



# SMARTER SERVICES™ EXECUTIVE SYMPOSIUM

*Service of Humanity™*

Event Theme: "Service Journeys"

September 11-13, 2023

Chicago, IL (USA)



**JW** MARRIOTT

# 2023 SMARTER SERVICES™ SYMPOSIUM: “SERVICE JOURNEYS”

## “SERVICE JOURNEYS” – A LETTER FROM THE CEO

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### Service Council™ Members & Partners:

I'm excited to share our plans and to formally kickoff planning for the 2023 Smarter Services™ Executive Symposium this coming September 11-13<sup>th</sup>, once again in the great city of Chicago. Last year, we built the discussions around the theme, "Service. Forward." This reflected on the dramatic evolution we witnessed amid the pandemic, where businesses focused on business continuity, reinventing - and then shifting - their attention to growth. Now we turn our attention to helping organizations determine their path to short-, mid- and long-term transformation with the 2023 event theme "Service Journeys."

We are very excited to be working with our venue partner, JW Marriott, and the Chicago Travel & Tourism Event Bureau to create a healthy and immersive experience for our guests. The venue has allocated the entire 2<sup>nd</sup> and 3<sup>rd</sup> floors to our event, including mainstage keynotes, breakout research track workshops, food and beverage activities and our technology showcase events.

We have designed the event to align with the interests of not only service leaders, but also the personas which make up the strategic leadership teams across people, parts, data and technology. We are so excited to welcome our members and partners to a safe and impactful experience. Should you have additional ideas on how we can create a safe, educational and interactive environment, I welcome you to contact me directly via mobile (+1.617.717.8300) or via email (jtc@servicecouncil.com) to discuss your ideas or concerns, and share ways in which we can enhance your event experience pre-, during- and post-conference.



Warmest regards,

A handwritten signature in black ink that reads "John Carroll".

John Carroll  
CEO & Founder  
Service Council™

# 2023 SMARTER SERVICES™ EXECUTIVE SYMPOSIUM: “SERVICE JOURNEYS”

The Service Council™ Smarter Services™ Executive Symposium is the must-attend learning and networking event for senior service and customer management executives. Over the course of 3 days, several hundred service & customer support executives, thought leaders, influencers and technologists will share best practices and transformation blueprints to invigorate service organizations. Main stage keynote sessions will be complimented by breakout discussions and workshops that focus on key service disciplines and business functions, including:

- Field Service
- Customer Experience
- Service Supply Chain
- Workforce & Labor
- Service Revenue Growth
- Intelligent Service (Data)
- Service Innovation
- Leadership & Strategy
- Digital Transformation
- Innovation

# 2023 SMARTER SERVICES™ EXECUTIVE SYMPOSIUM: “SERVICE JOURNEYS”

Merriam-Webster Dictionary defines “journey” as “traveling from one place to another.” Wherever you are in your service maturity (lagging, following or leading) identifying the common characteristics and strategies of best-in-class organizations can be important in validating or supplementing your approach. Even those organizations achieving best-in-class must focus on continuous improvement through innovation and cross pollination of best practices, moving from best to next practices. Members of the Service Council™ commonly point to the diversity of industry, segment and leadership we welcome at the annual conference as an enabler of the “outside-in” approach, which supports this cross-pollination opportunity. Service Council™ research has identified the following priority business transformations (areas of the service business which enable moving forward) which will be prominently featured during our mainstage keynotes and panels, followed by our deeper dive, problem-solving breakout research tracks:

- Service Leader Journeys
- Frontline (Technician/Engineer) Journeys
- Field Service Journeys
- KPI Journeys
- Cultural Journeys
- Technology Journeys
- Digital Journeys
- Customer Journeys
- Employee Journeys
- Intelligence Journeys
- Commercial Journeys
- Supply Chain Journeys

The agenda will be built across the “Service Journeys” theme as a backdrop and will explore the following sub-themes across the 3 days:

- Day 1: “People”
- Day 2: “Process”
- Day 3: “Technology”

