

ProcureCon DIRECT

Draft Program

www.ProcureConDirect.com

Produced by



Confidential draft program. Sessions and times subject to change.

Program Director: Jenna Williams, e: Jenna.Williams@wbresearch.com; 1 646 200 7925

About ProcureCon Direct

About This Event

ProcureCon is excited to return to its roots through a new and highly interactive addition in the series! ProcureCon Direct is a peer-led forum that allows for 100+ supply chain leaders & direct procurement innovators to share, network, and inspire. Sessions are focused on attendee collaboration to assess and integrate themselves within the rapidly changing strategic initiatives in the direct procurement landscape. While working with senior level procurement practitioners, ProcureCon Direct deepens the insight into direct procurement's maturation in the supply chain and its innovative role in revitalizing stakeholder engagement, empowering value creation and building the future roadmap for globalization & multigenerational talent. [ProcureCon Events are ISM credit eligible.](#)

Objectives

ProcureCon Direct provides you the platform to:

- Stay ahead of the curve with new technologies and prepare for digitalization's influence on direct procurement's transformation
- Rediscover supplier management and how to best establish a partnership that can nurture your business goals
- Navigate how to accelerate savings through the re-inventing of cost modeling strategies
- Gain greater visibility of geo-political shifts & mitigating risk globally
- Enhance your professional development initiatives and overcome multi-generational skill gaps
- Discover emerging employee engagement that retains & drives high caliber performance.
- Collaborate & create internal visibility for direct procurement to excel in strategic decision making.

ProcureCon Overview: Going Back to Our Roots

ProcureCon started with a single conference in 2001—a direct materials purchasing event for manufacturing companies. As corporations started giving corporate and indirect spend over to procurement to manage, ProcureCon Indirect was created in 2008. With Direct Procurement at the precipice of enduring big transformation we are excited to provide the newest in revelations to prepare and redefine Direct Procurement's role.

Session Formats

Keynote/Presentation: A short, sharp 20-30 minute PPT

presentation modelled after Ted Talks with a five minute Q/A

Panel: A moderated discussion on stage featuring 4-5 panelists with audience Q&A.

Interactive Roundtable: Peer-led intimate group discussion with 10-15 participants per table to innovate and guide meaningful discussion around topic

Board Room: Exclusive, by-invite-only, for our most senior level attendees to discuss pressing topics privately.

Case Study: An in-depth look at a fresh & innovative initiative that provides insight into Direct Procurement's cutting edge strategies.

Case Study Interactive: A facilitated case study that presents a prevalent challenge and works with the participants to identify 3-5 pragmatic strategies/specific takeaways that each person can implement to leverage new trends and best practices.

Workshop: An interactive session in which the workshop leader walks the audience through a process.

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Speaker Faculty

Joseph Richardson, *President & Chief Executive Officer*, **Professional Purchasing Partners**

Joanna Martinez, *Founder*, **Supply Chain Advisors LLC**

Arnon Kraft, *General Manager, Strategic Sourcing*, **Microsoft Corporation**

Carole Wendt, *Vice President Global Procurement/Logistics & Chief Procurement Officer*, **Ascend Performance Materials LLC**

Paul Smith, *Chief Procurement Officer*, **BAE Systems**

Rob Hubbard, *Chief Procurement Officer*, **H.B. Fuller**

Jose Varela, *Vice President of Sourcing Operations*, **3M**

Dr. Jeffrey Wincel, *Vice President & Chief Procurement Officer*, **ON Semiconductor**

David Schultz, *Chief Procurement Officer*, **CONMED**

Koen Devits, *Chief Procurement Officer*, **DSM**

Bill McNally, *Chief Procurement Officer*, **NASA**

Mark S. Baxa, *Vice President of Global Procurement & Strategic Sourcing*, **Monsanto Company**

Brenda Cockrell, *Global Supplier Diversity and Procurement Sustainability Director*, **Monsanto Company**

Thomas Posauner, *Vice-President of Supplier and Commodity Management*, **Siemens Healthineers**

Andy Mowery, *Vice President of Global Product Supply Operations*, **The Clorox Company**

Jack Martin, *Vice President of Global Sourcing, Directs & Regions*, **Dover Corporation**

