2018

A|S|A|P® Tech Partner Forum

Wednesday, October 17, 2018 | San Jose, California

Reimagining Partnering in a Disruptive World

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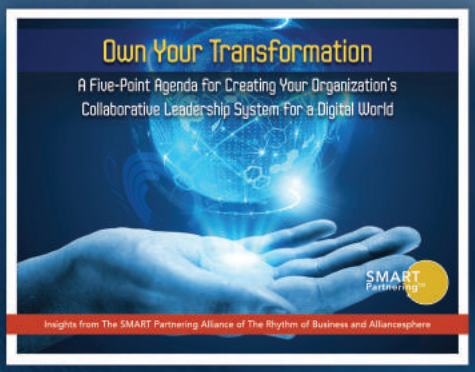
Reimagine Partnering with an End-to-End, Collaborative Leadership System for a Digital World

TECHNOLOGY + PARTNERING together are rewiring organizations—and redefining what it means to be a leader. How will you:

- **OVERCOME** organizational barriers, inertia, and old ways of leading?
- **DRIVE** collaboration top-to-bottom, end-to-end across your organization and ecosystem?



Start with this roadmap from the SMART Partnering experts at Alliancesphere and The Rhythm of Business: *"Own Your Transformation: A Five-Point Agenda for Creating Your Organization's Collaborative Leadership System for a Digital World"*

Don't miss **The Value Exchange Challenge: Building the New P2P Ecosystem Partnering Muscle** with Lorin Coles, CEO Alliancesphere and Principal, SMART Partnering, and Kashif Abbasi, Cisco Systems at 11:05am!

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Own Your Partnering + Technology Transformation

https://rhythmofbusiness.com/smart_partnering.php
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Welcome to the 2018 ASAP Tech Partner Forum

Experience—partner (PX) and customer (CX)—means everything to your success. Today, get ready to experience a remarkable day of rich executive learning. Network with fellow partnering leaders, reconnect with friends, and develop important business relationships. 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. High tech's partnering leaders—from industry giants to emerging market disrupters 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 educational offerings.

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

Sincerely,

Michael Leonetti, CSAP
President & CEO

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

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- Continue the conversation and stay current and up-to-date on the latest involving your alliances and partnering peers

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**ASAP Executive Management Committee*

Agenda

Time	Session Title	Speakers
8:30am–9:00am	**Registration/Continental Breakfast**	
9:00am–9:10am	**Welcome**	Michael Leonetti, CSAP | *President & CEO* | ***ASAP***
9:10am–9:55am	**Session 101 Cyber Security Ecosystem Meets the Customer Experience**	Mitch Mayne | *Public Information Officer, IBM X-Force Threat Intelligence* | ***IBM*** Wendi Whitmore | *Global Lead for X-Force IRIS* | ***IBM***
10:00am–10:50am	**Session 102 Ride the Wave of the New Alliance Economy**	Mayank Bawa | *CEO* | ***WorkSpan*** Ray Homan | *Vice President of Business Development* | ***SAP***
10:50am–11:05am	**Networking Break**	
11:05am–11:55am	**Session 103 Value Exchange Challenge: Building the New P2P Ecosystem Partnering Muscle**	Lorin Coles, CSAP | *CEO, Managing Director* | ***Alliancesphere*** | *Principal* | ***SMART Partnering*** Kashif Abbasi | *Director Partner Sales Acceleration, Global Partner Organization* | ***Cisco Systems, Inc.***
11:55am–12:55pm	**Networking Lunch**	
12:55pm–1:40pm	**Session 104 API Economy: Salesforce AppExchange Partner Ecosystem**	Leslie Tom | *SVP, AppExchange Marketing & Programs* | ***Salesforce***
1:45pm–2:35pm	**Session 105 Rethinking Trust on the Blockchain: Partnering and Alliance Implications**	Janine Grasso | *VP, Strategy and Ecosystem Development for Blockchain* | ***IBM Industry Platform*** Todd Miller, CA-AM | *VP US Business Development* | ***ChromaWay***
2:40pm–3:30pm	**Session 106 Robotic Process Automation (RPA): Partnering Considerations**	Michael Marchuk | *Chief Technology Evangelist* | ***Blue Prism*** Scott Van Valkenburgh, CSAP | *Vice President, Global Alliances Leader* | ***Genpact***
3:30pm–3:45pm	**Networking Break**	
3:45pm–4:35pm	**Session 107 Transforming Partnerships in the Cloud**	Nina Harding | *Channel Chief* | ***Google Cloud***
4:40pm–5:30pm	**Session 108 Internet of Things: Reality Sets In**	**Moderator:** Ann Trampas, CSAP | *Professional Development Lead* | ***Phoenix Consulting Group*** **Panelists:** Neil Blecherman | *IoT and Digital Transformation Consultant* Keith Chambers | *Director, Operations Management Software* | ***AVEVA*** Scott Smith | *Founder* | ***Fathym***
5:30pm–5:35pm	**Wrap-up**	Michael Leonetti, CSAP | *President & CEO* | ***ASAP***
5:35pm–7:15pm	**Networking Reception**	