# 2023 SMARTER SERVICES™ EXECUTIVE SYMPOSIUM: “SERVICE JOURNEYS”

## EVENT DATE & LOCATION

When: September 11-13, 2023 (Monday – Wednesday)

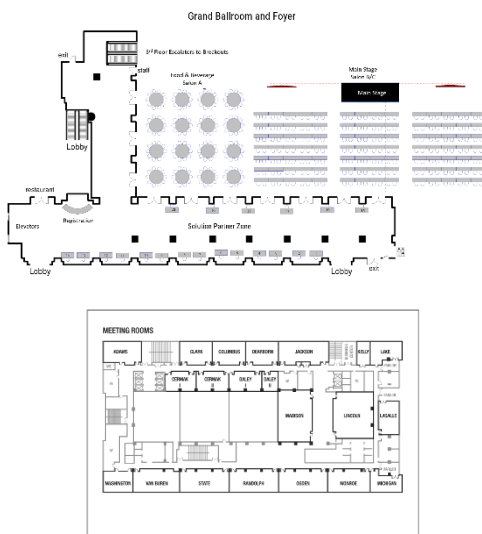
Where: JW Marriott, 151 W Adams Street, Chicago, IL USA 60603

## EVENT VENUE

We look forward to hosting this year’s Symposium at the JW Marriott. Located right in the Financial District, the venue is designed for an immersive experience where the Smarter Services™ Executive Symposium will be the exclusive event hosted on the 2<sup>nd</sup> floor with breakouts on the 3<sup>rd</sup> floor. For those guests wishing to enjoy the great city of Chicago, the hotel is located less than 1 mile from Magnificent Mile (Michigan Ave) and in the heart of the city in the Financial District.



## VENUE MAP








The Smarter Services™ Executive Symposium will be housed on the 2<sup>nd</sup> floor of the hotel which is easily accessible from the guest elevator or up the escalators from the foyer and hotel reservation level for our local audience. Creating an immersive and user-friendly experience was a big reason we chose our new hotel partner (JW Marriott). Guests will find the transition from the Grand Ballroom (Keynotes) to the breakout workshops on the 3<sup>rd</sup> floor (Cermak 1&2, State, Randolph, Ogden, Monroe) easy to navigate while enjoying the Technology Showcase in the Grand Foyer during dedicated showcase hours and in transition to their next sessions.

# 2023 SMARTER SERVICES™ EXECUTIVE SYMPOSIUM: "SERVICE JOURNEYS"

## KEYNOTE SPEAKERS (INDUSTRY ADVISORY BOARD)























































































The Service Council™ has established a foundational Industry Advisory Board which features a wide variety of both business and consumer industries and with executive representation from some of the most thought provoking and forward-thinking brands around the globe. The Industry Advisory Board is featured across the agenda in many formats ranging from keynote presenters to workshop moderators to panelists and more. They also serve as a great means to discuss and debate your top challenges and opportunities as they are willing collaborators and networkers.