Michael Takyi, *Global Commodities Executive*

Aleksey Belov, *Senior Director R&D Sourcing Solutions, Global Procurement*, **Abbott Laboratories**

Jonathan Grant, *Senior Director, Procurement Center of Excellence*, **Newell Brands**

Ben Szostek, *Senior Director, Direct Material Procurement*, **Newell Brands**

Daeon Richardson, *Principle and Executive Consultant, Procurement Transformation Advisors*

Sean Smith, *Supply Chain Director of US Operations, Agropur*

Bryan Kruse, *Director of North America Procurement & Global Sourcing, Gerdau*

Ted Olshefski, *Senior Manager of Direct Procurement- Strategic Sourcing, Panasonic North America*

Matt Markel, *Director of Procurement, WestRock*

Jonathan Spiess, *Senior Sourcing Manager of North America, Direct Materials, Avon Products*

Dave Newell, *Senior Global Materials Manager, Varian Medical Systems*

Mike Brown, *Senior Value Added Ingredients Sourcing Manager, Land O'Lakes, Inc.*

Irina Cantez, *Supply Chain Manager, Illumina*

Jamie Crump, *President, Richwell Group*

Derrick Robinson, *Vice President of Sales and Marketing, Hovair*

Brent Perekoppi, *Commercial Leadership, Supply Chain, Procurement & Change Management | Global Leader*

Benjamin Johnson, *SCM Solutions- Senior Supply Chain Specialist, EP Energy*

Bindiya Vakil, *Chief Executive Officer & Founder, Resilinc Corporation*

Daryl Hammett, *Co-Owner & COO, ConnXus*

Michelle Taylor, *NAD Defense & Government Sales Director, Distribution Business Unit*

Bill Demartino, *General Manager of North American operations, Riskmethods*

Stewart Stanton, *Managing Director, C2FO*

Paul Noel, *Chief Customer Officer, Ivalua*

Draft Program

Pre-Day: ProcureCon Direct Welcome

Sunday, August 13, 2017

**6:30-7:30
PM**

ProcureCon Direct Welcome Sunset Soirée

Welcome to our launch of ProcureCon Direct! Get to know the colleagues you'll be spending the next two days with over some drinks and a southern California sunset.

Day One: Empowering The Visionaries

Monday, August 14, 2017

7:15-8:15	Registration & Breakfast
8:15-8:25	Welcome Remarks & Ice Breaker <i>Jenna Williams, Program Director, ProcureCon Direct</i>
8:25-8:35	Chairperson's Opening Address Mark Schenecker, Supply Chain Business Networks, SAP ARIBA
8:35-9:00	Keynote: "The Visionaries" - Taking It To The Stars For The World's Largest Supplier Collaboration Global megatrends are producing changes in the world economy. Some of these trends impact directly on supply management (e.g. pressure on natural resources) while others first impact business models (e.g. changing consumer landscape) and sourcing (NAFTA TBD). OK...sure. This all matters...alot! But just "what if" you were charged with leading people to create something so big, so complex, so powerful, so fast, aimed at achieving a near impossible goal? Oh, one more thing...did I mention when everyone else who tried before you failed, yet it had to be done? Hear how Monsanto conquered all this an more in the opening keynote address. <i>Mark S. Baxa, Vice President of Global Procurement & Strategic Sourcing, Monsanto Company</i>
9:00-9:40	Panel Discussion: Wearing The C-Suite Crown: Heightening Internal Visibility For Direct Procurement As direct procurement's role continues to move from tactical to strategic, handling large spend influence, it is imperative that the function be clearly defined by the CEO, CFO and COO and the enterprise at large. Insert yourself into a deep dive of how the CPO ensures alignment of the enterprise's cultural appetite and drives collaboration among leadership. Assess how to cleverly galvanize support for direct procurement's increasingly integral role in in strategic decision making by: • What nuances can a CPO introduce to innovate within procurement or use procurement as an influencer to enable business innovation • Does procurement's reporting structure need to change: Setting precedence for cross-functional engagement • Getting (or maintaining) the executive support you need to succeed • Improving connections with stakeholders to locate untapped sources of value and manage savings to budget • What will a CPO be doing for the direct procurement in 2020? Moderator: <i>Mark Schenecker, Supply Chain Business Networks, SAP ARIBA</i> Speakers: <i>Paul Smith, Chief Procurement Officer, BAE Systems</i> <i>Andy Mowery, Vice President of Global Product Supply Operations, The Clorox Company</i> <i>David Schultz, Chief Procurement Officer, CONMED</i> <i>Rob Hubbard, Chief Procurement Officer, H.B. Fuller</i> <i>Daeon Richardson, Principle and Executive Consultant, Procurement Transformation Advisors</i>

