

May 9th & 10th ♦ San Francisco, CA

 Gateway Management, Inc.

Integrated Business Planning

2011

Sales & Operations Planning
Product Management
Supply Chain Management
Cross Functional Business Integration
Data Management and Governance
Advanced Analytics

510-768-7920 ♦ www.gmi-solutions.com

Program Agenda



Day One, Monday, May 9th

8:00 am Registration, Orientation & Continental Breakfast

Keynote Presentations

8:30 am **Integrated Business Planning**
Improve organizational performance with cross functional enterprise planning
Marilyn Craig; Sr. Director of Worldwide Planning & Analysis at **Logitech**

9:45 am **Data Aggregation and Interpretation**
Deliver meaningful information to drive better business decisions
Al Adamsen; Founder and Managing Partner at **People-Centered Strategies, LLC**

Sales and Operations Planning & Analysis Track A

Product Management Planning & Analysis Track B

11:00 am **Sales and Operations Planning Framework**
A strategic approach to integrating demand and sales activities
Colin Kessinger; Partner at **End-to-End Analytics**

Strategic Product Lifecycle Management
Build a holistic product management strategy based on lean principals
Brian Lunn; Global Product Manager at **Applied Materials**

12:00 pm Lunch & Networking Break

1:00 pm **Supply Planning and Analysis**
Map the entire supply chain capacity to better understand S&O capabilities
Duane Hardacre; Managing Partner at **Supply Chain Fusion**

Integrated Commercialization Planning
Develop cross functional, full life-cycle product introduction capabilities
Suzette Skulan; Commercialization Product Manager at **Clorox**

2:15 pm **Sales and Operations Alignment**
Synchronize demand planning, supply chain, finance and execution to meet objectives
Deborah Coburn; Manager, Sales and Operations Planning at **Lifescan, division of Johnson & Johnson**

Advanced Product Innovation Processes
Leverage practices that promote efficient innovation throughout the organization
Laura Castellanos; Managing Director – Brokerage Lending Marketing at **Charles Schwab**
Christine Yip; Director, Solutions Services Product Management at **Charles Schwab**

3:30 pm **Sales Forecasting and Integrated Demand Planning**
Scenario analysis, continuous and rolling forecasting for sales and operations planning
Ron Kantorik; Consultant, formerly at **Alterra**

Product Performance Analysis
Building insanely great products; the history and future of product management
David Fradin; Principal Consultant on Product Management at **280 Group**

4:30 pm **Networking Reception**



Program Agenda

Day Two: Tuesday, May 10th

8:00 am Registration, Orientation & Continental Breakfast

Keynote Presentations

- 8:30 am **S&OP for Competitive Advantage**
Harness integrated business processes for better strategic planning and execution
Pam Kanazawa; Director of Sales and Operations Planning at **Cisco Systems**
Michelle Davis; Sr. Manager of Sales and Operations Planning at **Cisco Systems**
- 9:45 am **The Analytics Value Chain**
Initiate predictive analytics to create the greatest impact
Piyanka Jain; Senior Manager of NA Business Development and Analytics at **PayPal**

Sales and Operations Planning & Analysis Track A

Product Management Planning & Analysis Track B

11:00 am **Supply Chain Network Optimization**
 Leverage your supply chain to improve productivity and maximize results
Amrita Sinha; Sr. Manager of Global Product Planning at **Hewlett-Packard**

Competitive Intelligence
Develop a fact-based approach to understanding competitors
Ken Porter; Strategic Marketing Manager at **Symantec**

12:00 pm Lunch & Networking Break

1:00 pm **Process Improvement for S&OP**
Enhance sales and operations planning through consistent forecasting, reporting and analysis
Ron Kantorik; Consultant, formerly at **Alterra**

Product Roadmapping
Engage in collaborative roadmapping with both internal and external stakeholders
Wako Takayama; VP, Marketing at **The Innovation Games Company**

2:15 pm **Product & S&OP Finance: Price, Margin and Profitability**
Support managerial decisions with better financial planning capabilities
Don Wilson – Chief of Revenue Management Development at **Maxim RMS**

3:30 pm Adjourn