|  |   |  |   |  |   |
|--|---|--|---|--|---|
| <br><b>Richard Albanese</b><br>VP Technical Support & Service Training                   |  | <br><b>Sasha Ilyukhin</b><br>Senior VP, Global Processing Services and Services Solutions |  | <br><b>Tim Spencer</b><br>Senior VP & General Manager Service Operations                       |  |
| <br><b>Eduardo Bonfont</b><br>Worldwide VP of Technical Services - Life Sciences Segment |  | <br><b>Laura Mather</b><br>VP & GM Global Services  |  | <br><b>Linda Tucci</b><br>Senior Global Director, Technical Solutions Center                   |  |
| <br><b>Rod Cook</b><br>Director, NA Service Operations                                   |  | <br><b>Lisa Montoya McFarland</b><br>Director Service Transformation                      |  | <br><b>Len Vanderhulst</b><br>Senior Vice President, Global Service                            |  |
| <br><b>Bob Feiner</b><br>Senior Vice President, CSG Support Services                     |  | <br><b>David Nour</b><br>CEO  |  | <br><b>Chris Westlake</b><br>Director - Service Process and Digital Transformation             |  |
| <br><b>Michael Galon</b><br>Director, Service Operations                                 |  | <br><b>Robb Origer</b><br>Senior Vice President, In-Home Services                         |  | <br><b>Dean Casad</b><br>Director, Customer Support Operations                                 |  |
| <br><b>Adam Gloss</b><br>Senior Vice President, Service                                  |  | <br><b>Gyner Ozgul</b><br>President & Chief Operating Officer                             |  | <br><b>Tyler Haak</b><br>Vice President of Sustainability and Services, U.S. Digital Buildings |  |
| <br><b>Leonard Graves</b><br>SVP Global Services   |  | <br><b>Robert Pelz</b><br>VP, Supply Chain Customer Service                               |  | <br><b>John Ward</b><br>Global Head of Customer Experience                                     |  |
| <br><b>Brad Haerberle</b><br>Senior Vice President of Services                           |  | <br><b>Stephanie Peters</b><br>Vice President of Operations                               |  | <br><b>Jon Barr</b><br>Head of IT - Americas   |  |
| <br><b>Karin Hamel</b><br>President, North Regions                                       |  | <br><b>Gaurav Puri</b><br>Vice President - Global Service & Repair                        |  | <br><b>Scott Day</b><br>Senior Vice President, Service Transformation, North America           |  |

# 2023 SMARTER SERVICES™ EXECUTIVE SYMPOSIUM: "SERVICE JOURNEYS"

## KEYNOTE SPEAKERS (INDUSTRY ADVISORY BOARD)

|  |   |   |   |   |   |
|--|---|---|---|---|---|
|  <p><b>Deepika DiGiovine</b><br/>Vice President, Digital Applications &amp; Connected Factory</p>                       |    |  <p><b>Shannon Beecher</b><br/>VP, Services Supply Chain</p>   |    |  <p><b>Roy Dockery</b><br/>Vice President of Field Operations</p>   |    |
|  <p><b>Tony Karam</b><br/>Director of Americas Advanced Service Delivery</p>  |    |  <p><b>Mwepa Davis</b><br/>Service Supply Chain Operations Director</p>  |    |  <p><b>Vito Minnici</b><br/>Vice President North America Parts - Hobart Service</p>                                   |    |
|  <p><b>Bob Lamendola</b><br/>Senior VP, Technology and Head of Ricoh NA Digital Services Center</p>                     |    |  <p><b>Darrell Edwards</b><br/>Asst. Professor of Practice/Supply Chain Management</p>                         |    |  <p><b>Justin Simpson</b><br/>Director, Global Service Operations</p>   |    |
|  <p><b>Joe Lang</b><br/>VP, Service Technology &amp; Innovation</p>   |    |  <p><b>Jason MacIver</b><br/>Vice President, Services Procurement</p>  |    |  <p><b>Alex Ward</b><br/>Executive Director, Hydrogen Supply Chain</p>  |    |
|  <p><b>Shawn LaRocco</b><br/>VP &amp; Global Head - Customer Solutions Business Unit</p>                                |    |  <p><b>Linda McDougall</b><br/>Director of Supply Chain Services and Logistics, Global Customer Delivery</p>   |    |  <p><b>Eric Rogers</b><br/>HR Executive Director for On-Highway, Supply Chain, and Quality in the Engine Business</p> |    |
|  <p><b>John Perry</b><br/>Vice President Xerox Digital eExperience for Service Delivery/Customer Service Technology</p> |    |  <p><b>Rachel Heskin</b><br/>Senior Director, Service Platform Strategy</p>                                    |    |  <p><b>Maresh Subramony, Ph.D.</b><br/>Professor of Management</p>  |    |
|  <p><b>Greg Ratcliff</b><br/>Chief Innovation Officer</p>  |  |  <p><b>Emma Jellen</b><br/>Associate Director</p>   |  |  <p><b>Scott VerBracken</b><br/>VP Automotive Services</p>   |   |
|  <p><b>Roel Rentmeesters</b><br/>Vice President of Digital Transformation</p>   |  |  <p><b>Sean Jordan</b><br/>Global BSO Business &amp; Quality Director, Biomolecular Service Organization</p> |  |  <p><b>Tracy Lagona</b><br/>VP of Aftermarket Sales and Managed Services for Industrial Solutions</p>               |  |
|  <p><b>Erik Sheehan</b><br/>Vice President, Global Network &amp; Operations</p>                                       |  |  <p><b>Sonya Lacore</b><br/>VP, Inflight Operations</p>  |  |  <p><b>Greg Parker</b><br/>Vice President, Innovation and Portfolio Management</p>                                  |  |
|  <p><b>Matthew Wong</b><br/>Vice President, Customer Support</p>  |  |  <p><b>Lance Ley</b><br/>Senior Manager, Strategic Field Operations</p>                                      |  |  <p><b>Sophia Williams</b><br/>Senior VP &amp; GM, Telecom and Technology Business</p>                              |  |
|  <p><b>Michael Ferraro</b><br/>Worldwide Service Director</p>   |  |  <p><b>Jamie Beck</b><br/>Chief Operating Officer</p>  |  |  <p><b>Dr. Cory B. Cunningham</b><br/>Associate Teaching Professor</p>  |  |
|  <p><b>Mark Hessinger</b><br/>Senior Vice President of Global Customer Success</p>                                    |  |  <p><b>Marc Coleman</b><br/>Director of Field Service NA, Lab Water Solutions</p>                            |  |  <p><b>Thomas Maiello</b><br/>Director of New Product Introduction</p>  |  |
|  <p><b>Ron Kruse</b><br/>VP of Service Operations</p>   |  |  <p><b>Juan Cruz, Jr.</b><br/>Director, Service Operations NA</p>  |  |  <p><b>Chris Dexter</b><br/>Vice President, Customer Experience</p>   |  |
|  <p><b>Mark Horvath</b><br/>Corporate Vice President, Global Services</p>   |  |  <p><b>Peter Seward</b><br/>Vice President of Engineering &amp; Technical Services</p>                       |  |  <p><b>Sarah Rose</b><br/>Vice President of Global Services</p>   |  |