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9:40-10:20	Case Study Interactive: Constructing The Game Plan For Procurement Optimization Opportunities- Transforming Direct Procurement Value Into Metrics As a CPO surveys the supply chain view, aligning leadership objectives into actionable procurement insight prioritizes the allocating of attention to your direct procurement transformation needs. Unite with your colleagues to implement how you can relay strategic plans to equip direct teams with the necessary tools for successful execution regionally & globally. An analytical look at: • How to drive leadership decisions intended to strengthen knowledge management, ensure effective project management systems and enable strong leadership accountability. • Reduce lead time to successfully enable timely completion and more efficient practices • Establish metrics for existing strategic sourcing initiatives • Streamline volume decisions intended to reduce volume activities, including the number of contracts, tasks, activities and the corresponding work being performed with these activities <i>Bill McNally, Chief Procurement Officer, NASA</i>
10:20-11:00	Morning Refreshment Break in the Solutions Zone
11:00-11:40	Panel Discussion: “Robots & Drones & AI...Oh My” Procurement is a relationship driven organizational function, but there are forces at work behind the scenes that will completely transform how practitioners work with their suppliers. In the ever-pressing need to have things better, faster, cheaper and measurable what does the procurement organization of the future look like and how can you prepare for these advancements? Navigate your Direct Procurement trajectory in a new competitive landscape as you consider: • How Watson affects your lower level analytics? • What the knowledge transfer would look like to develop the next leadership generation? • Using Drones & the Internet of things to streamline processes, assess risk in global/domestic sourcing, leverage supplier management data in real time • The impact of Robotics Process Automation on procurement processes and headcount • The implications of 3-D printing and prototyping/ localizing production within centralized and decentralized direct procurement. Moderator: <i>Mark Schenecker, Supply Chain Business Networks, SAP ARIBA</i> Speakers: <i>Jose Varela, Vice President of Sourcing Operations, 3M</i> <i>Koen Devits, Chief Procurement Officer, DSM</i> <i>Aleksey Belov, Senior Director R&D Sourcing Solutions, Global Procurement, Abbott Laboratories</i>

11:40-12:00	Keynote: Overcoming Complexity In Supplier Information Management Supplier relationships matter in the energy production industry, and strategic suppliers require ongoing management. In addition, the capital-intensive nature of the business means that suppliers often find themselves in a cash crunch. By gaining control of Supplier Information Management, Procurement Leaders can provide improved visibility into contracts and suppliers, reduce the number of active supplier contracts, maintain strong working relationships with non-active suppliers, simplify the complex supplier negotiation process around cash flow and preferred status discounting, and enabled conditional supplier contract terms and pricing. Hear how EP Energy used modern Cloud technology from Ivalua, to establish a technology foundation to succeed in a constantly changing environment. Benjamin Johnson, SCM Solutions- Senior Supply Chain Specialist, EP Energy		
12:00-12:25	Presentation: Disrupt Yourself! Be The Agent Of Change There's disruption all around us. From the Amazon Echo in your family room to IBM's Watson, there are new ways to source and old paradigms to topple. This session is all about ideas: what's going on out there across the globe, and how you can harness it to create positive disruption for your organization. Open your eyes to the possibilities, and disrupt your own ideas about how it has to be. Joanna Martinez, Founder , Supply Chain Advisors LLC		
12:25-12:45	Keynote: The Business Case For Managing Risk In The Digital Supply Chain Future Joe Carson, Chief Strategy Officer, Resilinc Corporation		
12:45-1:45	Lunch		
	Track A: Spend & Operations	Track B: Risk Management	CPO Network (Exclusive to C-Suite) <i>Invitation-only; Contact program director Jenna Williams for inquiries regarding invitations</i>

