



# ASAP<sup>®</sup> Tech Partner Forum

Wednesday, June 19, 2019 | Santa Clara, California

Hosted by Citrix Systems

## Conference Agenda

\*Sessions, times, and speakers are subject to change. As of 3.14.19

Event Time	#	Session Title	Speakers
8:00 a.m. - 8:45 a.m.		<b>Registration/Continental Breakfast</b>	
8:45 a.m. - 9:00 a.m.		<b>Opening Remarks</b>	Michael Leonetti, CSAP   <i>President &amp; CEO   ASAP</i>
9:00 a.m. - 9:30 a.m.	101	<b>The Relevance of Partnerships as Citrix Embarks on Delivering an Intelligent Workspace to Power the Future of Work</b>	Steve Wilson   <i>Senior Vice President   Citrix</i>
9:35 a.m. - 10:20 a.m.	102	<b>Are Strategic Partnership Dead in Silicon Valley?</b>	Josh Moss   <i>Editor in Chief   Silicon Valley Business Journal</i>
10:20 a.m. - 10:35 a.m.		<b>Networking Break</b>	
10:35 a.m. - 11:20 a.m.	103	<b>The New Metrics: The Ecosystem Dashboard You Need to Make Decisions Today</b>	Lorin Coles, CSAP   <i>CEO, Alliancesphere   Principal, SMARTPartnering</i> Jan Twombly, CSAP   <i>President, The Rhythm of Business   Principal, SMARTPartnering</i>
11:25 a.m. - 12:10 p.m.	104	<b>Alliance Management Skills for Today's Fast-Moving Ecosystems</b>	Jim Chow   <i>Head, Global SI Strategic Partnerships, Google Cloud Platform   Google</i> Katherine O'Leary   <i>Global Consulting Partnerships   Workplace by Facebook</i>
12:15 p.m. - 1:00 p.m.	105	<b>Using AI to Create New Partnerships in the Multi-Billion Dollar Digital Media Market Place, The Condati Story</b>	Ken Gardner   <i>CEO &amp; Founder   conDati</i>
1:00 p.m. - 1:45 p.m.		<b>Networking Lunch</b>	
1:45 p.m. - 2:30 p.m.		<b>5 G Panel: How 5G will Transform and Disrupt Business and Partners</b>	<b>Moderator:</b> Norma Watenpaugh, CSAP   <i>Founding Principal and CEO   Pheonix Consulting Group</i> <b>Panelist:</b> Verizon, Ericsson, Samsung, Qualcomm
2:35 p.m. - 3:20 p.m.	106	<b>TBD</b>	
3:25 p.m. - 4:10 p.m.	107	<b>Develop &amp; Manage Coopetition Based Partnerships Through The Introduction of Disruptive Technologies, in Networking, Data Protection, Storage / Cloud with Xi</b>	Jay Chitnis   <i>Head of Global Strategic Alliances   Nutanix &amp; Partner</i>
4:15 p.m. - 5:00 p.m.	108	<b>Empowering Partners with Einstein, How Artificial Intelligence is Changing Partner Relations</b>	Falbrice Talbot   <i>VP Product Management, Sales Cloud PRM   Salesforce</i>
5:00 p.m. - 6:30 p.m.		<b>Close &amp; Networking Reception</b>	

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