# 2023 SMARTER SERVICES™ EXECUTIVE SYMPOSIUM: “SERVICE JOURNEYS”

## MONDAY

|                                  |   |
|----------------------------------|---|
| <b>7:00am</b>                    | Sponsor Setup                             |
| <b>9:00am (Invitation Only)</b>  | Advisory Board<br>(Industry)              |
| <b>10:00am (Invitation Only)</b> | Advisory Board<br>(Industry + Technology) |
| <b>10:00am</b>                   | Registration Open                         |
| <b>11:00am</b>                   | Lunch                                     |
| <b>11:45am</b>                   | Welcome and Opening Remarks               |
| <b>12:00pm</b>                   | Keynote Presentations                     |
| <b>1:15pm</b>                    | Networking/Coffee                         |
| <b>1:45pm</b>                    | Keynote Presentation                      |
| <b>2:30pm</b>                    | Tech Showcase/Networking/Coffee           |
| <b>3:30pm</b>                    | Breakout Sessions                         |
| <b>5:30pm</b>                    | Keynote Presentation                      |
| <b>6:00pm</b>                    | Cocktail Reception                        |

## TUESDAY

|                |                                 |
|----------------|---------------------------------|
| <b>7:00am</b>  | Breakfast                       |
| <b>8:00am</b>  | Keynote Presentation            |
| <b>9:00am</b>  | Keynote Presentation            |
| <b>9:30am</b>  | Tech Showcase/Networking/Coffee |
| <b>10:30am</b> | Keynote Presentations           |
| <b>12:15pm</b> | Lunch                           |
| <b>1:15pm</b>  | Breakout Sessions               |
| <b>2:15pm</b>  | Breakout Sessions               |
| <b>3:45pm</b>  | Tech Showcase/Networking/Coffee |
| <b>4:45pm</b>  | Keynote Presentation            |
| <b>5:45pm</b>  | Cocktail Reception              |