1:45-2:20	Case Study: Stand Out From The Masses: Maximizing Value In M&A: What happens when two disparate organizations join forces? Chronicle the journey of Abbott Laboratories in achieving optimization of process integration through: • Pre-Close: ○ Collating information from all parties and accelerate the process of integration planning to generate greater value from the anticipated synergies. ○ Identifying cost synergies. ○ Creating a collaborative environment for optimum learning, planning and talent retention ○ Where you should wind down contracts in an acquisition or divestiture? • Post-Close: ○ Driving consistent alignment of direct procurement strategies and tools. ○ Determining whose processes, policies and contracts to keep? ○ Assessing how supplier consolidation impacts supplier diversity? ○ What happens post-merger: will the same sourcing strategies be effective? ○ Assessing how to build agile teams and preparing diagnostics of proper resources & functioning ○ Delivery of cost synergies Aleksey Belov, Senior Director R&D Sourcing Solutions, Global Procurement, Abbott Laboratories	Case Study: Leveraging Your Single Or Sole Source Suppliers' Loyalty While Retaining Your Competitive Edge With designing, building and repairing government and commercial ships, General Dynamics NASSCO has the ultimate priority to maintain strategic partnerships with a few select local, national and international suppliers that have created a competitive edge in a limited market space. NASSCO's strategic partnership with a Korean firm that specializes in commercial ship design and material procurement, is one that nurtures the interdependence between the his team's needs & supplier expectations. In doing so, his leadership has allowed for General Dynamics NASSCO to excel in these top 4 areas: • Quality – Preventing serious quality defects to the market reputation of the buying company. • Cost Degradation –Supplier's resource monopoly position requires Procurement to develop more powerful partnerships/ negotiations to fulfill fiduciary responsibility of remaining competitive • Supply Chain - Risk reduction of extended supply chains through warehousing, buffers and detailed advanced planning. • Green Technology: Bringing state-of-the-art, clean burning fuel systems to the market Kevin Mooney, Vice President Programs and Supply Chain Management, General Dynamics NASSCO	Constructing a Business Intelligence Unit To Further Transformation Into A Strategic, Company- Wide Resource: Creating an independent, objective intelligence department within your organization that can allow all divisions to understand what's going on in the market and become a key process in business partner relations. By leveraging across stakeholders who all want the same data, you're able to create a simple, coordinated approach to doing business with third parties and spread the costs among a multitude of departments. Think creatively as to how you can further develop this type of centralized coordination, and measure the impact of its success? How do we aggregate strategic resources and utilize them Carole Wendt, Vice President Global Procurement/Logistics & Chief Procurement Officer; Ascend Performance Materials
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2:20-3:00	Case Study Interactive: How To Reveal Significant Cost Saving Potentials Through Value Engineering	Case Study Interactive: Mitigating Supply Disruption By Implementing A Comprehensive Risk Management Program	Can the Eagle land? Preparing For Changes in Global Supplier Dynamics Under A TBD Trump Era
	Ever shorter development and product lifecycles require even faster and more targeted decisions from procurement organizations. Especially under “Better, Faster, Cheaper” economic conditions. This breaking ground session will deliberate: • How to include value engineering into your procurement and engineering team cultures • Aligning Design and Manufacturing Engineering, • for product design & development; • Giving Suppliers more flexibility for interfacing parts; • A Design to Cost philosophy; • Embrace Value Analysis and Concurrent Engineering Dr. Joseph Richardson, President & Chief Executive Officer, Professional Purchasing Partners	Making sure your goods and services reach your customers in a timely manner is paramount to your organization’s viability. But what happens if there’s a disruption? Is your supply chain equipped to identify disruptions and adapt quickly to minimize the impact? During this discussion, you will identify risks that could impact your supply chain; understand the criticality of having a risk management program in place; and design a comprehensive program to mitigate future supply risks. • How to measure, monitor and mitigate risks through a comprehensive risk management process • Building a matrix to categorize the types and probability of risks and their potential impact: natural disaster, geopolitical, export/import trade, regulatory, and more • Risk is often mitigated with some combination of excess inventory, time, or resources. Which is the most important and how do your suppliers optimize this buffer? • At what point do you alert the CFO if there are problems? Dave Newell, Senior Global Materials Manager, Varian Medical Systems	Considering an election platform based on protectionist rhetoric, we may be faced with President Trump preparing for a wholesale reevaluation and renegotiation of trade policy. With the potential to amend NAFTA & withdraw from TPP, the inevitability of upending economic relationships with the United States is foreseeable. We invite our C-level practitioners to discuss separately the mindset and associated strategies to prepare for this near future reality: • Identify proven practices for procurement alignment functioning with pre-existing off-shore/onshore suppliers. • Discuss the possible TBD barriers to that alignment and maintaining a global reach. • To stay ahead of the curve, think creatively about reanalyzing sourcing strategies and discovering new opportunities to effectively respond to reactionary global dynamics. Paul Smith, Chief Procurement Officer, BAE Systems
3.00-3.40	Panel Discussion: Smartly Managing Risk on the ‘Right Shore’ From the ‘Best Source’ Each region’s continuing reputation as the ideal low-cost area to source suppliers is countered by a number of political and social	Interactive Case Study: “Red, White, Blue...Now Green”: Monsanto’s Secret Sauce- A Dual Supplier Diversity & Sustainability Program Going green, sustainability, supplier diversity and global regulations are making it more critical for companies to better manage ethical, political and	

