

<b>Arrival Day - Tuesday, November 06</b>	
2:30 PM	Registration Opens <span style="float: right;"><i>Grand Ballroom Foyer</i></span>

<b>Conference Day 1 - Wednesday, November 07</b>		
7:30 AM	Breakfast & Exhibition Viewing <span style="float: right;"><i>Grand Ballroom A-E</i></span>	
8:30 AM	Conference Welcome & Opening Matt Laukaitis - Senior Vice President & General Manager, NA Consumer Industries, SAP <span style="float: right;"><i>Grand Ballroom F</i></span>	
8:45 AM	<b>Keynote</b>	<b>Bits &amp; Bytes That WILL Disrupt Your Supply Chain</b> John S. Phillips - Senior Vice President Customer Supply Chain & Global Go-To-Market, PepsiCo
9:45 AM	<b>Keynote</b>	<b>How Customer Insights Helped Drive Down Inventory Costs by Up to 50%</b> Kevin Reilly - Chief Information Officer, Old World Industries <span style="float: right;"><i>Grand Ballroom F</i></span>
10:30 AM	<b>Keynote</b>	<b>From Digital Transformation to the Rise of the Intelligent Enterprise</b> Lori Mitchell-Keller - Co-President, Industries, SAP
11:00 AM	Refreshments & Exhibition Viewing <span style="float: right;"><i>Grand Ballroom A-E</i></span>	
	<b>TRACK 1</b> <i>Grand Ballroom F</i>	<b>TRACK 2</b> <i>Tension</i>
11:45 AM	<b>Protecting the House Through Better Planning</b> Dev Desai - Director, Corporate FP&A, Under Armour	<b>Engaging Customers Through Automation at BJ's</b> Suresh Venkataswamy - Senior Manager, SAP Retail Solutions, BJ's Wholesale Club
		<b>Improving Customer Experience Through Consistency</b> Samantha Schroeder - Associate Director of Network Strategy, Tyson Foods Supriya Thorbole - IT Solution Architect for Enterprise Applications, Tyson Foods
12:35 PM	<b>Setting the Foundation for Unlimited Growth: How Allbirds Implemented SAP S/4HANA in Under 16 weeks!</b> Jeneen Minter - Head of Finance, Allbirds Sabrina Sigourney - S/4HANA Enterprise Delivery, Blue Marble Consulting	<b>Designing the Future of Wholesale Distribution at Cardinal Health: Driving Value Through Rebates, Chargebacks &amp; Pricing</b> Ed Schaffer - Director, Strategic Planning & Execution, Cardinal Health Srini Atluri - Manager, Software Engineering, Cardinal Health
		<b>Blockchain: From Hype to Reality</b> Kurt Wedgewood - North American Blockchain Leader for Retail, Consumer Products, Travel & Transport, IBM Ron Gilson - Chief Information Officer, Johnsonville Foods Guilda Javaheri - Chief Technology Officer, Golden State Foods Stephen Phelan - Consumer Products Industry Advisor, SAP
1:15 PM	Lunch & Exhibition Viewing <span style="float: right;"><i>Grand Ballroom A-E</i></span>	
2:15 PM	SAP's Excellence in Customer Experience Awards <span style="float: right;"><i>Grand Ballroom F</i></span>	
2:30 PM	<b>Keynote</b>	<b>Retail with Purpose: Creating Moments That Matter Through Technology</b> Jill Standish - Managing Director, Global Retail Industry, Accenture
3:05 PM	<b>SAP Roadmap: Consumer Products Industry</b> Chris Wiesen - Global Director, Sales & Marketing Solution Management, SAP Harris Fogel - Global Vice President, Consumer Products, SAP	<b>SAP Roadmap: Retail Industry</b> Achim Schneider - Global Head, Retail Business Unit, SAP Kristin Howell - Global Vice President, Retail Solution Management, SAP
		<b>SAP Roadmap: Wholesale Distribution Industry</b> Magnus Meier - Global Head IBU Wholesale Distribution, SAP
3:45 PM	Refreshments & Exhibition Viewing <span style="float: right;"><i>Grand Ballroom A-E</i></span>	
4:30 PM	<b>Keynote</b>	<b>Performing in a Stressed-Out World</b> Joe Burton - Founder & Chief Executive Officer, Whil Concepts <span style="float: right;"><i>Grand Ballroom F</i></span>
5:15 PM	Evening Networking Reception <span style="float: right;"><i>Elevate</i></span>	

