, mobile, cloud, big data and IoT are forging a new era of engagement, customers are ultimately becoming far more disruptive than the technology itself.

Salesforce's Tiffani Bova will address how companies of all sizes can create new business practices that leverage technology to strengthen collaboration with customers and partners and accelerate sales and growth. Attendees will hear actionable takeaways on how to create a customer-centric business and long-lasting brand loyalty.

Prior to joining Salesforce in early 2016, Bova spent a decade at Gartner, working with hundreds of technology companies as a vice president, distinguished analyst, and research fellow covering sales strategies and channel innovation.

## Alliance Workshop Roundtable | Managing the Digital Experience

2:15–2:45 PM

### Facilitator

**Norma Watenpugh, CSAP** | *Founding Principal | Phoenix Consulting Group*

Digital Transformation is about the customer experience. But it is also about the experience with our partners. Partner loyalty is the result of not only a good business proposition but also a good business relationship or experience. During this interactive, roundtable session, we will break into discussion groups to explore ways in which we can improve how we engage with partners. What is different about partnering in the age of digital transformation and how can we create a more compelling experience for partners? And ultimately how does this serve our customers?

# Session Descriptions

## Acting on the Voice of the Partner

3:00–3:30 PM

### Speaker

**Brooke Cunningham** | AVP, Global Partner Programs, Marketing & Operations | *Splunk*

Is partner listening a core component of your partner program strategy? Incorporating an integrated approach to partner loyalty can positively shape your partner experience and drive revenue. Most vendors execute components of a loyalty program but don't have all the necessary ingredients—or most importantly—the follow through with action to make it truly impactful. Brooke Cunningham has experience driving Partner Loyalty programs across multiple technology vendors and will share her journey in building a best-in-class Partner Loyalty Program from the ground up. Attend this session to learn best practices and actionable tips and tricks you can take back with you to drive your Partner NPS and improve loyalty scores.

effectively leverage new technology and new operating models in ways that will make their alliance ecosystem more agile and thereby accelerate outcomes achieved through partnering?

In this session Clemson moderates a panel of leading edge providers of digital transformation technology solutions, in an open Q & A format, to share their perspectives as to the “how” of agile alliance digital transformation including strengths, weaknesses, opportunities and threats. Key topics addressed include:

- Partner relationship management, alliance portfolio, program and project management
- Alliance strategy mapping
- ISO 44001 standard for Collaborative Business Relationships
- Workflow orchestration platforms
- “Innovation bets” management solutions
- Collaboration solutions for connected governance

## Manage, Scale and Digitize for Enhanced Partnership Agility and Acceleration

3:30–4:30 PM

### Speakers

**Gaye Clemson** | Managing Director | *Globalinkage Consulting*

**Alan Leeds** | President | *Y-Change, Inc.*

**Mike Maturo** | Pre-Sales Engineer | *Relayware*

**Meaghan Sullivan** | Vice President, Global SME & Partner Marketing | *SAP*

Central to digital transformation is the idea of leveraging both new technology and new ways of operating to more effectively engage at every touchpoint in a customer or partner experience lifecycle. Central to alliances that meet the pace and scale of digital transformation solutions is the idea that strengthening alignment, accountability and responsiveness across the alliance ecosystem will accelerate relationship business outcome achievement.

Clemson, Leeds, Maturo, and Sullivan tackle head on the strategic question facing alliance managers today at the intersection of these two ideas: How can alliance leaders



# Forum Speakers

## Erna Arnesen

Chief Channel and Alliance  
Officer | ZL Technologies

### Strategies You Need to Partner Everywhere

10:30–11:30 AM

Erna Arnesen is chief channel and alliance officer at ZL Technologies, where she directs global channel and alliance strategy, development, and execution. She concurrently serves as a business advisor and board member at Viato. Arnesen was previously VP of global channel and field marketing at Plantronics and VP of global and strategic partners at Cisco. Prior, she worked at other leading organizations, including Symantec, Fujitsu Softek, Cybersource, SGI, NeXT, and Apple.

Erna has received honors such as: *CRN* Women of the Channel; Woman Who Made her Mark by Watermark; Women of Influence Award by the *Silicon Valley Business Journal*; and the YWCA Tribute to Women in Industry award. She has served as chair of the Watermark Board of Directors, and board member of Women in Consulting and the Association of Strategic Alliance Professionals. Erna has an MBA from Harvard Business School and a bachelor's degree from Wellesley College.