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	concerns. In a rapidly changing regulatory environment that considers conflict minerals, global bribery acts & labor arbitrage, the need to be aware of controversy, fines and criminal sentences is more important than ever. Taken in aggregate, the panel uncovers the implications behind trade in a Trump Era and calls to action the need for preparation. This panel will address the increasing complexities of contracting, on the Global Market and the pressing questions below: • When assessing the available sources for products & services, in a particular geographical region, what risk factors should you consider? (e.g. Financial, Geopolitical, Supply Chain Continuity, Technology, Infrastructure, National Disaster, Other) • Is it important to have a physical sourcing team, in the sourcing region? (i.e. Central, Decentral, Local, Regional, Global). • How should you protect your company against potential exposure, caused by the utilization of suppliers who may engage in detrimental practices? Such unfavorable practices may damage your company's reputation (Example: Slave Labor; On the U.S. Government's Denied Party List; participation in Kick-backs & Bribery; Foreign Corruption Act; Socio-economic & Geo-political issues, etc.) Dr. Jeffrey Wincel, Vice President & Chief Procurement Officer, ON Semiconductor Carole Wendt, Vice President Global Procurement/Logistics & Chief Procurement Officer; Ascend Performance Materials Brandy Maranian, Chief Procurement Officer, Alere Dr. Joseph Richardson, President & Chief Executive Officer, Professional Purchasing Partners	environmental risk. Stakeholder pressure from investors, shareholders & customers to push sustainability into the supply chain and supplier diversity options into competitive planning is certainly merited. Taken in aggregate, the Monsanto team advances our perception of how to plan and integrate a dual program for sustainability and supplier diversity. • What is responsible sourcing, how it's measured, and how it should be measured? • Create a process that manages diverse suppliers to performance over price and measures rigorous quality assurance • Designing a sourcing process that ensures equal and fair treatment of suppliers so that they can fully participate in a competitive procurement process. • Supplier Value Creation: Assessing how to uphold quality sustainable mandates with limited spend • Strategizing for "biodegradable materials/packaging" & ensuring key suppliers are brought in line with your goals • Creating a roadmap and planning for continuous improvement • Complying with global environmental concerns such as deforestation, palm oil, and animal habitats Brenda Cockrell, <i>Global Supplier Diversity and Procurement Sustainability Director</i>, Monsanto Company Mark S. Baxa, <i>Vice President Global Procurement & Strategic Sourcing</i>, Monsanto Company
3.40-4.20	Networking Break in the Solutions Zone	