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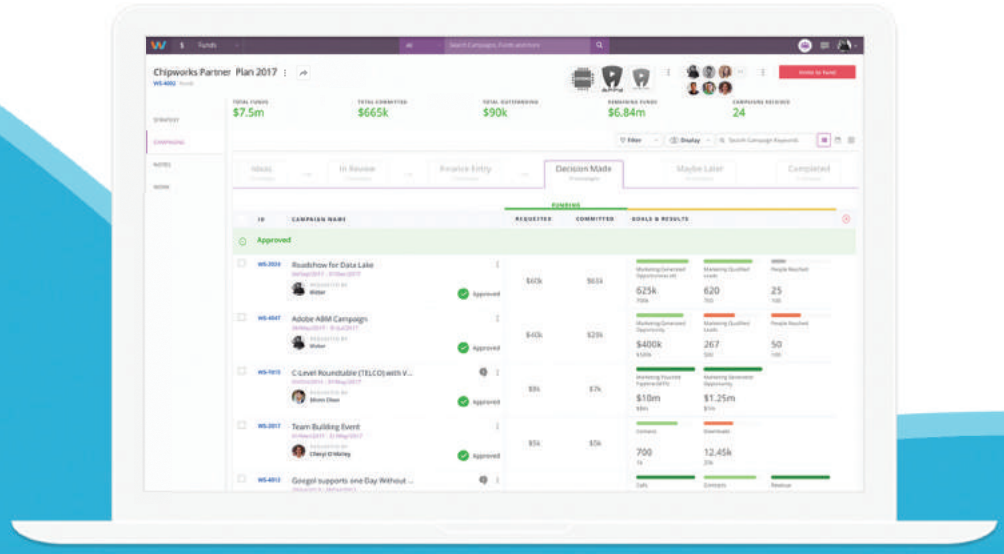
The Alliance Relationship Management Network

Manage your partner ecosystem where partners automate & report on **joint sales**, **marketing**, & **solution** initiatives.



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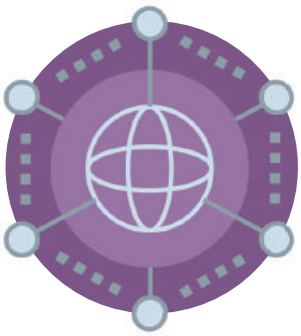
One shared network, unlimited shared opportunities.

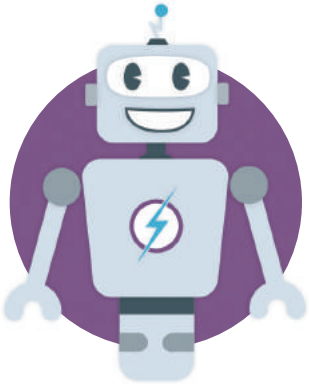
Effectively engage, manage, & measure with automated workflows.

NETWORK



Expand your reach, engage locally, & manage globally.

AUTOMATE



Increase participation, drive accountability, & monitor performance.

REPORT

Easily integrate every partners' systems, get real-time reports, & increase ROI.

150+	$3.1B	$130M	$500M
COMPANIES ON NETWORK	PIPELINE INFLUENCED	FUNDS MANAGED	OPPORTUNITIES GENERATED

Session Descriptions

Cyber Security Ecosystem Meets the Customer Experience

Session 101
9:10 a.m. – 9:55 a.m.

Speakers
Mitch Mayne | *Public Information Officer, IBM X-Force Threat Intelligence* | ***IBM***
Wendi Whitmore | *Global Lead for X-Force IRIS* | ***IBM***

IBM recognizes that security is a team sport, and interoperability among partners is required to provide the most effective security solutions. The Ready for IBM Security Intelligence ecosystem provides solutions that integrate together to make all us more secure. Is it enough to have the leading security solutions integrated in your customer's company?

IBM realized that their customers may not know how to spring into action around cyberattacks, one of the most threatening forces on corporations today. Understanding this challenge, the company built the X-Force Command Center, a state of the art cyber range, to help teams simulate a live cyberattack scenario. Organizations need to be equipped with not only the right tools, but the best practices, expertise, and leadership skills to make them work. Mayne and Whitmore will bring attendees into a learning, cyber business incident response scenario to increase their experience with successful defensive outcomes in today's pervasive security culture. With more than 1,500 customers participating in the range and collecting best practices, IBM created the first Cyber Best Practices Laboratory. In this session, gain an understanding how IBM is modeling the IBM Security Intelligence ecosystem to prepare customers for cyber battle.