## Tiffani Bova

Global Customer Growth and  
Innovation Evangelist | Salesforce

### Customer Experience Is the New Competitive Battleground

1:30–2:15 PM

Tiffani Bova is the global customer growth and innovation evangelist at Salesforce, where as an industry thought leader, she watches overall market trends to uncover best practices on how to improve sales performance and enhance the overall customer experience.

Bova has extensive knowledge of go-to-market, sales and channel strategies. Prior to Salesforce, she spent 10 years at Gartner as a vice president, distinguished analyst and



research fellow, covering sales transformation and indirect channel innovation. Over the past decade, she has worked with hundreds of technology companies to develop highly effective growth strategies and innovative go-to-market models. She won the Gartner Thought Leadership Award for her comprehensive body of work on the Future of Sales and has delivered more than 200 keynote presentations around the globe to over 250,000 people on sales transformation and business model innovation.

Before her time at Gartner, Bova spent 15 years in various sales and leadership positions, managing both start-up and Fortune 500 sales organizations, and she still considers herself a 'recovering seller.'

Bova has been published in *Forbes*, *Harvard Business Review* and *The Huffington Post*. She was named one of the 50 Most Powerful and Influential Women in California in 2014 by the National Diversity Council, Top 50 Marketing Thought Leaders by *Brand Quarterly Magazine*, as well as *Inc. Magazine's* 37 Sales Experts You Need to Follow on Twitter. Bova is a graduate of Arizona State University and The Executive Program at Wharton School of Business at the University of Pennsylvania.

## Gaye Clemson

Managing Director | Globalinkage  
Consulting

### Manage, Scale and Digitize for Enhanced Partnership Agility and Acceleration

3:30–4:30 PM

With 30+ years in the high-tech industry, Gaye I. Clemson is an award-winning storyteller, communications and training innovator, culture change leader, and strategic thinker in the areas of organization performance management and governance. She currently leads Globalinkage Consulting, a consultancy that helps global leaders 'revolutionize, engage, ignite, and excite' their firms in the area of agile strategy execution, change leadership, and employee engagement. Her latest book, *Agile Strategy Execution—Revolutionizing the HOW!*, provides ground-breaking guidance for leaders and strategy execution practitioners for revolutionizing the way in which they execute strategy.





## Forum Speakers

During her high-tech career, she has held a number of planning, strategic initiative portfolio management, and operational roles in marketing, sales, international business, workplace resources, and customer support services for Cisco Systems, Tandem Computers and Bell Canada. In addition, for a dozen plus years she ran a market research, analytics and planning consultancy focused on enterprise hardware, software, and services.

She speaks frequently at national and local industry conferences including the (Silicon Valley OD Network (2016), the NCHRA Global HR Summit (2015), Association of Strategic Planning Professionals National Conferences (2006, 2009 & 2015), the Bay Area's Strategy Execution Conference (Oct 2014). She is a published author of a number of oral history narratives including *Tandem Computers Unplugged, A People's History of one of Silicon Valley's great corporate cultures*. She holds an Honors Bachelor of Commerce from Queen's University at Kingston, Ontario Canada and is a Stanford Certified Project Manager.

### Brooke Cunningham

AVP, Global Partner Programs,  
Marketing & Operations | **Splunk**

**Acting on the Voice of the Partner**

3:00-3:30 PM

Brooke Cunningham is area AVP, global partner programs, marketing, and operations for Splunk, the market leader in analyzing machine data to deliver operational intelligence for security, IT and the business. In this role, she creates and implements Splunk's Global Partner+ Program and drives all the related day-to-day partner operations. Prior to joining Splunk, Brooke spent more than four years with BI vendor Qlik, where she was VP, global partner marketing driving partner communications and loyalty programs, the partner portal, as well as programs to support the Qlik partner program. Brooke has eighteen years' experience building alliances and channel programs that drive business growth with global SI's, technology alliances, MSPs, OEMs, distribution, and resellers.

Before joining Qlik, Brooke held several partner-focused positions such as VP, WW Marketing for the data

management unit at CA Technologies, a 100% through channel business unit, senior director, global partner marketing for SAP and partner program and field channel marketing roles at Business Objects and Crystal Decisions. Brooke's entire career has been focused on enabling partner businesses.

