Customer Experience Innovation Forum

Conference Schedule

Conference Day 1 - Wednesday, November 07

8:30 AM	**Conference Welcome & Opening** Matt Laukaitis - Senior Vice President & General Manager, NA Consumer Industries, SAP
8:45 AM	**Keynote** — **Bits & Bytes That WILL Disrupt Your Supply Chain** John S. Phillips - SVP Customer Supply Chain & Global Go-To-Market, PepsiCo
9:45 AM	**Keynote** — **How Customer Insights Helped Drive Down Inventory Costs by Up to 50%** Sameer Afsar - VP of Enterprise Applications, Old World Industries
10:30 AM	**Keynote** — **From Digital Transformation to the Rise of the Intelligent Enterprise** Lori Mitchell-Keller - Co-President, Industries, SAP
11:00 AM	Refreshments & Exhibition Viewing

	TRACK 1	**TRACK 2**	**TRACK 3**
11:45 AM	**Protecting the House Through Better Planning** Dev Desai - Director, Corporate FP&A, Under Armour	**Engaging Customers Through Automation at BJ's** Suresh Venkataswamy - Senior Manager, SAP Retail Solutions, BJ's Wholesale Club	**Improving Customer Experience Through Consistency** Samantha Schroeder - Associate Director of Network Strategy, Tyson Foods Supriya Thorbole - IT Solution Architect for Enterprise Applications, Tyson Foods
12:35 PM	**Setting the Foundation for Unlimited Growth - How Allbirds Implemented SAP S/4HANA in Under 16 weeks!** Jeneen Minter - Head of Finance, Allbirds Sabrina Sigourney - S/4HANA Enterprise Delivery, Blue Marble Consulting	**Designing the Future of Wholesale Distribution at Cardinal Health: Driving Value through Rebates, Chargebacks & Pricing** Ed Schaffer - Director, Strategic Planning & Execution, Cardinal Health Srini Atluri - Manager, Software Engineering, Cardinal Health	**How The Hershey Company is Spreading Goodness through Digital Transformation** Achim Welter - Senior Director IT Strategy, Enterprise Architecture, Marketing & eCommerce Solutions, The Hershey Company
1:15 PM	Lunch & Exhibition Viewing		
2:15 PM	SAP Innovation Awards		
2:30 PM	**Keynote** — **Retail with Purpose: Creating Moments That Matter Through Technology** Jill Standish - Managing Director, Global Retail Industry, Accenture		
3:05 PM	**SAP Roadmap – Consumer Products Industry** Chris Wiesen - Global Director, Sales & Marketing Solution Management, SAP Harris Fogel - Global Vice President, Consumer Products, SAP	**SAP Roadmap – Retail Industry** Achim Schneider - Global Head, Retail Business Unit, SAP Kristin Howell - Global Vice President, Retail Solution Management, SAP	**SAP Roadmap – Wholesale Distribution Industry** Magnus Meier - Global Head IBU Wholesale Distribution, SAP Werner Baumbach - Solution Manager, SAP
3:45 PM	Refreshments & Exhibition Viewing		
4:30 PM	**Keynote** — **Performing in a Stressed-Out World** Joe Burton - Founder & CEO, Whil Concepts		
5:15 PM	Evening Networking Reception		

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Conference Schedule

Conference Day 2 - Thursday, November 08

7:30 AM	**Breakfast Session**	**Connecting with Humans – The Heart of Consumerism. Let's Put Smart to Work.** Jose Hernandez - SAP Omnichannel IMPACT Solution for Retail Leader, IBM
8:30 AM	Conference Welcome	
8:40 AM	**Keynote**	**Aligning Purpose & Performance** Sharen Jester Turney - Advisor to Global Retail & Technology Brands & Former CEO, Victoria's Secret
9:25 AM	**Keynote**	**Delighting our Customers by Standardizing our Core** John Douglas - Chief Technology Officer, Tory Burch
10:10 AM	Refreshments & Exhibition Viewing	

	TRACK 1	TRACK 2	TRACK 3
10:50 AM	**A Deep Dive into Delivering an Omnichannel Experience at The Home Depot** Raimundo Alvarez - Director IT Merchandising, Finance, Reporting & Analytics, Home Depot Brian Cederborg - VP Consumer Industries, /N SPRO Paul Young - Director, SAP Go-to-Market, Google Cloud	**Deep Dive into Tory Burch's Successful Transformation** John Douglas - Chief Technology Officer, Tory Burch	**Optimizing the Complete Omnichannel Retail Process Lifecycle to Improve the Customer Shopping Experience**
11:40 AM		**Aligning Processes for Faster Delivery at Whirlpool Corporation** Matthew Hunt - GIS Supply Chain Manager, Whirlpool Corporation	**Integrated Financial & Management Reporting & So Much More**
12:30 PM	**Blockchain - From Hype to Reality**	**How a SAP Transformation Helped Deal with Rapid Growth & Enhanced Customer Experience** Brian Manahan - Vice President of Lean Management, SeneGence Management, SAP	**Drinking in Digitalization & Disruption: A Generations-old Business Takes the Lead Amid Shifting Market Dynamics** Sanjay Shringarpure - Chief Information Officer, E. & J. Gallo Winery Srivats Srinivasan - Principal, Deloitte Consulting LLP

1:10 PM	Lunch & Exhibition Viewing	
2:00 PM	SAP Innovation Awards	
2:15 PM	**Keynote**	**Using Technology to Disrupt & Expand the Gas Station Experience** Elizabeth Pierce - President, U.S. SE, Applegreen
3:00 PM	**Keynote**	**Revolutionizing the Standard: How Nike is Co-Innovating Industry First Capabilities** Nick Athanasakos - Vice President Strategic Enterprise Capabilities, Nike
3:45 PM	**Closing Panel:** So what Does it All Mean?	
4:15 PM	Conference Concludes	

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