Session Descriptions

Ride the Wave of the New Alliance Economy

Session 102
10:00 a.m. – 10:50 a.m.

Speakers
Mayank Bawa | *CEO and Co-Founder* | ***WorkSpan***
Ray Homan | *Vice President of Business Development* | ***SAP***

Alliance teams are responsible for engaging with their company's go-to-market ecosystem to deliver value on five dimensions to drive revenue, determine partner preference, incorporate partner innovation, reduce time to market, and land new markets and customers.

To keep pace with the speed of change in the market, alliance teams need to plan and execute on these five dimensions at a speed and scale that is ever-increasing. Embracing alliance relationship management solutions enables the operationalization across their alliance partners.

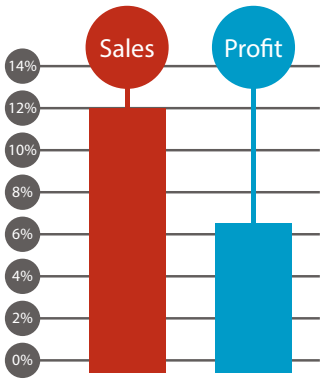
Join the discussion sharing real world examples and best practices to not just survive—but thrive—in the alliance economy. Learn how to:

- Increase visibility and accountability to drive revenue with alliance partners
- Deepen sales engagement and expand activation to drive partner preference
- Simplify joint offering creation to incorporate innovation from partners
- Increase speed to market by automating manual tasks, allowing partner managers to focus on insights and decision-making
- Track performance KPIs to measure progress for new markets and customers

Why ASAP?

Alliances see 40% or greater sales performance where social capital is effectively managed using tools such as ASAP's Three-Dimensional Fit Model, translating into higher sales growth and profit.[4]

- Companies that don't professionally manage their partnerships typically experience high alliance failure rates.[1]
- ASAP member companies that utilize trained partnering executives and proven alliance management practices dramatically improve their alliance success rates and greatly reduce the number and frequency of outright alliance failures.[1,2,3]
- ASAP's latest research correlates professional alliance management practices to growth, measured by both sales and profit.



[1] *4th State of Alliance Management Study: Past, Present, Future (2012)*
[2] *5th State of Alliance Study: Business Planning Processes (2015)*
[3] *Vantage Partners Research (2015)*
[4] *6th State of Alliance Study: Social Capital & Alliance Performance (2016)*
[5] *Alliance Capability, Stock Market Response, And Long-term Alliance Success: The Role Of The Alliance Function Prashant Kale, Jeffrey H. Dyer And Harbir Singh, Mar 2002.*

Session Descriptions

Value Exchange Challenge: Building the New P2P Ecosystem Partnering Muscle

Session 103

11:05 a.m. – 11:55 a.m.

Speakers

Kashif Abbasi | *Senior Director, Partner Sales Acceleration, Global Partner Organization* | ***Cisco Systems, Inc.***

Lorin Coles, CSAP | *CEO, Managing Director* | ***Alliancesphere***; *Principal* | ***SMART Partnering***

In the old days of yesterday, technology providers went to market through well-defined routes. Channel partners either added value or simply provided product to systems integrators whose industry and use-case expertise make them trusted advisors. That world is breathing its last.

Today, leading tech companies have moved to an end-to-end partnering model of ideation, creation, and monetization. They are orchestrating their own immediate ecosystem and expanding their influence to bring together the multiple partners required to create, deliver, and capture value from the complex solutions required by specialized use cases.

This partner-to-partner (P2P) model requires new skills of alliance managers. It demands an ability to influence a multi-faceted, multi-party value exchange. It is primarily a sell-with model that is being introduced to a sales force that best knows sell-through. It is essential to reach the midmarket companies that are realizing true business value through digital transformation—and moving to the cloud and upgrading their applications at an astounding rate.

Drawing from the learnings of Cisco's ACES (Accelerating Cisco Ecosystem Sales) program, this conversation between the partners who developed and are implementing the program on a global scale offers participants:

- An understanding of what Cisco and its partners have learned about how to and how not to develop the P2P ecosystem partnering muscle
- Essential guidance on how to align the complexity and maturity of the solution to the go-to-market model
- Techniques for framing the value exchange that help alliance managers wield influence and orchestrate partners

Why ASAP?

As alliances are becoming more important to CEOs, they are also becoming more complex, and the challenges of managing the alliance is rising.*

What would be the impact of increasing collaboration success rates?