### Olimpio DeMarco

Director, Strategic Alliances,  
Manufacturing & AEC Industries |  
**NVIDIA**

**Strategic Alliances at the Speed-of-Light**

9:30-10:15 AM

Olimpio DeMarco is the director of strategic alliances for Manufacturing/AEC Industries at NVIDIA leading a team of strategic alliance managers who work with key ISV partners to leverage NVIDIA professional solutions for increased customer value and business growth.

Prior to joining NVIDIA in 2012, Olimpio spent four years at Z Corp (acquired by 3D Systems in Jan 2012) as the director of AEC business development where he worked with architectural and engineering firms to implement 3D printed models in their design workflows. Before Z Corp, Olimpio was the product marketing manager for *Revit Structure* at Autodesk, and the director of product management for *FreeForm* modeling software at SensAble Technologies. Olimpio began his early career as a mechanical design engineer in the aero/defense industry before transitioning to the CAD/CAM/CAE industry with then-market leaders Computervision, PTC, and MSC in a variety of product management, marketing, channel sales, strategic alliance, and business development roles.

Olimpio holds a BS in mechanical engineering from MIT and an MBA from Boston University. Strategic alliances have played an important role throughout his career, and Olimpio has recently become a member of the Association of Strategic Alliance Professionals (ASAP).



# Forum Speakers

## Karen Dougherty

*Vice President Ecosystem and Channels | GE Digital*

### **Building A Thriving Ecosystem: GE Digital's Partner Journey**

11:30 AM–12:30 PM

Karen joined GE in 1994 and has 22 years of leadership experience through commercialization of large-scale initiatives, client relationship management, and developing differentiation strategies for customer outcomes. She has held leadership positions in marketing, sales, risk, and finance in multiple GE businesses: GE Capital's Structured Finance, Energy Finance & Corporate Finance, GE Capital Americas, Corporate Marketing, and GE Digital.

Today, Karen leads how GE Digital and Partners go-to-market with Industrial Internet Offerings to deliver customer outcomes, combining industrial expertise with data/analytics on Predix for Asset and Operations Performance optimization.

Karen holds a BS, finance, from Villanova University and MBA, Fairfield University.

## John Fanelli

*Vice President, Product | NVIDIA GRID*

### **Strategic Alliances at the Speed-of-Light**

9:30–10:15 AM

John is vice president of the NVIDIA GRID virtualization business, which includes responsibility for product management, product marketing and virtualization alliances. With over 20 years of marketing experience, John has led marketing teams at DataTorrent, Citrix, LeftHand Networks, Wind River and Sun Microsystems. He holds an MBA from the J.L. Kellogg Graduate School of Management at Northwestern University, a master's degree in computer science from the Illinois Institute of Technology and a bachelor's degree in computer science from the University of Michigan.

## Steen Graham

*General Manager, IoT Ecosystem/Channels, Internet of Things Group | Intel Corporation*

### **Strategies You Need to Partner Everywhere**

10:30–11:30 AM

Steen Graham is the general manager of IoT Ecosystem/Channels at Intel Corp. In this role, he leads a worldwide organization responsible for growing and scaling Intel® architecture computing solutions across IoT market segments through existing and new IoT channels.

Most recently, Graham served as the director of the Asia Pacific Japan Embedded Sales Group, which encompassed the sales & marketing efforts for manufacturing, retail, transportation, storage, communications, networking, home building, and emerging IoT market segments. In this role, Graham was instrumental in establishing Intel's leadership in the Internet of Things (IoT) and Software Defined Infrastructure (SDS, NFV) market shifts, as well as exceeding sales goals.

Prior to moving to Asia, Graham worked as the storage global sales director, driving efforts to transform storage to open & scalable solutions and leading the shift in Intel's transformation from component memory to Solid State Drives. Before joining the sales and marketing group, Graham held numerous positions providing business support to Intel's research and development and business unit teams.

Graham holds a bachelor's of science degree from the University of Oregon.

# Forum Speakers

## Alan Leeds

President | Y-Change, Inc.

**Manage, Scale and Digitize for Enhanced Partnership Agility and Acceleration**

3:30–4:30 PM



Alan is the President of a strategy execution software company, Y-Change, Inc., and is currently on the national board of directors of the Association for Strategic Planning. He is a professional consultant, speaker and co-author of the recently released book: *Agile Strategy Execution: Revolutionizing the HOW!*

Alan's experiences in consulting provided the foundation for the methodology upon which the software product, Agile Strategy Manager is based. The belief that successful deployment of a company's goals & objectives occurs when the strategy is cascaded throughout the company has enabled many Fortune 500 organizations such as Abbott Medical Optics, Amazon, Caterpillar, and Great River Energy to convert their strategy into actions.