## WEDNESDAY

|                |  |
|----------------|--|
| <b>7:00am</b>  | Breakfast                                  |
| <b>8:15am</b>  | Awards                                     |
| <b>8:30am</b>  | Keynote Presentation                       |
| <b>9:00am</b>  | Keynote Presentation                       |
| <b>9:30am</b>  | Networking/Coffee                          |
| <b>10:00am</b> | Keynote Presentation                       |
| <b>10:30am</b> | Breakout Sessions                          |
| <b>11:45am</b> | Closing Ceremony<br>(Interactive Workshop) |
| <b>12:30pm</b> | Lunch (Grab n' Go)                         |



# DAY 1 MAINSTAGE – SEPTEMBER 11

| DAY 1: "PEOPLE"     |   |
|---------------------|---|
| 9:00 AM – 11:00 AM  | <b>INVITE ONLY: ADVISORY BOARD MEETING &amp; WORKSHOP</b> (Executive Boardroom)   |
| 10:00 AM            | REGISTRATION OPEN (Smarter Services™ Solution Zone Open)  |
| 11:00 AM – 11:45 AM | <b>LUNCH Brought to you by: Synchron</b>  |
| 11:45 AM – 12:00 PM | <b>WELCOME AND OPENING REMARKS</b><br>Speaker: John Carroll, CEO, Service Council™  |
| 12:00 PM – 12:45 PM | <b>THE CUSTOMER EXPERIENCE ENGINE</b><br>Speaker: Scott Wozniak, CEO, Swoz Consulting   |
| 12:45 PM – 1:15 PM  | <b>CUSTOMER JOURNEYS: THE ONLY 5 QUESTIONS TEAMS NEED TO ANSWER TO DELIVER WINNING EXPERIENCES</b><br>Speaker: John Ward, Global Head of Customer Experience, Cigna   |
| 1:15 PM – 1:45 PM   | COFFEE BREAK (Smarter Services™ Solution Zone Open)<br>Brought to you by: Sonata Software and Sinequa   |
| 1:45 PM – 2:30 PM   | <b>EMPLOYEE JOURNEYS: THE PARTNERSHIP BETWEEN LEADERSHIP + FRONTLINE</b><br>Panelists:<br>Scott VerBracken, Vice President, Automotive Services, & Juan Valle, Service Vehicle Operator, AAA<br>Sonya Lacore, Executive Advisor, & Sharen Tot, Flight Attendant, DAL Based, Southwest Airlines<br>Rod Cook, Director, NA Service Operations, & Ben Jee, Service Technician Apprentice, TRANE Technologies<br>Moderator:<br>Mahesh Subramony, ASU Center for Services Leadership |
| 2:30 PM – 3:30 PM   | TECHNOLOGY SHOWCASE (Smarter Services™ Solution Zone Open)  |
| 3:30 PM – 5:30 PM   | <b>BREAKOUT SESSIONS</b>  |
| 5:30 PM – 6:00 PM   | <b>CULTURE JOURNEYS: THE DIVERSITY, EQUITY &amp; INCLUSION IMPERATIVE</b><br>Speaker: Roy Dockery, Vice President, Field Operations, Flock Safety   |
| 6:00 PM – 7:00 PM   | <b>COCKTAIL RECEPTION, Brought to you by: Aquant</b>  |

At the end of Day 1, Service Council™ hosts a welcome reception of its members, partners, and guests. This reception is hosted with the support of our partner **Aquant**.