- Increase your market valuation
- Differentiate your position to clients
- Decrease cost in the supply chain
- Accelerate the sales cycle
- Reduce risk and costs of failure
- Increase rate of innovation & speed to market
- Increase customer satisfaction and revenue
- Create strategic advantage

** PWC Joint Ventures and Strategic Alliances. 2016*

Session Descriptions

API Economy: Salesforce AppExchange Partner Ecosystem

Session 104
12:55 p.m. – 1:40 p.m.

Speaker
Leslie Tom | *Senior Vice President, AppExchange Marketing & Programs* | ***Salesforce***

The Salesforce journey as an innovator in the API economy has created the largest technology ecosystem and most active marketplace, generating 50% of Salesforce's revenue. The enabler was the advent of cloud technology and Software-as-a-Service. Salesforce noticed early on that a valuable and rich source of transforming solutions that solve customer problems could be nurtured by creating a robust partner ecosystem. Salesforce's partner program and open platform offer all partners the advantage of building a business supported by the AppExchange.

Join Leslie Tom to hear how the AppExchange strategy and partnering culture at Salesforce have developed an ecosystem of partners that continually brings new value to the Salesforce platform. She will discuss many topics, including:

- Adapting a partner program to respond to disruptive technologies
- Supporting a wide range partners from the guy in the garage to the large enterprise with the AppExchange
- Developing strong relationships with partners

Session Descriptions

Rethinking Trust on the Blockchain: Partnering and Alliance Implications

Session 105
1:45 p.m. – 2:35 p.m.

Speakers

Janine Grasso | *Vice President Strategy and Ecosystem Development for Blockchain* | ***IBM Industry Platform***

Todd Miller, CA-AM | *Vice President, US Business Development* | ***ChromaWay***

Though still very early in the technology life-cycle, blockchain has generated an enormous amount of excitement across industries including high technology, financial services, pharmaceuticals, healthcare, and agriculture. The enthusiasm is partially attributable to the rise of crypto currencies like bitcoin, but also driven by the recognition that technologies that facilitate decentralized data sharing and secure transactions will accelerate new business models beyond even Uber, Spotify, and AirBnB.

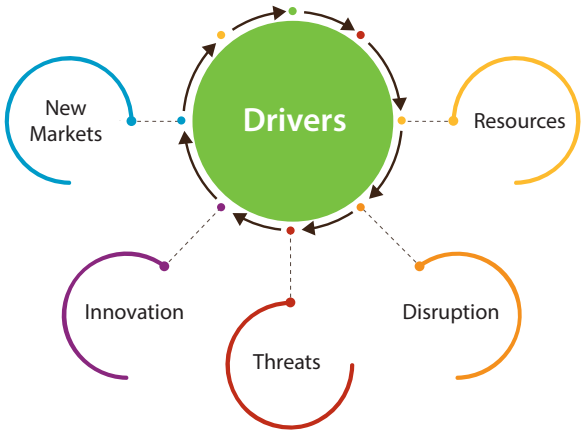
The presenters will provide perspectives on how established enterprises and startups are responding to disruption and fashioning new ecosystem frameworks that leverage blockchain technologies and new models of trust. The session will cover:

- **Blockchain Technology Fundamentals.** Participants will gain a better understanding of distributed ledger, smart contracts, consensus frameworks, and other core concepts that alliance managers should be familiar and of industry wide use cases that are using blockchain technology.
- **Implications of a New Model of Trust.** When transactions are executed and settled on a distributed ledger, parties don't need to have an established trust relationship. What alliance processes will change given that financial or business risks of working with a partner have been dramatically reduced?
- **Impacts of Disintermediation.** Using blockchain, parties can independently transact and verify the data on a ledger without the need to hire costly third parties to perform similar tasks. How does this feature impact the management of traditional sales and support channels?

Alliance Trends and Challenges

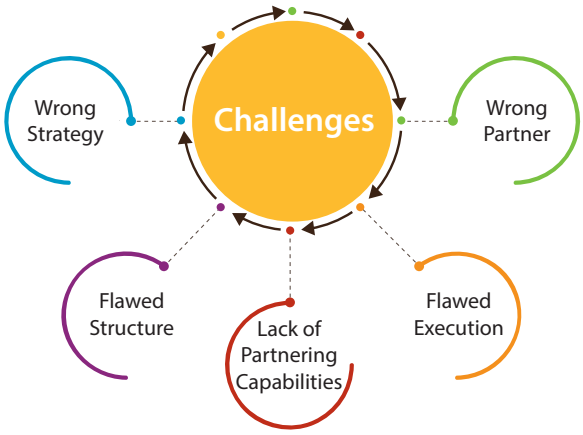
Trends

50% of global CEOs want to partner



Challenges

60% of all alliances fail



Session Descriptions

Robotic Process Automation (RPA): Partnering Considerations

Session 106
2:40 p.m. – 3:30 p.m.

