



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

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**

- 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**

- Chris Efessiou, Partner & Co-Chair LifeSciences Practice, Newport Board Group

10:00 AM – 11:00 AM **Break & Networking**

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11:00 AM – 12:00 PM **Thought Leaders Strategies – Transformation & Disruption**

Host & Panel

- 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**

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1:00 PM – 2:00 PM **Digital Disruption: The Future of Work, Skills, Leadership, Education and Careers in Technology World**

- Dr. Tracey Wilen, Global Speaker & Strategy Consultant

2:00 PM – 3:00 PM **Break & Networking**

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3:00 PM – 3:20 PM **3rd Party Service – White Papers & Surveys**

- 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**

- 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 **Cyber Security Challenges & Successes**
▪ Jack Britton, Leader in Security Operations, Fortune 500 Company

10:45 AM – 11:30 AM **Break & Networking**

11:30 AM – 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**

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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

Grande Finale Dinner

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