# DAY 1 BREAKOUT SESSIONS – SEPTEMBER 11

## DAY 1: “PEOPLE”

|                   |  |
|-------------------|--|
| 3:30 PM – 5:30 PM | <b>COFFEE BREAK &amp; TRANSITIONING TO FIRST SET OF BREAKOUTS</b>  |
| 3:30 PM – 4:15 PM | <p>Field Service (Hosted by ServiceMax): <b>ASSET-CENTRIC SERVICE LIFE CYCLE MANAGEMENT</b><br/> <i>SPEAKERS: Leslie Paulson, General Manager, Service Max, a PTC Company; Rob Bannerman, Business Development Manager, PTC; Rachel Heskin, Senior Director, Service Platform Strategy, Thermo Fisher Scientific; Richard Albanese, VP Technical Support &amp; Service Training, United Imaging</i></p> <p>Service Revenue Growth (Hosted by Bain &amp; Company): <b>TRANSITIONING TO ADVANCED SERVICES</b><br/> <i>SPEAKERS: Andy Capanyola, Partner, Bain &amp; Company; Prashant Iyer, Partner, Bain &amp; Company; Michael Park, Director, Global Dealer &amp; Systems Strategy, John Deere; Casey Niemann, Director, Enterprise Lifecycle Services, John Deere</i></p> <p>Service Innovation (Hosted by ServiceNow): <b>MANAGING A SUCCESSFUL DIGITAL TRANSFORMATION: WHO, WHAT, WHEN &amp; HOW</b> <i>SPEAKERS: Bulent Cinarkaya, GM, ServiceNow; Kyle Seiter, CTO, Medically Home</i></p> <p>Intelligent Service (Hosted by Aquant): <b>THE NEXT REVOLUTION IN SERVICE: HOW TOP ORGANIZATIONS ARE LEADING &amp; BENEFITTING FROM AI ADOPTION</b> <i>SPEAKERS: Tim Burge, Director, Aquant; Joe Lang, Vice President – Service Technology and Innovation, Comfort Systems</i></p> <p>Leadership &amp; Strategy (Hosted by Syncron): <b>EMPOWERING SERVICE LEADERS: ACHIEVING CONTRACT SUCCESS IN A COMPLEX LANDSCAPE</b> <i>SPEAKERS: Justin Konopaske, Director, Industry Solutions, Syncron; Shawn LaRocco, VP, Global Head Customer Solutions, Olympus; Patrick Pflüger, Manager, Management Consulting; STAR Corporation</i></p> |
| 4:15 PM – 4:30 PM | <b>TRANSITIONING AND NEXT SET OF BREAKOUTS</b>   |
| 4:30 PM – 5:15 PM | <p>Customer Experience (Hosted by SightCall): <b>ALIGNING WITH THE FUTURE CUSTOMER: EVOLVING SERVICE DELIVERY THROUGH DIGITAL WORKFLOWS</b> <i>SPEAKERS: Kurt Schnittger, Vice President, SightCall; Danielle Smith, Project Leader, Sun Chemical</i></p> <p>Workforce &amp; Labor (Hosted by WorkMarket): <b>SOURCING, ENGAGING, MANAGING &amp; RETAINING YOUR INDEPENDENT CONTRACTOR WORKFORCE</b> <i>SPEAKERS: Glenn Nortman, Director, Relationship Management, WorkMarket, an ADP Company; Bridget Quinn Kirchner, Head of Client Experience, WorkMarket, an ADP Company; Douglas Gies, VP of Operations, Automated Systems Design</i></p> <p>Service Supply Chain (Hosted by Baxter Planning): <b>A SUSTAINABLE SUPPLY CHAIN: HOW TO MEASURE (KPI/METRICS) THE IMPACT OF YOUR ORGANIZATION</b> <i>SPEAKERS: Jeffrey Niese, VP, Solution Strategy, Baxter Planning; Gentry Pate, Global Supply Chain Director, DELL</i></p> <p>Digital Transformation (Hosted by Neuron7): <b>GENERATIVE AI FOR COMPLEX SERVICE ENVIRONMENTS</b> <i>SPEAKERS: Niken Patel, Founder &amp; CEO, Neuron7; Roy Dockery, VP Field Operations; Flock Safety</i></p> <p>Innovation (Hosted by ProntoForms): <b>BUILDING YOUR EMPLOYEE ENGAGEMENT PLATFORM: RETAINING CUSTOMERS WITH EFFORTLESS SERVICE PLATFORMS</b> <i>SPEAKERS: Alvaro Pombo, CEO &amp; Founder, ProntoForms; Lenny Cumberledge, Director of Field Services; Gojo</i></p>  |
| 5:15 PM – 5:30 PM | <b>TRANSITION TO MAIN BALLROOM</b>   |

