Deepen Partnerships
Harness Collaborative Innovation
Drive Competitive Advantage

The 13th Annual
Strategic Sourcing and Supplier Relationship Management Conference
Harness Partnerships to Unlock Value and Drive Competitive Advantage

Pre-Conference Workshop:
March 28, 2017
Change, Engagement and People: Embedding SRM into the Culture of the Organization

Conference:
March 28–29, 2017
The Allerton, Chicago

www.conferenceboard.org/suppliermanagement
Pre-Conference Workshop

March 28, 2017

Registration and Breakfast: 8:30 - 9:00am

Workshop: 9:00 am - 12:30 pm

**Change, Engagement and People: Embedding SRM into the Culture of the Organization**

The most fundamental driver of SRM success is change management, not just initially, but also in day-to-day operations to ensure you are fostering a cultural transformation in the way your company works with suppliers, and continuing the momentum and focus, even through rough waters. Coordinated, cross-functional engagement is critical as it is in the individual's actions that will mean the success or failure of the SRM platform.

Furthermore, investing in skill development and making sure to have the right people in the right place at the right time is one of the single most important factors in driving the initiatives to value realization. Building and sustaining collaborative supplier relationships calls for new mindsets and skill-sets, not only in procurement and supply chain organizations, but across the enterprise.

During this workshop gain strategic guidance in navigating the softer side of SRM and explore the many levers for changing and sustaining desired behaviors. Learn how to change the organizational mindset around working with suppliers, including ways to build trust, improve communication, and optimally balance collaboration with traditional competitive sourcing strategies. Included in the discussion will be:

- Examples and practical applications of effective change management strategies
- Creating an enterprise wide capability and competency to harness collaboration through SRM
- Ways to ensure SRM initiatives are embraced across the enterprise through stakeholder commitment, leadership alignment and cross-functional internal collaboration
- Tactics and techniques to win over the most skeptical stakeholders through a detailed demonstration of the proprietary “Stakeholder and Influence Mapping Tool” and “Currently Perceived Choice Tool"
- Explore a competency framework and the key skills/training required to see your vision through
- Ways to effectively articulate the value and ROI from SRM so that you receive adequate budget and resources for the program to generate additional value

**Jonathan Hughes**, Partner, Sourcing & Supplier Management Practice Leader, **Vantage Partners**

Lunch for Workshop Attendees Only: 12:30 - 1:30 pm

Agenda

**Day One**
March 28, 2017

Conference Registration: 1:00 - 1:30 pm

Welcome and Networking Activity: 1:30-1:45

Session A: 1:45 - 2:35 pm

**Reinventing Procurement: Navigating the Evolving Procurement and Sourcing Paradigm to Yield Immeasurable Results**

Procurement and sourcing is currently at a critical inflection point, and leading organizations are moving beyond a focus of cost to drive competitive advantage for the enterprise. By holding the power to engage with suppliers in collaborative ways to drive innovation, leverage value opportunities, reduce risks and have access to knowledge and resources they have the ability to solve critical business problems and be a trusted advisor to the business. This all sounds perfect in theory but how do you capitalize on it? Company case studies and recent research will provide insights into the evolving nature of procurement and sourcing and how you can benefit from these new roles, responsibilities and expectations. Understand the power of SRM to systematically harness the power of collaboration, create a holistic and balanced program to strategically manage all interactions with suppliers across the entire lifecycle of engagement, thereby capturing vast new opportunities and value. In addition, discover new ways to rebrand your function and gain the deserved recognition from the business.

**Jonathan Hughes**, Partner, Sourcing & Supplier Management Practice Leader, **Vantage Partners**

Session B: 2:35 - 3:35 pm

**Panel Discussion: Barriers and Facilitators of Mutually Beneficial Relationships**

Research has shown that there are still gaps in the value received by SRM efforts. The most commonly cited reason for the disparity is related to the level of engagement and the time invested at the start in change management efforts. The ability to manage change in the organization is what sets apart the top tier organizations in relation to the measurement of SRM effectiveness and value capture. Hear seasoned experts explain how they employed proven change management and stakeholder engagement techniques to motivate and enable new, positive behaviors across the organization, and the guiding principles to drive mutual success in your relationships. Included in the discussion will be the internal marketing and branding efforts they have employed to gain support and recognition for the entire organization.