Speakers
Michael Marchuk | *Chief Technology Evangelist* | ***Blue Prism***
Scott Van Valkenburgh, CSAP | *Vice President, Global Alliances Leader* | ***Genpact***

Robotic process automation (RPA, also referred to as robotics or "bots") is having a profound effect on business, with the potential to revolutionize the world of work. RPA automates repetitive and routine tasks, freeing up knowledge workers to do higher value tasks. RPA projects are generating ROI between 30 to 200 percent according to a recent McKinsey study. Almost all companies are experimenting with this technology, and early adopters are seeking first mover advantage.

Genpact has been investing in building RPA capabilities for several years now, and has implemented several successful RPA projects with partners.

Scott Van Valkenburgh has been leading the effort to establish Genpact's RPA partnering strategy and will share lessons learned from working with executives to define the company's overall strategy and developing execution muscle to create differentiation for Genpact. A RPA partner joins the session to share the journey in partnering and growing business together.

This session will cover:

- RPA—what it is and what it means for your partnering strategy
- Overview of the RPA space and players, why it's topical now, and customer case studies
- How to partner in this space—how it's different, how to think about it, what partnering means for digital transformation strategies

Transforming Partnerships in the Cloud

Session 107
3:45 p.m. – 4:35 p.m.

Speaker
Nina Harding | *Channel Chief* | ***Google***

Transformation is everywhere in this new world of continuous change. So it is no surprise that the way Google is engaging and partnering with its partner ecosystem also has to transform. Partners can no longer build their business on transactional license procurement. They now have to become business advisors that solve their customers' business challenges in an agile, customer-centric, digital environment. Having intimate knowledge of customers' industry, trends, challenges and vision is essential to becoming the ultimate business advisor. With buyers changing from IT administrators to line of business managers, the conversations and solutions are changing as well. Based on this industry backdrop, the way programs are designed ultimately has to align to the customer needs.

Key considerations in building these new partner programs are:

- Putting customer needs at the center of program design thinking
- Creating flexibility around different business models
- Supporting partners as they evolve their trusted advisor status

Session Descriptions

Internet of Things: Reality Sets In

Session 108
4:40 p.m. – 5:30 p.m.

Moderator
Ann Trampas, CSAP | *Professional Development Lead* | ***Phoenix Consulting Group***

Panelists
Neil Blecherman | *IoT and Digital Transformation Consultant*
Keith Chambers | *Director, Operations Management Software* | ***AVEVA***
Scott Smith | *Founder* | ***Fathym***

Today we often talk about the Internet of Things (IoT) and wonder why adoption hasn't happened more quickly. In reality, the foundation of the IoT has been around since the 1980s when large manufacturing companies started collecting data to analyze production performance. It is no surprise the initial success stories are found in manufacturing. Today's cloud technology offers smaller companies similar functionality for gathering and analyzing performance data—so why is there not a faster adoption rate when the potential return on investment (ROI) and impact on efficiency seem obviously clear?

In the consumer device market, IoT platforms are revolutionizing the time-to-market by not only collecting behavior data, but by enabling an ecosystem of interconnected devices and apps. The word is out and consumers are driven to purchase the latest magical experience and benefit from faster deliveries of new devices that work together and can do more, such as a smart house. However, getting there is highly disruptive, with challenges of privacy, security, competition, and monetization of the investment needing to keep up as quickly as the development of these IoT-enabled solutions.

As with any disruption, nimble startups will enter the arena and existing companies will adapt. In this lively discussion, hear from panelists in this field who will share insights from the perspective of established and startup as well as industrial and consumer companies. Join the panel in discussing the ride ahead.

- Large versus small company perspectives on industrial IoT adoption
- Consumer IoT growth and monetization
- The IoT partnering landscape
- Examples of IoT use cases

Forum Speakers

Kashif Abbasi

Senior Director, Partner Sales Acceleration, Global Partner Organization | ***Cisco Systems, Inc.***

Session 103

Value Exchange Challenge: Building the New P2P Ecosystem Partnering Muscle

A leader in driving transformation, Kash Abbasi has over 15 years in the IT industry and has held several leadership roles in his career at Cisco. His focus on constant innovation and on achieving exceptional results in highly complex environments is driven through continuous improvement and collaboration.