He has conducted webinars and has spoken at various conferences, such as the national conference for the ASP (Association for Strategic Planning), the CSCMP (Council of Supply Chain Management Professionals), Twenty-Eighty (formerly IPS), PMI (Project Mgt. Institute) and the Agile2016 conference, on topics such as "Bridging the Strategy Chasm" and Agile Strategy Execution.

Alan has a Master's degree in applied psychology from SUNY, was a certified psychologist, and has a SMP (Strategy Management Professional) certification from the Association for Strategic Planning (ASP). He is also an award-winning magician.

## Mike Maturo

Pre-Sales Engineer | Relayware

**Manage, Scale and Digitize for Enhanced Partnership Agility and Acceleration**

3:30–4:30 PM



Mike Maturo has been with Relayware for just over two years serving as a sales development representative before taking on greater technical responsibilities as a pre-sales engineer. With a computer science and computer engineering degree from the University of Southern California, Mike is well-equipped to discuss both the technical aspects of PRM as well as its rich business opportunities. He is dedicated to the acceleration of revenue growth through the channel.

## Maria Olson

Vice President, Global & Strategic Alliances | NetApp

**Strategies You Need to Partner Everywhere**

10:30–11:30 AM



Maria Olson is vice president, global & strategic alliances for NetApp, and is responsible for worldwide go-to-market with alliance partners. Maria and her team have oversight for teaming with the company's portfolio of alliance partners and internal teams to bring to market a variety of storage and data management solutions. Her responsibilities include the creation of business strategies and plans, strategic alignment within the partner ecosystem and global execution that increases revenue.

Prior to NetApp, Maria was senior director of global business development at SAP and was instrumental in on-boarding PwC to become an SAP Global Service Partner, and recruited more than 50 PwC countries while increasing revenue and doubling the pipeline. Maria has also held senior management positions at BEA Systems (acquired by Oracle), Acta Technology (acquired by Business Objects/SAP) and Hewlett Packard. She has extensive experience in business development, alliance management, product management, procurement, and supply chain operations across a variety of lines of business—from printers, interactive TV, cable

# Forum Speakers

modems, telecommunications—to storage products, enterprise software and solutions.

Maria holds a Bachelor's degree in business administration from the University of San Diego, and an Executive MBA from Pepperdine University.

## Andres Sintes

*Global Senior Director, Partner GTM, Digital Transformation & IoT, Global Partner Organization | Cisco*

### Strategies You Need to Partner Everywhere

10:30–11:30 AM

As a Senior Leader of Cisco's Digital Transformation & IoT Group in the Global Partner Organization, Andres Sintes is responsible for Cisco's worldwide channel partner and ecosystem go-to-market strategy and partner programs.

Most recently Andres led the evolution of Cisco's IT channel to support the accelerated growth of their IoT opportunity growing their channel capacity to over 200 IoT specialized channel partners globally in less than 12 months; as well as the build-out of a new OT channel of +50 OT channel partners that are now actively engaged, invested and complementing Cisco's ability to penetrate new industries and LOBs.

Andres' career at Cisco began in 1998 as an account manager for Cisco Mexico's midmarket segment. He later moved to senior manager for Americas International, then onto a sales director role for Asia Pacific and Japan. Prior to his current role, Andres assumed global leadership of Cisco's Learning Partner Channel.

In 2013, "Networking Products Guide" magazine recognized Andres as Partner Programs Channel Executive of the Year.

Andres holds a bachelor in business administration with a major in marketing and a minor in Economics from the University of Florida.



## Meaghan Sullivan

*Vice President, Global SME & Partner Marketing | SAP*

### Manage, Scale and Digitize for Enhanced Partnership Agility and Acceleration

3:30–4:30 PM

Meaghan Sullivan is the vice president of global channel marketing at SAP. In this role, she is tasked with accelerating global indirect revenue through channel marketing practices as well as the SME route to market overall for SAP. Sullivan focuses on Demand Generation activities to provide SAP partners with innovative programs, campaigns and resources that enable them to more efficiently market their SAP solutions and services.

