



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

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

Cyber Security Challenges & Successes

- 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, Origina

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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