

## Day 1 - Thursday - December 8

## Session One

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7.30 - 8.25 Pre-Summit Registration & Light Breakfast

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8.25 - 8.30 Chairman Overview: **Mark Chussil**, CEO & Founder, **Advanced Competitive Strategies**

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8.30 - 9.00 **Connecting Strategy to Execution**

**Jonathan Ballon**, Vice President - Office of Strategy + Planning, **Cisco Systems**

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9.00 - 9.30 **Building a Rational Strategy to Attract Irrational Customers**

**John Coyle**, Senior Director, Innovation & Strategy, **USCellular**

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9.30 - 10.30 **Driving in Innovation in Large Organizations Panel**

Moderator: **Michael Marchand**, Director, Strategy, Consumer & Small, Medium Size Business, **Dell**

Panelists:

**Lauren Kramer-Dover**, Executive Director, Strategy, Consumer & Small, Medium Size Business, **Dell**

**Craig Hopkins**, Chief Strategy Officer, **USAA**

**Imtiaz Patel**, VP, Strategic Planning, **Dow Jones & Company**

**Antoine Walthour**, Head, Strategic Planning, **ING Americas**

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10.30 - 11.00 **Coffee Break - Exhibition**

## Session Two

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11.00 - 11.30 **Smart Strategies for the Connected World**

**Barry Margerum**, Chief Strategy Officer, **Plantronics**

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11.30 - 12.00 **USAA's Member-Centric, Mission Driven Strategy**

**Craig Hopkins**, Chief Strategy Officer, **USAA**

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12.00 - 12.30 **Build a More Robust Strategy by Engaging the Organization**

**Kerr Manson**, Director, Strategic Planning, **MillerCoors**

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12.30 - 13.30 **Lunch**

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## Session Three

13.30 - 14.00 **Enabling Change Through Disruptive Innovations**

**Rob Pike**, Chief Strategy Officer, **Hitachi Data Systems**

14.00 - 15.30 **Breakout Session: Birds of a Feather Discussions**

**Katya Andresen**, Chief Strategy Officer, **Network For Good**

**Willow Lundgren**, Chief Strategy Officer, **Planet Restore**

**Amanda Gimble**, SVP, Strategy, **SafeWaterNetwork**

14.00 - 14.30 **Integrated Business Planning: Driving Superior Planning & Execution in Complex Organizations**

**Dean Sorensen**, Director, **Archetype**

14.30 - 15.00 **Managing Disruption: Lessons From Skype**

**Roland Pan**, Director, Strategy, **Skype**

15.00 - 15.30 **Strategy War Games**

**Imtiaz Patel**, VP, Strategic Planning, **Dow Jones & Company**

15.30 - 16.00 **Coffee Break - Exhibition**

## Session Four

16.00 - 17.00 **Breakout Session: Roundtable Discussions**

**Chaks Karuturi**, VP, Planning, Administration & Compliance, **Sterling Commerce**

**DeWayne Nelson**, SVP, Corporate Development & Strategy, **Navigation Solutions**

**Dan Delmar**, President, **Corporate Strategy Consulting**

16.00 - 16.30 **Focus on the Incentives**

**Jeremy Hill**, Chief Operating Officer & Strategy, **Societe Generale**

16.30 - 17.00 **Can Technology Enable Alternate Strategies?**

**Christian Verstraete**, Chief Technologist of Strategy & Technology, **HP**

17.00 - 17.30 **Putting Strategy Into Action: Global Strategic Planning Paves the Way to One Novelis**

**Michael Demmer**, Director, Strategy, **Novelis**

17.30 - 19.00 **Networking Drinks - Exhibition**

## Day 2 - Friday - December 9

## Session Five

7.30 - 8.25	Pre-Summit Registration & Light Breakfast
8.25 - 8.30	Chairman Overview: <b>Larry Woodard</b> , President & CSO, <b>Graham Stanley Advertising</b>
8.30 - 9.00	<b>Market, Strategy &amp; Race: Is Politics of Race Compromising Marketing Effectiveness?</b> <b>Larry Woodard</b> , President & Chief Strategy Officer, <b>Graham Stanley Advertising</b>
9.00 - 9.30	<b>Presentation Title To Be Confirmed</b> <b>Guy Haddleton</b> , Founder & CEO, <b>Anaplan</b>
9.30 - 10.00	<b>Brand = Strategy; Virgin Media = We Love Our Digital Lives</b> <b>Jennifer Scott</b> , Director, Strategy, <b>Virgin Media</b>
10.00 - 10.30	Coffee Break - Exhibition

## Session Six

10.30 - 11.30	<b>Breakout Session: Roundtable Discussions</b> <b>Mark Sirower</b> , Principal, <b>Deloitte</b> <b>Michael Monson</b> , SVP, Performance & Innovation, <b>VNSNY</b> <b>Ann Neir</b> , Senior Manager, Worldwide Sales, Strategy & Planning, <b>Cisco Systems</b>
10.30 - 11.00	<b>Planning for Certain Success in an Uncertain World</b> <b>Jim McComb</b> , SVP, Finance, <b>Bank of America</b>
11.00 - 11.30	<b>Presentation Title To Be Confirmed</b> <b>UMT</b>
11.30 - 12.00	<b>Effectively Linking Strategic Planning, Performance Management, While Delivering Results</b> <b>Antoine Walthour</b> , Head, Strategic Planning, <b>ING Americas</b>
12.00 - 13.00	Lunch

13.00 - 14.00 **Breakout Session: Birds of a Feather Discussions**  
**Cristene Gonzalez-Wertz**, Chief Strategy Officer, **Covalent Marketing**  
**Jason Wadler**, EVP, **Leapfrog Online**  
**Owen Ambur**, Co-Chair, **Strat ML Committee**

13.00 - 13.30 **Why Strategies Fail: Human People, Biased Tools**  
**Mark Chussil**, CEO & Founder, **Advanced Competitive Strategies**

13.30 - 14.00 **Reinventing a Legacy Company - Without Reinventing the Wheel**  
**Drew Aldrich**, SVP & CSO, **Trans-Lux Corporation**

14.00 - 14.30 **Strategic Planning & Cultural Change: Lessons From a Transforming Industry**  
**Jeff Hunter**, Senior Vice President, **ThedaCare**

14.30 - 15.00 **Coffee Break - Exhibition**

## Session Eight

15.00 - 15.30 **Growth Strategies in the Midst of a Crisis**  
**Jeff Hunter**, Senior Vice President, **Zwanger Pesiri**

15.30 - 16.00 **The Engagement Edge: The Power of Harnessing Your Workforce's Passion and Creativity to Create a Powerful Strategy and Ensure Effective Implementation**  
**Allison Rimm** SVP, Strategic Planning, **Massachusetts General Hospital**

16.00 - 16.30 **When Planning Meets Forecasting**  
**Bryan Lapidus**, Head, Financial & Business Analytics, **The Great Courses**

16.30 **End of Summit**