Kash leads Partner Go-to-Market responsible for partner sales acceleration across Cisco's portfolio including technology architectures, services, software and solutions. The focus is to engage and collaborate with all Partner Types, across all technology architectures, software, services and IoT solutions to drive amplification, acceleration and monetization. This includes developing sales execution plans that outline the best path to revenue and leveraging the sales best practices to drive growth through our scaling engines.

Prior to joining the Global Partner Organization, Kash led Partner Go-to-Market Services at Cisco. During his career, he has held leadership roles across Sales, Services, Software, Operations, Strategy and Planning.

Kash received his BA in Finance at Kingston University, London, United Kingdom. He lives in the Orange County, California area with his wife and three children.

Mayank Bawa, PhD

CEO and Co-Founder | ***WorkSpan***

Session 102

Ride the Wave of the New Alliance Economy

Mayank has always believed in the importance of data, analytics, and applications in helping people make better decisions. Prior to founding WorkSpan, he founded big data pioneer Aster Data Systems, acquired by Teradata in 2011 where he served as co-president of Teradata Aster division. He has a PhD in computer science from Stanford University and B.Tech from IIT Bombay.

Neil Blecherman

IoT and Digital Transformation Consultant

Session 108

Transforming Partnerships in the Cloud

Neil Blecherman is an IoT and digital transformation consultant with a focus on partnerships and product marketing. His has helped clients in areas including IoT platforms, power generation and industrial systems.

Prior to consulting, Neil was a Director in Intel's Internet of Things Group managing key partnerships and products. Prior to this IoT assignment, Neil was Global Director of Platform Partnerships for Intel, developing new technology and business models with some of the company's largest global software partners in the areas of cloud, security, media, data center and client. Neil has also managed business development with Intel's North American software partners, directed the mobile microprocessor product line and owned Intel's corporate branding and naming strategy.

Neil holds a degree in Electrical Engineering from the University of Pennsylvania and an MBA from the Wharton School of Business. He lives in Menlo Park, CA with his wife, a technology serial entrepreneur, and his three, technically-obsessed sons. He can be contacted at neilblecherman@gmail.com, as well as followed on LinkedIn, Twitter, and Flipboard.

Forum Speakers

Keith Chambers

Director, Operations Management Software | ***AVEVA***

Session 108

Internet of Things: Reality Sets In

Keith Chambers, director, operations management software, is responsible for strategic direction, commercialization and development for AVEVA's operations management portfolio globally. Keith has over 20 years' experience in the automation, software and MES business with a focus on manufacturing operations software in the food and beverage, CPG, and life sciences industries.

Lorin Coles

CEO, Managing Director | ***Alliancesphere***; *Principal* | ***SMART Partnering***

Session 103

Value Exchange Challenge: Building the New P2P Ecosystem Partnering Muscle

Lorin Coles brings over twenty years of thought leadership and operational expertise in the areas of sales, alliance, channels, business development and ecosystem value creation.

Lorin founded Alliancesphere, a collaborative execution consultancy in 2002. He and his team work directly with Global 2000 clients and emerging start-ups to craft leading practices to help clients create, deliver and capture value through evolving/new business models, next-gen GTM/RTM, and end-to-end integrated last-mile execution programs that deliver measurable outcomes.

Previously, Lorin served as senior vice president of alliances for Scient/iXL where his team created an industry-leading program recognized as "Best-in-Class" by Gartner. He previously served as chairman for the American Israel Chamber of Commerce (AICC) in Atlanta.

Lorin was a founding member and past president of the Southeast Chapter of ASAP. Currently, he serves as a mentor and advisor to Engage Ventures and DRIVE.

In 2014 Alliancesphere joined forces with The Rhythm of Business to form SMART Partnering, a venture delivering executive suite-sponsored, enterprise-wide solutions to build next generation partnering everywhere capability to realize the value of digital business transformation.

Janine Grasso

Vice President Strategy and Ecosystem Development for Blockchain | ***IBM Industry Platform***

Session 105

Rethinking Trust on the Blockchain: Partnering and Alliance Implications

Janine has held many leadership positions across IBM. Most recently, she led the global ISV business where she drove embed revenue and the creation of "with IBM" which is the new digital engagement model for ISVs. Prior to that, Janine was vice president of business development supporting IBM Analytics, Social and Smarter Talent. Janine's responsibilities included identifying and closing several key strategic and IP partnerships, acquisitions, and ecosystem programs across the Analytics Unit.

Janine's current strategic role is to develop, identify and scale the blockchain ecosystem for IBM. In this role, Janine is responsible for building out an ecosystem of partners, ISVs, and developers across the blockchain platform and industry solutions.

Janine has been with IBM for 20 years and graduated from Pace University in New York.

