



The 2011

Strategic Alliances Conference

Growing Profitable Strategic Alliances in a Complex Global Economy

October 20–21, 2011

InterContinental The New York Barclay



- Strategies and best practices for growing and expanding strategic alliances
- Insights on accelerating growth and innovation with alliances
- The best ways to foster trust and collaboration with partners

Presented with assistance from **vantage** partners

Marketing partner



Attendees will learn

- Insights on expanding alliances in high growth markets
- The best ways to foster trust and collaboration with partners
- How to accelerate growth and innovation with alliances
- The importance of alliance governance and developing the right framework
- New alliance management tools and metrics

Who should attend

Attendees for this conference include senior strategic alliance executives responsible for managing alliances, business development, marketing, finance and legal executives.

Previous participants of The Strategic Alliances Conference

| | |
|-----------------------------------|-------------------------------|
| ADP | LG Electronics Inc. |
| AMD Industries Inc. | Land O'Lakes, Inc. |
| Amgen, Inc. | MasterCard Advisors |
| AnheuserBusch Companies, Inc. | Microsoft Corporation |
| Archer Daniels Midland Company | Motorola, Inc. |
| Bayer Healthcare LLC | Northwestern Mutual |
| Boeing Company | Novartis Corporation |
| Boston Scientific Corporation | Pfizer Inc. |
| Capital One Financial Corporation | Procter & Gamble Company |
| Cardinal Systems | QUALCOMM, Inc. |
| Cargill | Quintiles Transnational Corp. |
| Caterpillar, Inc. | Raytheon Company |
| Chiquita International Limited | Rockwell Automation |
| Chubb Corporation | SAP America, Inc. |
| Cisco Systems, Inc. | ScheringPlough Corporation |
| Coca-Cola Company | Seagate Technology |
| Conde Nast Publications, Inc. | Shell Oil Company |
| Corning Inc. | Siemens Corporation |
| DuPont Company | Sprint Nextel Corporation |
| Eli Lilly and Company | Starwood Hotels & Resorts |
| FirstEnergy Corp. | Worldwide, Inc. |
| Gap International, Inc. | Symantec Corporation |
| General Dynamics Corporation | The Clorox Company |
| Hewlett-Packard Company | The Dow Chemical Company |
| Home Depot Inc. | The Hershey Company |
| IBM Corporation | Tiffany & Co. |
| International Paper Company | United Airlines Inc. |
| Johnson & Johnson | Wells Fargo & Company |
| Kellogg Company | Xerox Corporation |
| Kraft Foods, Inc. | |



Thursday, October 20, 2011

REGISTRATION AND CONTINENTAL BREAKFAST 8–8:45 AM

WELCOME AND INTRODUCTION 8:45–8:50 AM

Christine Hess, Conference Program Director, **The Conference Board**

A 8:50–10 AM

Keynote: Growth and Alliances: Strategies for Expanding Global Partnerships

Growth, innovation and expansion into new markets are three key benefits of strategic alliances. Indeed, alliances are an important growth strategy for many companies; however, it can be a challenge to maintain successful and profitable ones. In this keynote session you will hear candid insights on developing a global alliance strategy, assessing internal resources and achieving clearly defined goals.

Russ Buchanan, CA-AM, Vice President, Worldwide Alliances, **Xerox Corporation**

B 10–10:45 AM

Increasing the Odds: Building Strategic Alliances that Work

Alliances have become crucial to many companies in this competitive global economy and yet more than half of them fail. This session will identify and discuss key elements critical to the development and management of successful alliances. Topics include:

- Managing an alliance ecosystem or network
- Fostering trust with partners
- Partnering with competitors

Rob Minaglia, Vice President, Strategic Alliances, **CA**

NETWORKING REFRESHMENT BREAK 10:45–11 AM

C 11 AM–NOON

Working Groups: Alliance Management Tools and Metrics

What are the best tools for managing complex processes, tracking progress and measuring success? In this session, attendees will gather in small groups to exchange ideas on the tools that they use to manage alliances including: scorecards to track progress and highlight issues, dashboards, social networking tools, strategic innovation grids and alliance charters.

Christine Hess, Program Director, **The Conference Board**

LUNCHEON NOON–1 PM

Call Customer Service at 212 339 0345

Strategies for a Successful New Alliance Launch

Launching a new alliance is a complex process. Communicating new products to stakeholders is challenging enough without the added challenge of coordinating the many channels of communication. Given the complexities, what are the best ways to launch new alliances? What is the right amount of planning with partners? What is the best way to enable collaboration? How do you manage potential issues with existing partners? In this session we will focus on:

- Developing a plan for new alliances
- The importance of an efficient and effective hand-off from alliance deal-makers to alliance management teams
- How to quickly build a foundation of mutual understanding and trust with alliance partners

Gregory Jaeger, Vice President of Business Development, Mortgage Origination, **USAA**
Dean Haugen, Vice President, Strategic Alliance Development, **Wells Fargo Ventures**

Evolving a Company's Internal Processes to be Alliance Enabled

As companies evolve and become increasingly reliant on alliances in the conduct of their business, oftentimes, a company's internal business processes fail to evolve to accommodate new requirements and obligations of working within an alliance. This session discusses Amgen's focus on and approach to evolving its internal business processes to more efficiently address the demands and obligations of its alliance portfolio.

