



The 2019 **Corporate
Development**
CONFERENCE

**Pivot to Prepare: Transforming Business
Models through Dealmaking**

October 22–23 2019
Convene
New York, NY

Lead Sponsor:



www.conferenceboard.org/corporatedevelopment

Group Rates
Available
\$300 SAVINGS
Per Person

Agenda

Day One

Tuesday, October 22, 2019

12:00 - 1:00 pm

Registration

1:00 - 1:05 pm

Welcome

1:05 - 1:30 pm

General Session A

M&A Trends/Outlook

Moderator:

Ed Hammond, Reporter, **Bloomberg**

Panelists:

William Casey, Americas Vice Chair, Transaction Advisory Services, **EY**

Bart Van Ark, Chief Economist, **The Conference Board**

1:30 - 2:15 pm

Panel Session B

Growth Strategy Design: How to strategically position yourself for growth in your industry

In the digital age, every organization needs to think like a strategy house, innovate like a start-up, design like a tech giant and scale like a venture capitalist. In this session we will answer key questions on designing a growth strategy in this age of transformation to include:

- How can you better understand what your competitive set will look like in 5 years, particularly as sectors converge?
- How to plan growth strategy accordingly?
- How should companies use acquisitions to improve their relative market value, or scale down and specialize?

Moderator:

Karl Cheng, Managing Director, Co-head of Technology, **EY-Parthenon**

Panelists:

Tim Crowhurst, Head of Corporate Development, **Cognizant**

Brian Hamilton, Managing Director, Business Development, **BlueSky Vision**

Duane Nelles, SVP Corporate Development, **QUALCOMM**

2:15 - 2:45 pm

General Session C

Deal Spotlight

Medtronic-Cardinal Health Deal

In 2017, Medtronic sold its Patient Care business to Cardinal Health for \$6.1B, the largest divestiture in MedTech history. In this session you will hear how the decisions were made to divest some parts of the Patient Care business to Cardinal Health and why others were retained.

Moderator:

Lilian Ore, University Faculty, **NYU**

Panelists:

Chris Cleary, VP Corporate Development, **Medtronic**

Davis Allen, Business Development & Licensing Director, **Medtronic**

2:45 - 3:30 pm

Panel Session D

Selling to Grow: Divesting

Divestment is about driving positive corporate change by selling – rather than buying – assets, lines of business or subsidiaries. The principle is simple: By staying laser focused on the core products or services driving the highest yield and shedding assets that are less profitable or loss leaders, you can maximize growth.

In this session we will answer questions like:

- How do you know which business you should sell in order to invest in areas of growth?
- What's the best way to prepare in order to maximize deal value and minimize disruptions?

Moderator:

Rich Mills, Global Divestitures Leader, Transaction Advisory Services, **EY**

Panelists:

Elizabeth Satin, SVP, Head of M&A, **Wolters Kluwer**

David Martin, Head of Strategy, Corporate Development & Venture Capital, **Caterpillar**

Jelena Guzenko, Director M&A, **Siemens**

3:30 - 4:00 pm

Networking Refreshment Break

4:00 - 4:45 pm

Panel Session E

Big Data: How Data Analytics Improves Deal-Making

Nearly always, the first step of a merger or acquisition is determining a target. Data analytics can allow buyers to visualize a wider playing field, allowing for comparisons, combinations or cutting of duplicate resources to be made to help maximize revenue and minimize costs. In this session, we will look at how data science and analytics is advancing diligence to enable more efficient and effective business decisions and answer important questions of how to leverage big data in deal-making

- How do you best leverage data and analytics to make better decisions?

Moderator:

Malinda Gentry, Principal / US Analytics Leader for Transaction Advisory Services, **EY**

Panelists:

Satish Raman, Chief Corporate Development, **Fractal Analytics**

Jeff Fraser, Partner, **Sebonac**

Andrew Strickenburg, Director Ball Enterprise Intelligence, **Ball Corporation**

4:45 - 6:15 pm

Networking Reception

Day Two

Wednesday, October 23, 2019

8:00 - 9:00 am
Registration and Breakfast

9:00 - 9:45 am
Panel Session F

How to accelerate technology and innovation: buy or build?

With rapidly changing technology critical to all sectors, many companies understand that they need to deal with ever-increasing external threats by continually innovating and accelerating technology acquisition. To ensure their survival and growth, corporations need to make decisions on when to buy or build to get new capabilities.

In this session we will answer the following question(s):

- How are companies approaching technology acquisition and development?

Moderator:

David Fergusson, Chairman & CEO, **The M&A Advisor**

Panelists:

Doug Giordano, SVP, Worldwide Business Development, **Pfizer**

Tom Jessop, Head of Corporate Business Development, **Fidelity Investments**

Kimberly Baird, Corporate Development Integration Lead, **Cisco**

9:45 - 10:15 am
General Session G

Deal Spotlight Boeing-BDSI Deal

Boeing acquired BDSI (formerly KLX) in 2018 for \$4.5B. In this session you will hear from Boeing executives on their experiences and perspectives from deal conception, negotiation, and execution on this important deal for Boeing.

Moderator:

Lilian Ore, University Faculty, **NYU**

Panelists:

Travis Sullivan, VP and General Manager, **The Boeing Company**

Kent Fisher, VP Corporate Development, **The Boeing Company**

10:15 - 11:00 am
Panel Session H

Culture as an Enabler of Transformation

Culture is a key determinant of successful transformation. We can change our technologies, our infrastructure, and our processes, but without addressing the human element, lasting change will not happen.

