



ASAP[®] 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 4.12.19

Event Time	#	Session Title	Speakers
8:00 a.m. - 8:45 a.m.		Registration/Continental Breakfast	
8:45 a.m. - 9:00 a.m.		Opening Remarks	Michael Leonetti, CSAP <i>President & CEO</i> ASAP
9:00 a.m. - 9:30 a.m.	101	The Relevance of Partnerships as Citrix Embarks on Delivering an Intelligent Workspace to Power the Future of Work	Steve Wilson <i>Senior Vice President</i> Citrix Systems
9:35 a.m. - 10:20 a.m.	102	Are Strategic Partnerships Dead in Silicon Valley?	Josh Moss <i>Editor-in-Chief</i> Silicon Valley Business Journal
10:20 a.m. - 10:35 a.m.		Networking Break	
10:35 a.m. - 11:20 a.m.	103	The New Metrics: The Ecosystem Dashboard You Need to Make Decisions Today	Lorin Coles, CSAP <i>CEO, Alliancesphere</i> Principal, SMARTPartnering Jan Twombly, CSAP <i>President, The Rhythm of Business</i> Principal, SMARTPartnering
11:25 a.m. - 12:10 p.m.	104	The Strategic Partner Executive of the Future and the Skills Needed for Success	Moderator: Norma Watenpaugh, CSAP <i>Founding Principal and CEO</i> Phoenix Consulting Group Panelists: Jim Chow <i>Head, Global SI Strategic Partnerships, Google Cloud Platform</i> Google Katherine O'Leary <i>Global Consulting Partnerships</i> Workplace by Facebook
12:15 p.m. - 1:00 p.m.	105	Using AI to Create New Partnerships in the Multi-Billion Dollar Digital Media Market Place The conDati Story	Ken Gardner <i>CEO & Founder</i> conDati
1:00 p.m. - 1:45 p.m.		Networking Lunch	
1:45 p.m. - 2:30 p.m.	106	5G Panel: How 5G will Transform and Disrupt Business and Partners	Moderator: Randy Fienberg, CA-AM <i>Strategic Alliance Consultant</i> MI17 Panelists: Winfred Chao Verizon Rob Hull British Telecom Sunil Patil Qualcomm Andreas Westh Ericsson
2:35 p.m. - 3:20 p.m.	107	Digital Therapeutics: Bringing Together Tech Partners and Science to Improve Lives	Davina Pallone <i>Vice President Product Development</i> Neurotrack
3:25 p.m. - 4:10 p.m.	108	Develop & Manage Coopetition-Based Partnerships Through the Introduction of Disruptive Technologies, in Networking, Data Protection, Storage / Cloud with Xi	Jay Chitnis <i>Head of Global Strategic Alliances</i> Nutanix
4:15 p.m. - 5:00 p.m.	109	Empowering Partners with Einstein, How Artificial Intelligence is Changing Partner Relations	Fabrice Talbot <i>VP Product Management, Sales Cloud PRM</i> Salesforce
5:00 p.m. - 6:30 p.m.		Close & Networking Reception	

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