4.20-5.20	Interactive Roundtable Discussions (2 rotations): Preparing for the New Geo-Political Environment After a busy day of active listening, keynotes and networking, take control of your own event experience. This is your opportunity to network with industry peers with very similar challenges, interests and responsibilities as you discuss strategies for globalization of suppliers and determining whether LCC's are still low cost. We invite you to provide your insight as each roundtable is facilitated by a subject matter expert. After 30 minutes, you will be able to choose a second topic to participate in.
	Table 1: China Hosted By: Dave Newell, <i>Senior Global Materials Manager, Varian Medical Systems</i> Table 2: Mexico Table 3: Eastern Europe/Russia Hosted By: Koen Devits, <i>Chief Procurement Officer, DSM</i> Table 4: Africa Hosted By: Michael Takyi, <i>Global Commodities Executive</i> Table 5: Globalization & Mitigating Compliance Risk For Direct Materials Sourcing Hosted By: David Howell, <i>Strategic Accounts Director, Bureau van Dijk</i> Table 6: Making Life Easier For Your CFO: Automating The Tactical & Exceeding Savings Targets While Funding Innovation Hosted By: Stewart Stanton, <i>Managing Director, C2FO</i> Table 7: The Viability of Outsourcing & When It Becomes A Necessity Hosted By: Bryan Kruse, <i>Director of North America Procurement & Global Sourcing, Gerdau</i> Table 8: Supply Chain Risk As Part Of Your Supplier Management Strategy Hosted By: Bill Demartino, <i>General Manager of North American operations, Riskmethods</i> Table 9: Overcoming Complexity in Supplier Information Management Keynote Follow-up Hosted by Paul Noel, <i>Chief Customer Officer, Ivalua</i>
5.20-5.45	Dual-Perspective Case Study: Regional Strategies For Global Leadership: The Suppliers' POV On Expanding Direct Procurement's Borders Derrick Robinson, Vice President of Sales and Marketing from Hovair and Jamie Crump, President of Richwell will be discussing some of Hovair's interesting client case studies and how they relate to current business execution solutions for strategic sourcing and supplier diversity in supply chains across the globe. Specifically Addressing: • Business needs that generate a sourcing project • Engineering to solution process path and timeline (full scope of work and ala carte) • Formulating a solution based bid project including "non-traditional" technology • Solution Financial impact to client (Outcomes) • Business process impact to client (Outcomes) Jamie Crump, President, Richwell Group Derrick Robinson, Vice President of Sales and Marketing, Hovair
5:45	GRAND SLAM Cocktail Reception!

Day Two: Sourcing Mastery In Times Of Change

Tuesday, August 15, 2017

7:30-8:30 Women in Procurement Breakfast: Women bring a different perspective to procurement and supply chain management and are increasingly becoming an integral part of many supply chain organizations. The ever-popular ProcureCon Women in Procurement Breakfast returns to provide an intimate setting for executives to discuss the challenges women in procurement face and celebrate their successes. Participation provides you with access to a growing network of peers you can connect with throughout the year.

ProcureCon
WOMEN IN PROCUREMENT



Hosted by: **Joanna Richardson**, Founder, Supply Chain Advisors LLC

7:45-8:30 Breakfast & Registration

8:30-8:35 Opening Remarks & Icebreaker

Jenna Williams, Program Director of ProcureCon Direct, A WBR Event

8:35-8:45 Chairperson's Opening Address

8:45-9:10 Keynote: The Science of Keeping Teams Happy, Engaged & Motivated

It cannot be understated how important a great team is to a business' success. The quality of the work you do will never exceed the quality of your team behind it. How can you motivate, challenge and nourish multi-generational practitioners to be team players and deliver breakthrough performance? Work that smile and discover how impactful you can be in:

- Proactively engaging input to establish value in their role responsibilities
- Utilizing your existing team members to reduce talent gaps through their generational expertise.
- Motivation strategies for navigating an often slow moving corporate culture & talent gap complications
- Developing performance measurements to grow your professional development initiatives
- How to identify potential high performers and groom their ambition in a timely fashion to prevent talent shortages.
- How do you overcome connotations associated with generational stereotypes

Arnon Kraft, General Manager, Strategic Sourcing, Microsoft Corporation

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9:10-9:50

Panel Discussion: Innovation In Supplier Relationship Management: How Key Suppliers Drive Your Company's Competitive Advantage

Procurement is the bridge between the outside world and the enterprise. Making Unilateral demands is a sure way to lose business and innovation opportunities that encourage investment, improve execution and increase success rates. Building more collaborative relationships with your key suppliers. Discuss how to further develop your supplier relationships and bring them into the process to help grow your company's revenue and profit. Address:

- Overcoming 'traditional' buyer-supplier attitudes and perceptions of limited information sharing, trust, capabilities and understanding of partner needs
- How early in the development process can you have your suppliers involved? What are the constraints? Identifying opportunities early on before we start standardization
- Giving your critical suppliers a seat at the table and partnering for value creation
- Hitting Targets Without Asking Suppliers For Price Reductions: Buyer's Mentality on Expert Negotiations Increasing suppliers' margins
- How do you manage your supplier engagements in practice and ensure corporate protocol: how do you receive supplier ideas, how are other functions engaged, how do you staff the project team? How do you liaise between the supplier and the internal departments?
- Which strategies are best for communicating demand changes or expedites
- Creating a shared services function to leverage spend and ensure only one person or team is negotiating with your suppliers to prevent jeopardizing other contractual agreements- effectively communicating strategic directive

Moderator:

Ted Olshefski, Senior Manager of Direct Procurement- Strategic Sourcing, Panasonic North America

Speakers:

Jonathan Spiess, Senior Sourcing Manager of North American Direct Materials, Avon Products

Irina Cantez, Supply Chain Manager, Illumina

Mike Brown, Senior Value Added Ingredients Sourcing Manager, Land O'Lakes, Inc.

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9:50- 10:15	Case Study: Supplier Rationalization: A Holistic Framework of Strategic Procurement Activities in Support of Company Objectives Join Siemens Healthineers on their journey from the white board to developing a global reach of 19 integrated programs that build the fabric of their procurement strategy behind supplier management and further supporting their businesses. Pillars: Build and Implement Strategy; Establish Prime Supplier Relations; Ensure Compliance through Governance; Prove and Lead by Controlling Deliverables: • Drive performance; support innovations and synergies with suppliers while reducing risk • Exercise collaboration with benchmarks, best practice sharing, common projects, surveys • Ensure compliance with quality-, corporate- and legal requirements • Standardize and improve methods, processes and tools <i>Thomas Posauner, Vice-President of Supplier and Commodity Management, Siemens Healthineers</i>
10:15-10:55	Morning Networking Break in the Solutions Zone
10:55-11:20	Case Study: “Complicationships:” Driving Stronger Profitability In Cost Modeling Customizations In an environment of seemingly endless amounts of available data, creating an information advantage is needed to provide procurement professionals an edge when managing supplier relationships. Analytics can provide this edge, while also providing a window into your organization’s performance to help identify additional opportunities. Join Newell Brands to discuss examples of how analytics were deployed to unlock value for the organization. • Building supplier cost models to understand where they are, where they should be, and where they could be. • Analyze the product portfolio to identify pricing trends and anomalies based on various attributes • Leveraging market data to truly understand cost over time • Assessing procurement team performance factoring in market dynamics. What does good really look like? <i>Jonathan Grant, Senior Director, Procurement Center of Excellence, Newell Brands</i> <i>Ben Szostek, Senior Director, Direct Material Procurement, Newell Brands</i>

11:20-12:00	Panel Discussion: Making The Next CPO: The First Steps In Constructing A Professional Development Program- Attracting Junior Talent How does a company nurture future leadership and establish a CPO? An ideal professional development program should be designed not just to motivate your team, but also to retain them to eventually move into leadership roles. Junior level positions are only now held for an average of 2.5 years and automation and technology have altered the skillsets needed for junior talent, making the costs of training and retaining future leaders even more valuable. Strategize how to procure your leaders of tomorrow by considering inspire young talent and nourish them to deliver breakthrough performance? • What does the supply chain profession look like for young talent coming out of the best schools? • What does an ideal procurement or supply chain internship program encompass? • Should we even change our interviewing skills? • Talent recruitment is now global: What unique talent recruitment challenges exist? • What does the ideal internship encompass? • How do we work with our Universities and academic accreditation programs to align academic foundation with pragmatic skill sets for direct procurement. Moderator: Ted Olshefski, Senior Manager of Direct Procurement- Strategic Sourcing, Panasonic North America Speakers: Arnon Kraft, General Manager, Strategic Sourcing, Microsoft Corporation Sean Smith, Supply Chain Director of US Operations, Agropur
12:00-12:20	Activating The Progressive Mindset: Holding Your Team to Higher Standards With Diverse Suppliers Daryl Hammett, Co-Owner & COO, ConnXus & Michelle Taylor, NAD Defense & Government Sales Director Distribution Business Unit, Cummins
12:20-1:20	Lunch
1:20-2:20	Working Roundtables For Exceling Your Direct Procurement Teams & Relationships Attendees will break into these working group sessions, facilitated by a procurement practitioner, who will guide the group toward crafting an action plan of five ideas that you can implement immediately to begin getting results back in the office. Each group is limited to 15-20 participants to ensure practical takeaways. You can select your workshops at the time of the conference registration.