Forum Speakers

Nina Harding

Channel Chief | ***Google Cloud***

Session 107

Transforming Partnerships in the Cloud

Nina is the channel chief for Google Cloud, managing a team that leads partner strategy and programs across all partners that sell, service and build with Google Cloud technology.

Since joining Google Cloud in September of 2017, Nina has already made significant changes to improve the current program. From getting 100% partner attach commitments across all teams, creating dynamic incentives, to launching a deal registration and referral programs, all her efforts are directed toward enabling partners and strengthening their Google Cloud business for their future.

A 25+ year veteran in the IT sector, prior to joining Google Cloud she spent 13 years at SAP as vice president of global business development and sales program building SAP PartnerEdge for their expanding partner ecosystem. Previously she held various partner impacting roles at Microsoft, Cacheon, and Oracle.

When she is not engaged in building partner success, she is busy exploring new restaurants in Los Altos since recently relocating there. In her free time, she also volunteers with Wounded Warriors. And on Sundays, you can find her on the golf course or at a farmer's market collecting ingredients for her Danish recipes.

Forum Speakers

Ray Homan

Vice President of Business Development | ***SAP***

Session 102

Ride the Wave of the New Alliance Economy

Ray Homan is Vice President of Business Development at SAP. He is responsible for driving SAP Leonardo ecosystem for SAP and driving digital transformation with Global Software Services Partners. His role builds upon his senior executive experience with software and hardware companies in Silicon Valley, including previous positions as President and CEO of BDNA Corporation and Vice President of the SAP High Technology Industry Business Unit.

Michael Marchuk

Chief Technology Evangelist | ***Blue Prism***

Session 106

Robotic Process Automation (RPA): Partnering Considerations

Author, speaker, and business leader Michael Marchuk has been working with organizations for over 35 years to provide a positive impact using technology to advance business objectives. Using innovation to transform the way business works, he has lead projects for IBM, AT&T, Accenture, and Avanade in financial services, manufacturing, health care, and telecommunications. As Blue Prism's Chief Technology Evangelist for North America, Michael is responsible for educating the market on the value of leveraging and integrating Robotic Process Automation to drive digital transformation. Michael has a degree in finance from the University of Illinois.

Mitch Mayne

Public Information Officer, IBM X-Force Threat Intelligence | ***IBM***

Session 101

Cyber Security Ecosystem Meets the Customer Experience

Mitch is the Public Information Officer (PIO) for IBM Security X-Force Threat Intelligence, and is responsible for how IBM X-Force communicates both internally and externally during global or widespread cyber incidents. Mitch is also the lead branding officer for IBM X-Force, and a regular contributing author and podcast host on SecurityIntelligence.com. Mitch specializes in translating deep technical content into usable, consumable information for the everyday business user. Mitch's expertise includes software, services, and business partner communication; content marketing; and brand design and implementation. He holds a Masters Degree in Communication and Media from Stanford University.

Session Descriptions

Todd Miller

Vice President, US Business Development | ***ChromaWay***

Session 105

Rethinking Trust on the Blockchain: Partnering and Alliance Implications

Todd is the vice president, US business development for ChromaWay, an innovative blockchain software company with offices in Stockholm, Tel Aviv, and Washington, DC. At ChromaWay, Todd is responsible for managing all aspects of the US operation including marketing, business development, and thought leadership. His team is responsible for creating strategic partnerships with channel partners and facilitating the establishment of data sharing consortiums among financial institutions, supply chain partners, and public-sector agencies.

Prior to ChromaWay, Todd was a senior leader at Fannie Mae where he led product development and technology partnerships teams across the single-family business. Part of this work included leading successful efforts to incorporate mortgage service partners into the electronic mortgage. Before joining Fannie Mae, Todd was a management consultant at HP/EDS and Price Waterhouse focusing on process reengineering and digital business.

Todd has been a member of ASAP since 2016, represents ChromaWay at the Mortgage Industry Standards Maintenance Organization (MISMO) and the American Council for Technology/Industry Advisory Council. He earned a BA from the University of Wisconsin and an MPA from New York University.

Scott Smith

Founder | ***Fathym***

Session 108

Internet of Things: Reality Sets In

Scott Smith is a serial entrepreneur with a background in Wall Street finance. He started his career as one of the first growers of Sunburst tangerines. He helped create a market for the fruit that led to its decades-long popularity.

Soon after, Scott became an early pioneer in structured finance, launching the first mixed-property commercial mortgage conduit and securing a billion-dollar line of credit from DLJ. His model for securitizing loans was rapidly adopted by Wall Street and remains the cornerstone for mortgage-backed securities today. Later, Scott helped structure the financing for President Nelson Mandela's Redevelopment Program, which provided affordable housing for some 11,000 families near Soweto.