Conference Day 2 - Thursday, November 08			
7:30 AM	Breakfast & Exhibition Viewing <span style="float: right;"><i>Grand Ballroom A-E</i></span>		
7:30 AM	<b>Breakfast Session</b>	<b>Connecting with Humans: The Heart of Consumerism. Let's Put Smart to Work.</b> Jose Hernandez - SAP Omnichannel IMPACT Solution for Retail Leader, IBM Bill Piotrowski - Service Line Leader & Vice President, Enterprise Applications NA, IBM <span style="float: right;"><i>Tension</i></span>	
8:30 AM	Conference Welcome		
8:40 AM	<b>Keynote</b>	<b>Execute in the Connected Moments</b> Matt Laukaitis - Senior Vice President & General Manager, NA Consumer Industries, SAP <span style="float: right;"><i>Grand Ballroom F</i></span>	
9:25 AM	<b>Keynote</b>	<b>Delighting Our Customers by Standardizing Our Core</b> John Douglas - Chief Technology Officer, Tory Burch	
10:10 AM	Refreshments & Exhibition Viewing <span style="float: right;"><i>Grand Ballroom A-E</i></span>		
	<b>TRACK 1</b> <i>Grand Ballroom F</i>	<b>TRACK 2</b> <i>Tension</i>	<b>TRACK 3</b> <i>Marsalis</i>
10:50 AM	<b>A Deep Dive into Delivering an Omnichannel Experience at The Home Depot</b> Raimundo Alvarez - Director IT Merchandising, Finance, Reporting & Analytics, Home Depot Brian Cederborg - Vice President Consumer Industries, /N SPRO	<b>Best Practices for SAP S/4 Retail &amp; CAR Implementation in 16 Weeks</b> Shaun Perkinson - Vice President, Digital Technology, Innovation & Applications, Tory Burch	<b>Driving Growth in the Digital Marketplace</b> Tom Otten - CX Advisor, SAP
11:40 AM	Paul Young - Director, SAP Go-to-Market, Google Cloud	<b>Aligning Processes for Faster Delivery at Whirlpool Corporation</b> Matthew Hunt - GIS Supply Chain Manager, Whirlpool Corporation	<b>SAP S/4HANA for Central Finance: A Way to Fast-Track Finance Transformation</b> Rakesh Mehta - Principal, Advisory Consumer Markets, Digital Finance Transformation, PwC Carsten Hilker - Global Solution Owner S/4 HANA (Central Finance), SAP
12:30 PM	<b>How The Hershey Company is Spreading Goodness Through Digital Transformation</b> Rick Morrison - Hershey Information Services, The Hershey Company	<b>The Future of Merchandising: Merchant-Imagined. AI-Enabled.</b> Sam Richardson - Global Business Architect, Retail Processes, Walgreens Boots Alliance Ryan Blask - Managing Director, Accenture Kristin Howell - Global Vice President, Retail Solution Management, SAP	<b>Drinking in Digitalization &amp; Disruption: A Generations-Old Business Takes the Lead Amid Shifting Market Dynamics</b> Robert Barrios - Vice President, IT Shared Services, E. & J. Gallo Winery Nitin Rao - Senior Manager, Deloitte Consulting LLP
1:10 PM	Lunch & Exhibition Viewing <span style="float: right;"><i>Grand Ballroom A-E</i></span>		
2:15 PM	<b>Keynote</b>	<b>Driving Creativity &amp; Innovation for Long-Term Success</b> Beth Pritchard - Advisor to Global Retail Brands, Board Member for Loblaw Companies & e.l.f. Cosmetics, Former Chief Executive Officer, Bath & Body Works, White Barn Candle Company & Victoria's Secret Beauty <span style="float: right;"><i>Grand Ballroom F</i></span>	
3:00 PM	<b>Keynote</b>	<b>Revolutionizing the Standard: How Nike is Co-Innovating Industry First Capabilities</b> Stephen Bronson - Senior Director Strategic Enterprise Capabilities Technology, Nike <span style="float: right;"><i>Grand Ballroom F</i></span>	
3:45 PM	<b>Keynote</b>	<b>Accelerating the Customer Experience by Thinking Differently</b> Andrea Weiss - Chief Executive Officer, The O Alliance	
4:15 PM	Conference Concludes		