



Global Executive Summit for Service Leaders

April 28 – 30, 2019

Venue / Hotel Paris Las Vegas Hotel
3655 S Las Vegas Blvd
Las Vegas, NV 89109
(702) 946-7000

AGENDA

SUNDAY – APRIL 28, 2018

5:00PM Registration

6:30PM Welcome & Speed Networking

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MONDAY – APRIL 29, 2018

7:30 AM – 8:30 AM Continental Breakfast & Break
▪ Breakfast with new SIA members & Board

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8:30 AM – 9:00 AM	Welcome <ul style="list-style-type: none"> ▪ Tom York, SIA Board Chairman & President ▪ Claudia Betzner, SIA Executive Director
9:00 AM – 10:00 AM	Digital Marketing Strategies for Small to Medium Size Technology Companies: The How To's of Modern Marketing for Senior Managers <ul style="list-style-type: none"> ▪ Chris Efessiou, Partner & Co-Chair LifeSciences Practice, Newport Board Group
10:00 AM – 11:00 AM	Break & Networking <i>Sponsored by</i> 
11:00 AM – 12:00 PM	Thought Leaders Strategies – Transformation & Disruption <u>Host & Panel</u> <ul style="list-style-type: none"> ▪ Steve Studley, President, Trident Computer ▪ Stanislas Pilot, CEO, Evernex ▪ Lars Juhl Frandsen, CEO, Nordic Computer ▪ Sean Kennedy, President & Founder, TRG
12:00 PM – 1:00 PM	Lunch & Networking <i>Sponsored by</i> 
1:00 PM – 2:00 PM	Digital Disruption: The Future of Work, Skills, Leadership, Education and Careers in Technology World <ul style="list-style-type: none"> ▪ Dr. Tracey Wilen, Global Speaker & Strategy Consultant
2:00 PM – 3:00 PM	Break & Networking <i>Sponsored by</i> 
3:00 PM – 3:20 PM	3rd Party Service – White Papers & Surveys <ul style="list-style-type: none"> ▪ Dwight Strayer, COO, Service Express
3:20 PM – 4:05 PM	I'm Not Dead, I Feel Fine: Market, Lifecycle of Hardware and Why TPM's Make Sense <ul style="list-style-type: none"> ▪ Jake Blough, CTO, Service Express

6:30 PM

Cocktails & Networking

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TUESDAY – APRIL 30, 2018

8:00 AM – 9:00 AM

Continental Breakfast & Break

9:00 AM – 9:30 AM

State of the Association

- Tom York, SIA Board Chairman & President

9:30 AM – 10:00 AM

Break & Networking

10:00 AM – 10:45 AM

Reduce Business Risk and Monetize Cyber Security Services

- Jack Britton, Leader in Security Operations, Fortune 500 Company

10:45 AM – 11:30 PM

Break & Networking

11:30 PM – 12:30 PM

Right to Repair & Free ICT

- Gay Gordon-Byrne, Executive Director, Repair Association
- Tomas O’Leary, CEO & Founder, Orgina

12:30 PM – 1:30 PM

Lunch & Networking

1:30 PM – 2:30 PM

Growth Opportunities in the OEM Landscape

- Martin Hingley, President, ITCandor Limited

2:30 PM – 3:30 PM

Growth & Market Awareness Roundtable Discussion: Top Marketing Executives Discuss How You Can Optimize Your Marketing Dollars

Host & Moderators

- Chris Efessiou, Partner & Co-Chair LifeSciences Practice, Newport Board Group
- Randi Mitev, Vice President Marketing, Curvature
- Jennifer Deutsch, CMO, Park Place Technologies
- Tomas O’Leary, CEO & Founder, Orgina
- Daniel Xavier, Head of Marketing, Einsic

3:30 PM – 3:45 PM

Wrap-up

6:30 PM – 7:30PM

Cocktail & Networking

“April in Paris” Chateau Nightclub & Garden

- Rooftop Paris Resort under the Eiffel Tower (Badge required)

7:30 PM – 10:30PM

Grand Finale Dinner

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