# DAY 2 MAINSTAGE – SEPTEMBER 12

## DAY 2: “PROCESS”

|                     |   |
|---------------------|---|
| 7:00 AM – 8:00 AM   | <b>BREAKFAST AND REGISTRATION, Brought to you by: Deepomatic</b>  |
| 8:00 AM – 9:00 AM   | <b>GOING PLATINUM: GETTING YOUR TEAM IN THE GROOVE</b><br>Speaker: Alan Schaefer, Banding People Together   |
| 9:00 AM – 9:30 AM   | <b>SERVICE LEADER’S AGENDA: PEOPLE, PROCESS, TECHNOLOGY, DATA, PARTS</b><br>Speaker: Stephanie Peters, Vice President, Operations, Hobart Service   |
| 9:30 AM – 10:30 AM  | <b>(INVITE ONLY) TECHNOLOGY SHOWCASE</b> (Smarter Services™ Solution Zone Open)   |
| 10:30 AM - 11:00 AM | <b>FIELD SERVICE JOURNEYS: EXCELLENCE &amp; SCALABILITY</b><br>Speakers: Erik Sheehan, Vice President, Global Network & Operations & Doug Sullivan, Global Vice President of Network and Field Operations, Verizon  |
| 11:00 AM – 11:30 AM | <b>SUPPLY CHAIN JOURNEYS</b><br>Speaker: Shannon Beecher, Vice President, Services Supply Chain, IBM  |
| 11:30 AM – 11:45 AM | Reaction Panel:<br>Linda McDougall, Director of Supply Chain Services and Logistics, Global Customer Delivery, Cisco<br>Jason MacIver, Vice President, Services Procurement, DELL Technologies<br>Vito Minneci, Vice President, North America Parts, Hobart Service<br>Justin Simpson, Director, Global Service Operations, Avnet                                 |
| 11:45 AM – 12:15 PM | <b>SERVICE DELIVERY JOURNEYS: PREDICTIVE, PROACTIVE &amp; OUTCOME-BASED</b><br>Panelists:<br>Sasha Ilyukhin, Senior VP, Global Processing Services and Services Solutions, Tetra Pak<br>Linda Tucci, Sr Director, Global Remote Technical Support, QuidelOrtho<br>Ron Kruse, Vice President of Service Operations, Volta<br>Jon Barr, Head of IT – Americas, KONE |
| 12:15 PM – 1:15 PM  | <b>LUNCH, Brought to you by: Neuron7</b><br><b>INVITE ONLY: TECHNOLOGY SHOWCASE</b>   |
| 1:15 PM – 3:30 PM   | <b>BREAKOUT SESSIONS AND NETWORKING</b>   |
| 3:45 PM – 4:45 PM   | <b>NETWORKING and COFFEE BREAK, Brought to you by: ServiceMax</b><br><b>INVITE ONLY: TECHNOLOGY SHOWCASE</b>  |
| 4:45 PM – 5:15 PM   | <b>COMMERCIAL JOURNEYS: DESIGN, STANDARDIZATION &amp; GO-TO-MARKET EXECUTION</b><br>Panelists:<br>Tony Adamson, Vice President, Sales & Marketing, Hobart Service<br>Mark Horvath, Corporate Vice President, Global Services, Hologic<br>Tracy Lagona, VP Aftermarket Sales and Managed Services, Generac<br><br>Moderator:<br>David Nour, CEO, The Nour Group    |
| 5:15 PM – 5:45 PM   | <b>INTELLIGENCE JOURNEYS: CREATING YOUR INFORMATION PLATFORM</b><br>Speaker: Deepika DiGiovine, Vice President, Digital Applications & Connected Factory, DOVER Corporation   |
| 5:45 PM – 6:45 PM   | <b>COCKTAIL RECEPTION</b><br><b>Brought to you by: ServiceMax</b>   |

At the end of the long day that is Day 2, join us for networking with friends and partners. Our networking event on Day 2 is brought to you with the support of our partner **ServiceMax**.