	Table 1: Overcoming Talent Shortages To Build Your Optimal Team Hosted By: Jack Martin, <i>Vice President of Global Sourcing, Directs & Regions, Dover Corporation</i> Table 2: Building The Bridge With Your Engineers: Aligning Manufacturing Planning To Direct Sourcing Hosted By: Matt Markel, <i>Director of Procurement, WestRock</i> Table 3: The Pathways to Persuasion: Why Smart Emotions Through a Buyer's Mindset Matter at the Bargaining Table Hosted By: Jamie Crump, <i>President, Richwell Group</i>; Derrick Robinson, <i>Vice President of Sales and Marketing, Hovair</i>	Table 4: Next Generation Direct Sourcing: How Communities, AI, and "Always On" Cognitive Analytics Will Change the Game Hosted By Rajesh Kalidindi, <i>Founder & CEO, Levadata Inc.</i> Table 5: Supplier Relationship Management - What Is Missing Today? Lessons from Direct and Indirect Categories Hosted By: Michael Takyi, <i>Global Commodities Executive</i> Table 6: Supplier Collaboration At Its Finest Hosted By: Ashish Kothari, <i>Partner, McKinsey & Company</i>; Shantanu Das, <i>Junior Partner, McKinsey & Company</i>
2:20-2:45	Case Study: Constructing Optimized Price Forecasting In A Volatile Marketplace Sourcing teams are under constant pressure to closely optimize costs amidst a highly competitive environment, particularly given rising costs of commodity materials, transportation costs, and consumer price pressure in the current economy. This panel will discuss: • Building a business case to understand what's driving costs by gathering and processing as much information as possible • Letting analytics and facts guide the conversation to encourage further negotiation with suppliers • Building internal experts to generate data you can use when negotiating costs with suppliers • Using analytics to create market trends and other information to be used by purchasing • Strategies and tools needed to create an accurate 6-12 month price forecast • Determining the level of infrastructure that must be developed and deployed beyond price fluctuations Michael Takyi, <i>Global Commodities Executive</i>	
2:45-3:25	Networking Break in the Solutions Zone	
3:25-3:50	Synergy Brainstorm: Optimizing Fit Measurements: Time To Recreate To Serve Your Needs We all have supplier performance and evaluation metrics, but are they really performing their purpose? We use them to manage our suppliers, our risks, and our senior management. It's time to take another look to ask if they are fit for purpose, or are they hindering our effectiveness? Come and work together to identify new perspectives on what to measure and the questions to ask. • How to revamp and ask the hard question, are they actually useful for your strategic suppliers • Is simple better - are one set of measurements good enough • Strategic vs tactical uses of measurement tools, and how the metrics can vary • Rebooting the mindset for a measuring process that can pay dividends • Level set how direct spend is defined • Working with underperforming suppliers and providing supplier issue resolution proactively vs. reactively Brent Perekoppi, <i>Commercial Leadership, Supply Chain, Procurement & Change Management Global Leader</i>	

3:50-4:50	Interactive Roundtable Discussions (2 rotations): Optimizing Direct Category Spend After a busy day of active listening, keynotes and networking, take control of your own event experience. This is your opportunity to network with your industry peers with very similar challenges, interests and responsibilities in commodity challenges. We invite you to provide your insight as each roundtable is facilitated by a subject matter expert. After 30 minutes, you will be able to choose a second topic and then a third sponsorship table to participate in. Table 1: Agriculture (Plant-Based) Table 2: Agriculture: Meat & Livestock Mike Brown, <i>Senior Value Added Ingredients Sourcing Manager, Land O' Lakes, Inc.</i> Table 3: Chemicals Table 4: Metals Table 5: Energy (Petroleum & Oil) Table 6: Packaging
4:50	A Warm Send Off