Brad Crawford, Executive Director – R&D Alliance Management, **Amgen**

Virtual Due Diligence: Streamlining Processes, Reducing Cost

Due diligence can be very costly. How can companies reduce the cost and duration of the due diligence process? In this case study, the Head of Alliance Management from Nycomed will share insights on the virtual due diligence process. Nycomed has been able to cut costs while streamlining the process for sharing confidential information safely in a virtual environment. They will share how they overcame some of the challenges of doing due diligence virtually and how they continue to improve the process.

Jeff Jewell, Head, Alliance Management, **Nycomed**

Strategic Alliances in Asia: Tapping into High Growth Markets

Asia is a high growth, diverse and complicated region. Companies that are looking to expand their operations and businesses there must have a good understanding of the similarities and differences among the various countries and markets. There are many issues to consider: market conditions; the regulatory climate; managing risk and third party relationships. Of key importance is to gain an understanding of when cultural differences matter. This case study will feature a company that has an expertise in developing businesses and alliances in Asia and the presenter will share strategies on how to be successful.

Dave Bunker, Vice President, Alliances and Channels, **Oracle**



NETWORKING REFRESHMENT BREAK 3-3:30 PM

F 3:30-4:15 PM

Strategic Alliance Governance: Developing the Right Framework

Effective alliance governance is about far more than establishing committees and staffing them with executives. An alliance's governance framework ought to enable efficient and effective decision-making within each company and between companies both within and outside of committees; involve regular, cross-functional input; and enable partners to identify and capitalize on opportunities. In this session, Jonathan Hughes of Vantage Partners will share insights and case studies that highlight best practices for establishing and managing a successful joint governance framework.

Jeff Weiss, Partner, **Vantage Partners**

G 4:15-5:15 PM

Panel: Fostering Trust and Collaboration in Alliances

While everyone is in agreement that trust is an important component of alliances, why is it so hard to cultivate and maintain? What are the best ways to build trust and collaboration? This panel will feature senior alliance professionals who will share their experience and insights on building trust and describe the impact of trust and collaboration on the success of alliances. The session will focus on:

- Ways to share what you value and focus on what is best for the alliance
- Building trust on small issues
- Communication frequency and the importance of meeting face to face
- How to build trust when you are partnering with a competitor

Moderator

Art Canter, President, **Association of Strategic Alliance Professionals**

Panelists

Jack Pearson, CSAP, Vice Chairman, ASAP Board of Directors and Vice President and Global Head, Alliance Management, **Quintiles**

Steve Twait, Director, Alliance Management and M&A Integration

Eli Lilly and Company

NETWORKING COCKTAIL RECEPTION 5:15-6:15 PM

HOSTED BY **vantage** partners

Conference KeyNotes

Registration includes this summary of conference highlights
and a post-conference interactive webcast

Friday, October 21, 2011

CONTINENTAL BREAKFAST 8–9 AM

H 9–10 AM

Accelerating Growth with Alliances

Creating growth is a business requirement we all struggle with. It's never enough, and it's never fast enough. To access new markets, companies must clearly define critical business drivers, evaluate the assets they can bring to bear, and then objectively delineate the gaps that must be filled to enable success. These gaps can be filled by internal development, through acquisition, or through partnering and there are advantages and disadvantages to each of these approaches. In addition, competitive companies are able to work at lightning speed and accelerate the execution of their alliances. In today's complex global environment, how should organizations drive new growth through alliances? What are some strategies to help them work at "internet speed" and stay competitive?

John Schloff, Vice President Marketing and Strategic Alliances, **Volly by Pitney Bowes**

NETWORKING REFRESHMENT BREAK 10–10:20 AM

I 10:20–11 AM

Building an Alliance Capability: Finding Talent and Developing Staff

Alliance managers need to be strategic, diplomatic, customer focused, and have strong project management skills. Most alliances groups need executives and managers that have an understanding of how to launch a new alliance, manage partnerships and measure their performance. What are the best ways to build an alliance capability? What are the key skills that need to be developed? How can the professionalism of your staff make you a partner of choice?

J 11 AM–NOON

Panel: The Innovation Imperative

Innovation is strategically, critically important to most corporations. However, finding truly breakthrough products and services is few and far between. What are the key attributes of a company that excels in innovation? This panel session will feature senior executives who will discuss innovation strategies and the role of strategic alliances in the innovation process. The panel will address key issues including:

- Developing an innovation agenda and a process
- Strategies for alliance partnerships that can produce ground-breaking innovation
- Customers and Innovation
- Open collaboration
- Partnering with competitors and protecting IP

Moderator

Jonathan Hughes, Partner, **Vantage Partners**

Panelist

Mike O'Neill, Vice President, Alliances, **EMC Corporation**

Dave Bunker, Vice President, Alliances and Channels, **Oracle**

Presentations

Available online in advance of the conference

Registration Information

Online www.conferenceboard.org/alliances2

Email customer.service@conferenceboard.org

Phone 212 339 0345 8:30 am to 5:30 pm ET Monday through Friday

The 2011 Strategic Alliances Conference

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Dates: October 20-21, 2011 (983012-2)

Location: InterContinental New York Barclay

Associates \$2,195 Non-Associates \$2,495

Hotel Accommodations

Fees do not include hotel accommodations. For discounted reservations, contact the hotel directly no later than the cut-off date and mention **The Conference Board Strategic Alliances Conference**.

InterContinental New York Barclay
111 East 48th Street
New York, NY 10017
Reservations: 866 243 1675
Direct: 212 955 5900

Hotel Reservations Cut-off Date
Wednesday, September 28, 2011

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.



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Promotion Code