Moderator:

**John A. Caltagirone**, Founding Director, Loyola Business Leadership Hub, Executive Director, Supply and Value Chain Center, **Quinlan School of Business, Loyola University Chicago**

Panelists:

**Tricia Brannigan**, Senior Director, Global Specialty & Packaging Sourcing, **The Hershey Company**

**David Braxton**, Senior Vice President, Strategic Sourcing, **SunTrust Bank**

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Grace Bommarito-May, Global Strategic Sourcing and Supplier Relationship Management, Monsanto Corporation

Networking and Refreshment Break: 3:35 - 3:50 pm

Session C: 3:50 - 4:40 pm
**Negotiating with the Relationship in Mind**
Managing supplier relationships involves the deliberate balance of risk, performance, cost and relationship management activities. When executed thoughtfully the contract can set the stage for a successful relationship as well as protect the organizations from exposure and risk. This all begins at the negotiation stage, as it is here that you have the ability to set the tone for the relationship. During this session learn how to reduce mixed messages from the start and ensure your contracts are the vehicle at which your organization wants to manage the ongoing relationship in the most positive and mutually beneficial way.

Courtnee Smith, Director, Enterprise Supplier Management, Capital One

Session D: 4:40 - 5:30 pm
**Internal Collaboration: Bringing Together Cross Functional Stakeholders to Create Alignment, Strategy Realization and the Journey to Success**
SRM success depends as much on internal relationship management as it does on external. Alignment between sourcing and partnership strategies, and how these connect to the overall business strategy of the organization, is a prerequisite for success in any supplier management endeavor. During this session, uncover ways to breakdown internal silos to drive cross-functional engagement across the enterprise to enable suppliers to become strategic assets and for you to become a trusted advisor to internal business partners.

Christopher Silva, Senior Director, Procurement, Radius Health, Inc.

Networking and Cocktail Reception: 5:30 - 6:30 pm

Hosted by: vantage partners

Day Two
March 29, 2017

Continental Breakfast: 7:30 - 8:00 am

Session E: 8:00 - 9:00 am
**Breakfast Roundtable Session: Keeping Pace with Emerging and Disruptive Technology**
The rate at which technology is advancing is dizzying. Every day we are bombarded with the latest advancements, but what does this mean to you and how can you embrace this disruption to further your strategic agenda? Benchmark with your peers to understand how they have best utilized new technologies and capabilities in order for you to gain the knowledge to stay ahead of the curve to maximize value, and invest in the right options for your business needs. The discussion will be separated into two technological themes, first we will explore tools for SRM and how these can best manage/monitor your platform. Next, in a forward looking discussion, we will explore the disruptive technological landscape and explore the long term impact of new technological trends will have on collaboration between suppliers and buyers. By sharing real experiences and implementations you will separate marketing hype from reality and be able to identify and leverage key emerging technologies that will be beneficial to your strategies.

Moderated by: Ashley Hatcher, Senior Consultant, Vantage Partners

Networking and Refreshment Break: 9:00 - 9:15 am

Concurrent Track 1: Foundational and Early Stage SRM
Concurrent Track 2: Advanced SRM Organizations

Concurrent Session F1: 9:15 - 10:05 am
**Getting it Right from the Start: Roadmap for Concept, Implementation and Beyond**
It is undisputed that in order to compete in today's fast paced and disruptive marketplace, organizations need to move beyond transactional relationships with suppliers to be more strategic and tied to the overall business goals of the organization. But where do you begin? Explore the framework of an established SRM platform including the business case development, how to gain buy-in from the most resistant stakeholders and best practices related to supplier segmentation. Learn the tactics and techniques that will enhance your relationships and deliver long term value to the organization. Hindsight being 20/20, the facilitator will share the lessons learned, including some of the most common mistakes to avoid.

John Paparella, Senior Category Manager, United Airlines, Senior Vice President, ISM-Chicago

Concurrent Session F2: 9:15 - 10:05 am
**Collaborative Innovation: Guiding Principles to Drive Mutual Success and Capture the Next Wave of Growth Opportunities for the Business**
Few organizations have a formal process to track and document innovation resulting in lost opportunities for the business. Innovation requires investment in developing ideas and implementing solutions. While most organizations are dissatisfied with the amount of innovation they receive from partners, the truth is most organizations under-invest their resources and efforts to innovate. In addition, the lack of clear definition, trust, and governance inhibit getting to the next level of value creation for many organizations. Explore the tools and templates to engage suppliers in collaborative innovation and learn how to document, recognize, and reward outstanding contributions from suppliers to create an environment that will promote sustainable creativity and innovation.

Marija Heibel, Associate Director, Procurement Innovation, Global Procurement, Colgate-Palmolive Company
Joseph Lupia, Director Research & Development, BASF Corporation
Concurrent Session G1: 10:05 - 11:00 am

Building Blocks of Governance to Gain Insight and Drive Results

Effective governance practices are crucial and can elevate strategic engagement with key suppliers, enable continuous improvement, improve transparency and trust, and reduce or constructively resolve conflict. During this session explore the foundational framework of standards, tools, processes and training that enable internal collaboration and bring consistency across the company and to your external providers in how/where/when you interact. In doing so, realize the full potential of your engagements and leverage capabilities to benefit the organization.