Prior to SAP, Sullivan was vice president of channel strategy at HP. Before joining HP in April 2008, she held various business and market development positions at Motorola, Pillar Data Systems and BakBone Software. Sullivan also served as senior manager of strategic alliances at Veritas and worked in product marketing as strategic account executive at Quantum Corporation.

Sullivan studied international business, economics and Japanese at Konan University in Japan and University of Puget Sound in the U.S. Meaghan is a member of Advancing Women Executives (AWE), The Professional Business Women of California (PBWC), SAP Business Women's Network (BWN), leader and mentor of several Lean-In Circles in Silicon Valley and involved in Hope4Kids International. Meaghan has been ranked Top 100 Women in the Channel by CRN eight years running from 2009 through 2016, awarded the Power 100 2 years in a row 2014–2015 as well as awarded #2 most influential sales leader in the channel by CRN.





## Forum Speakers

### Kathy Watanabe

*Council Member | City of Santa Clara*

Kathy was officially elected as a council member in November 2016 where she serves on several city committees including; audit, downtown revitalization plan, ethics, facilities naming and honorary recognition ad hoc, and marketing. Kathy also serves on a number of area-wide committees including; Caltrain Modernization Local Policymaker Group (Cal Mod or LPMG); City/School Liaison Committee (Santa Clara Unified School District), Human Trafficking Commission, Santa Clara County Expressway Plan 2040 Policy Advisory Board, and Santa Clara Valley Transportation Authority (SCVTA) Policy Advisory Committee.

Prior to being elected, Kathy was appointed to the City Council in March 2016 after Lisa Gillmor was appointed Mayor of Santa Clara. Prior to becoming a council member, Kathy was a legal assistant at the law firm of Simpson Thacher & Bartlett in Palo Alto for 16 years. Kathy has had a long history of community service since moving to Santa Clara with her husband, Karl, and daughter, Kayleigh, in 2005. She was an active community leader who was instrumental in the opening of the Northside Library in the Rivermark community. Kathy served on the City's Library Board of Trustees from 2008-2016 and was president of Santa Clara Sister Cities from 2013-2016.



### Norma Watenpaugh, CSAP

*Founding Principal | Phoenix Consulting Group*

**Alliance Workshop  
Roundtable | Managing the  
Digital Experience**

2:15-2:45 PM

Norma Watenpaugh is the founding principal and CEO of Phoenix Consulting Group ([www.phoenixcgc.com](http://www.phoenixcgc.com)) which provides partnering and collaboration consulting services with expertise in partnering strategy, multi-channel and alliance management, and ecosystem development. Prominent clients include Amazon.com, Adobe Systems, Cisco Systems, Dupont, PayPal, Microsoft, SAP, and Xerox.

Norma has taught alliance seminars for Duke Corporate Education, the Reuters Foundation, Digital Vision Fellowship Program at Stanford University, San Jose State University Professional Development, the American Management Association, and is a frequently requested guest lecturer and speaker at industry events.

Norma has been a board member of the Association of Strategic Alliance Professionals since 2003 and former best practices committee chair. She has led the organization in developing the CA-AM and CSAP professional credentials and in revitalizing the *ASAP Handbook of Alliance Management: A Practitioner's Guide*. She currently leads the US delegation to the ISO standards committee for Collaborative Business Relationship Management.

In 2015, she was named a Woman of Influence in Silicon Valley by the Silicon Valley Business Journal.





# Maximize your **A|S|A|P® Membership**



*It is important to know **when to partner, whom to partner with, and how to do it right!***

## Knowledge and Resources



- ASAP Member Directory • ASAP Member Resource Library
- *Strategic Alliance Magazine* • ASAP eSAM Plus
- ASAP Handbook of Alliance Management • ASAP EPPP News
- ASAP What's the Buzz • ASAP Community Event Quick Takes • ASAP Mark Your Calendar

## 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

## Education & Professional Development



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

*"We believe that ASAP offers unique opportunities to network and build relationships. ASAP events have served as an icebreaker, a chance to meet with people we'd normally be competing with. To be able to establish an 'external perspective' benefits everyone in industry as a whole. I'm very impressed with the many benefits membership in ASAP has brought to our company."*

– **William Erb, CA-AM**  
VP, Business Development  
Amgen

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



**A|S|A|P®**  
ASSOCIATION OF  
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*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.*

—Steve Blacklock, CA-AM  
Vice President, Global Strategic Alliances  
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