It's important for business leaders to understand their organization's current culture and to map a solution and timeline that complements it. In this session we will answer question(s) like:

- If people are critical assets, how do you persuade them to stay in your organization, particularly during M&A of a traditional business versus an innovative startup environment?

Moderator:

Dr. J. Keith Dunbar, Program Director, **The Conference Board**

Panelists:

Marie Quintero-Johnson, VP and Director, M&A, **The Coca-Cola Company**

Evelyn Douglas, SVP Corporate Development and Strategy, **Becton Dickinson**

Julia Trujillo, SVP Global Talent & Workforce Development, **MetLife**

11:00 - 11:30 am

Networking Refreshment Break

Concurrent Master Classes

Customize your experience by attending 3 of the 4 master classes below. Each master class will run for 30 minutes and will be repeated to allow all attendees to participate in 3 classes of their choice.

1. Integration costs

Companies often underestimate integration costs and what drives them. This session will explore what you need to consider when you develop an integration budget.

Ron Charles, Executive Director Transaction Integration, **EY**
Andy P. Lorenzetti, Partner Transaction Advisory Services, **EY**

2. Cyber security

As data breaches and privacy concerns continue to make headlines, regulatory agencies are making it increasingly clear that cyber diligence is an important part of any inorganic growth strategy. This session will focus on how companies can thoughtfully balance protecting themselves while moving forward with corporate deals.

John Hauser, Americas Transaction Support – Cyber Due Diligence Leader, **EY**

3. M&A Tax Considerations

How having the right tax strategy can make or break a deal. This session will focus on a review of case studies to understand how tax strategy can result in either synergies or de-synergies both in the transaction and post-transaction.

Torsdon Poon, Americas International Tax and Transactions Integration Lead, **EY**

4. Critical People Matters

Focusing on critical HR issues early in the deal to the same degree as customers, products and financials will set you down the path of success. This session will explore approaches for identifying key talent, developing retention strategies, establishing stock transition strategies, and evaluating other workforce considerations that are material to deal success

Niki Lee, Principal, People Advisory Services, **EY**

Chuck Moritt, Managing Director, People Advisory Services, **EY**

11:30 - 12:00 pm

Concurrent Master Classes

Session 1

Attend the master class of your choice.

12:00 - 12:30 pm

Concurrent Master Classes

Session 2

Select a master class that you have not already attended.

12:30 - 1:15 pm

Networking Lunch

1:15 - 1:45 pm

Concurrent Master Classes

Session 3

Select a master class that you have not already attended.

1:45 - 2:00 pm

Networking Refreshment Break

2:00 - 2:45 pm

Panel Session L

Getting a Seat at the Table: How to influence capital allocation at your organization

Capital allocation may be the most critical means of translating corporate strategy into action. As CDOs, you have an important opportunity working with the CFO to provide input and insight to CAPEX decisions. In this session we will answer questions like:

- Why is it important for CDOs to have a voice at the table when it comes to capital allocation decisions?
- How can you position yourself to be able to provide objective capital allocation advice?

Moderator:

Klint Kendrick, Director Mergers & Acquisitions HR, **Oracle**

Panelists:

Andy Donner, SVP, Music & Corporate Development, **Eventbrite**

Bruce McConnell, Director Corporate Finance, Global Head of M&A, **CAE**

Peter Hawthorne, Managing Partner, **P. Chandler Partners**

2:45 - 3:00 pm

Networking Refreshment Break

3:00 - 3:45 pm

Panel Session M

Creating Value in an Uncertain World: How to reshape your business to thrive amid market and economic disruption

Strategy under uncertainty is a dynamic game. Just when you think you've developed the strategy for success, a new technology emerges, a new competitor enters, or fickle consumers turn their focus to the next "must have" product. While "sticking to your knitting" is sometimes the key to success in stable markets, reshaping your business amid

market and economic disruption require that companies make the right strategy updates at the right time. In this session we will answer questions like:

- How can organizations solve urgent, complex situations to sustainably improve business results by focusing on margin, leadership strength and portfolio optimization through M&A?

Moderator:

Gaurav Malhotra, Partner, **EY**

Panelists:

Greg Psihas, Head of Corporate Development, **Lockheed Martin**

Carol Challed, Vice President and General Manager, **Henry Schein**

Jit Lodd, Head of M&A Strategy, **Mondelēz International**

3:45 - 4:00 pm

Conference Wrap-up and Feedback

REGISTRATION INFORMATION

Online www.conferenceboard.org/corporatedevelopment

Email customer.service@conferenceboard.org

Phone 212.339.0345

8:30 am – 5:30 pm ET, Monday – Friday

Conference Pricing: REGISTER EARLY AND SAVE!	
Members	\$2,395
Non–Members	\$2,895

Fees do not include hotel accommodations.

Location

Convene

605 Third Avenue (between 39th & 40th)

New York, NY 10158

Cancellation Policy

Full refund until three weeks before the meeting. \$500 administration fee up to two weeks before the meeting. No refund after two weeks before the meeting. Confirmed registrants who fail to attend and do not cancel prior to the meeting will be charged the entire registration fee.

Team Discounts per Person

For a team of three or more registering from the same company at the same time, take \$300 off each person's registration. One discount per registration. Multiple discounts may not be combined.