While still involved in securitization, Scott founded Kidz Magazine, an early example of user-generated content. The publication grew to 30 nations, with a readership in the millions. Later, his work in education led him to co-found two charter schools, Summit Middle School and Peak-to-Peak Charter School, the latter of which is ranked among the top 30 schools in the nation by Time Magazine and U.S. News & World Report.

Scott's interest in finance led him to help launch a number of technology firms. He's a managing member of C Squared, a venture fund in Boulder, Colorado, where he invented two patent-pending financial technologies for bringing structured finance into the world of private equity. He's also a co-founder of Massively Parallel Technologies, a platform for automating the management and modernization of legacy code, and Fathym, a platform for automating the development of solutions for the Internet of Things.

Scott is the author of *The New Operating System For the American Economy*, which sets forth a plan to revamp the nation's tax and banking system. The plan reduces taxes for individuals and corporations, while raising sufficient revenue to balance the budget and provide universal basic income, free healthcare, and free college. Scott recently founded the Foundation For a Better Economy to promote the plan.

Scott lives in Boulder, Colorado with his wife, Sheri, the founder of Indigo Education Company. He has six children and enjoys painting galaxies in his spare time.

Session Descriptions

Leslie Tom

Senior Vice President, AppExchange Marketing & Programs | ***Salesforce***

Session 104

API Economy: Salesforce AppExchange Partner Ecosystem

Leslie Tom is senior vice president of AppExchange marketing & programs at Salesforce. She leads customer, partner and community marketing for AppExchange—the #1 enterprise cloud marketplace—and owns the AppExchange partner program and partner enablement. Leslie also leads Salesforce Accelerate—a virtual fast track on boarding program for AppExchange apps.

Leslie's focus is to recruit ISV partners to build, connect or integrate their solution on the Salesforce Platform and list on the AppExchange, enable all partners for joint success, market AppExchange apps and solutions to Salesforce customers and engage the partner and customer community.

Prior to joining Salesforce in 2005, Leslie worked in marketing leadership roles for 10+ years at Siebel Systems and Oracle. Leslie holds a double major in business and psychology from San Jose State University.

Session Descriptions

Ann E Trampas, CSAP

Professional Development Practice Lead | ***Phoenix Consulting***
Lecturer | ***University of Illinois - Chicago (UIC)***

Session 108

Internet of Things: Reality Sets In

As Practice Lead Ann works with clients developing and delivering skills mastery classes in collaborative relationship management and consulting in optimizing their strategic alliances. At UIC she teaches channels of distribution and ecommerce, marketing, sales management, and business strategy and advises the American Marketing Association Chapter. She is also a faculty member of the American Management Association, where she facilitates a variety of courses.

Ann is currently a board member and former president of the Midwest Chapter of the Association of Strategic Alliance Professionals (ASAP) and a member of the Technical Advisory Group for the ISO standard for Collaborative Business. She is a member of the Executives Club of Chicago and the American Marketing Association. Previously Ann has held positions including ASAP Certification Program Director and vice president of global alliances for IBM-SPSS.

Scott Van Valkenburgh, CSAP

Vice President, Global Alliances Leader | ***Genpact***

Session 106

Robotic Process Automation (RPA): Partnering Considerations

Scott is responsible for the company's overall alliance strategy, execution and joint offering development. Previously, Scott was senior director of alliances at SAS, and led the company's global partner relationships. Prior to SAS, Scott was the founder and managing partner of The Sequoia Architecture Group. He also served as a principal for PricewaterhouseCoopers within their management consulting services practice's information and technology practice. While at PwC, Scott helped FORTUNE 500 corporations create, develop, evaluate and implement ERP, CRM and client/server strategies and solutions.

Wendi Whitmore

Global Lead for X-Force IRIS | ***IBM***

Session 101

Cyber Security Ecosystem Meets the Customer Experience

Wendi Whitmore is a technical leader with 15 years of diverse experience in incident response, proactive and strategic information security services, and intelligence and data breach investigations. At IBM, Wendi was instrumental in creating IBM X-Force IRIS which includes the global X-Force Incident Response, Proactive Services and Threat Intelligence practices. In her role, Wendi leverages people, infrastructure, data and technology to drive the capabilities of detection and defense against targeted threats for client organizations throughout the world. Before joining IBM, Wendi served as the vice president of CrowdStrike Services. While at CrowdStrike, she was responsible for all professional service offerings and engagements delivered by the company. Wendi and her team responded to critical security breaches within Fortune 500 companies from verticals in technology, defense industrial base, energy, critical infrastructure, and the U.S. federal government. In this role, Wendi was also responsible for managing P&L, sales and business development, and recruiting efforts.

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