Jose Luis Esparza, Assistant Vice President, Senior Category Manager, Strategic Sourcing, Fifth Third Bank

Concurrent Session G2: 10:05 - 11:00 am

Driving Enhanced Value and Navigating Complexities of a Supplier Ecosystem

To drive the next level of value creation, many organizations are turning to their supplier ecosystem - drawing on the collective intelligence of multiple sources to achieve a common business objective. Multi-supplier collaboration can act as a catalyst for value delivery by reducing risk, enhancing performance, and creating top to bottom line value. While the rewards are great, it also takes a considerable amount of time and investment to find the right suppliers and create the right environment for success. This session reveals the inner workings of an established supplier ecosystem within today’s “Extended Enterprise”. Learn how others have engaged and managed suppliers while getting leadership attention from the highest levels of the organization.

Simon Geale, Director, Supplier Management Solutions, Proxima

Session H: 11:05 am - 12:00 pm

Customer of Choice: Take Ownership of your Relationships and Drive the Next Wave of Value

Being the customer of choice is more than simply getting the best possible price or having a great relationship with your supplier, it is about setting yourself apart of your competitors by having preferred access to innovation, “A-team” talent, knowledge, resources, and unforeseen opportunities. Learn what being a "customer of choice" means and how you can instill the drive to become one throughout your entire organization. Explore the tools and techniques to make sure that you are engaging in an optimal relationship for both you and your supplier. In addition, uncover proven reward and recognition programs to ensure that you are recognizing outstanding contributions to the partnership and promoting a positive relationship.

Kreg Koford, Director of Strategic Sourcing and Solutions, Intermountain Healthcare

Lunch: 12:00 - 1:00 pm

Session I: 1:00 - 1:50 pm

Designing and Implementing a Responsible Sourcing Program through Collaboration

Companies are increasingly making significant investments in time and money to reduce their exposure to economic, environmental and socio-political risks in their supply chains. To provide greater value to the organization, supply chain sustainability needs to play a central role in your relationships with suppliers. Uncover the inner workings of a proven sustainability program to learn how to best engage suppliers around sustainability. Understand how to influence and engage your suppliers in a holistic sustainability strategy in your supply chain—one that maximizes total, long-term savings, safeguards against quality and reputation risks, and marries environmental goals with a focus on innovation and efficiency.

I. Javette Hines, Senior Vice President, Citi Supply Chain Development, Inclusion and Sustainability, Enterprise Supply Chain, Global Sourcing, Citi

Session J: 1:50 - 2:40 pm

Relationship Mapping: Building Breadth and Depth to Ensure Continuity of the Relationship

CEO or upper management turnover can be one of the most disruptive events for a customer/supplier relationship when the strength of the relationship relies on just a few individuals. It can pose an even significant source of risk for those organizations that are truly dependent on each other for market strength and market knowledge. Understand the methodology around Relationship Mapping in order to move beyond simply connecting the dots of each organizational chart but to expand the influence in each other’s companies. Learn the best practices to gain alignment throughout the organizations to ensure the heads of business, as well as the individual departments, of each company are building relationships, and in doing so, not only ensure the continuity of your relationship management platform but also capture new synergies and value add opportunities across each enterprise.

Trupti Marshall, Vice President, Supply Chain, ABB Optical

Session K: 2:40 - 3:30 pm

Panel Session: Real Examples of Value and How to Measure It

SRM involves a major change across the organization and a large investment of time and effort. As such, the organization will quickly look to account for the ROI and you will need to be able to communicate the results achieved to keep all stakeholders involved. The value derived from SRM is very challenging to qualify and quantify. How do you measure the unmeasurable? How do you measure aspects that are important to the long-term engagement such as the quality of the relationship, trust, access to knowledge sharing, creative thinking and innovation etc.? Hear real examples of new sources of transformational value for the organization beyond cost savings in terms of efficiencies, growth opportunities, and innovation. As there is no “one size fits all” approach, they will detail the methodology they have utilized the measure/monitor the relationship to ensure sustainable support for their endeavors.

Moderator:
Danny Ertel, Partner, Sourcing & Supplier Management Practice Leader, Vantage Partners

Panelists:
Kathleen Allen, CPSM, CPSD, Global Strategy and Operations, SSG Supplier Management, The Boeing Company
Curtis Hawse, Senior Vice President - Global Procurement, Bank of America
Brad L. Peterson, Partner, Mayer Brown

For sponsorship opportunities, please contact michael.felden@conferenceboard.org
REGISTRATION INFORMATION

Online  www.conferenceboard.org/suppliermanagement
Email   customer.service@conferenceboard.org
Phone   212.339.0345

8:30 am – 5:30 pm ET, Monday – Friday

Conference Pricing:

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Fees do not include hotel accommodations.

Location
Warwick Allerton - Chicago
701 N Michigan
Chicago, IL 60611
Tel: 312-440-1500

Hotel Cut-Off Date: March 6, 2017

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.