# DAY 2 BREAKOUT SESSIONS – SEPTEMBER 12

## DAY 2: "PROCESS"

|   |  |
|---|--|
| 11:45 PM – 12:45 PM   | <b>LUNCH &amp; TRANSITIONING TO FIRST SET OF BREAKOUTS</b>   |
| <p>1:15 PM – 2:15 PM</p> <p><i>Timing Outline</i><br/>1:15 PM – 1:30 PM<br/><i>Introduction to Topic</i></p> <p>1:30 PM – 1:45 PM<br/><i>Group Work</i></p> <p>1:45 PM – 2:15 PM<br/><i>Summary</i></p> | <p>Field Service (Hosted by ServiceNow): <b>IMPROVING DEFLECTION RATES, TRIAGE &amp; DISPATCH EFFICIENCY TO ENABLE BETTER FIRST TIME FIX RATES</b> <i>Speakers: Rob Schaeffer, Director, Outbound Product Management, ServiceNow; Scott Gilbey, former SVP of Customer Experience, Konecranes; Noah Ryan, Sr. ServiceNow Solutions Executive, EvoralT</i></p> <p>Service Revenue Growth (Hosted by ServiceMax): <b>BUILDING REVENUE GROWTH WITH YOUR FRONTLINE EMPLOYEES (FIELD SERVICE ENGINEERS)</b> <i>SPEAKERS: Joe Kenny, Global Customer Transformation, ServiceMax; Robb Origer, SVP, In-home Services, DISH</i></p> <p>Service Innovation (Hosted by Aquant): <b>BUILDING BEST PRACTICES FOR REMOTE SERVICE: DEPLOYING, OPTIMIZING, FUTURE-PROOFING</b> <i>SPEAKERS: Tim Burge, Director, Aquant; Chris Marquez, VP Field Services, DELL Technologies</i></p> <p>Intelligent Service (Hosted by Neuron7): <b>HOW DOES INTELLIGENCE ENABLE PREDICTIVE/PROACTIVE SERVICE DEPLOYMENT METHODS</b> <i>SPEAKERS: Carolyn DeVasto, Sales Director, Neuron7; Scott Day, SVP Service Transformation, TK Elevator</i></p> <p>Leadership &amp; Strategy (Hosted by GPS Insight): <b>SUSTAINABILITY IMPERATIVE: HOW TO START, EVOLVE &amp; MAXIMIZE</b> <i>SPEAKERS: Steve Mason, GM Field Service Management, GPS Insight; Tom Keyser, Fleet Director, Spire</i></p>  |
| 2:15 PM – 2:30 PM   | <b>TRANSITION TO SECOND SET OF BREAKOUTS</b>   |
| <p>2:30 PM – 3:30 PM</p> <p><i>Timing Outline</i><br/>2:30 PM – 2:45 PM<br/><i>Introduction to Topic</i></p> <p>2:45 PM – 3:15 PM<br/><i>Group Work</i></p> <p>3:15 PM – 3:30 PM<br/><i>Summary</i></p> | <p>Customer Experience (Hosted by Glympse): <b>HOW LOCATION INTELLIGENCE CAN IMPROVE EMPLOYEE &amp; CUSTOMER EXPERIENCE</b> <i>SPEAKERS: Chris Ruff, CEO, Glympse; Charlie Maynard, Sr. Manager – Industry Solutions, HERE Technologies; Jon Knazur, Sr. Business Development Manager, RouteSmart; Aaron Nuffer, Sr. Client Success Manager, RouteSmart, Bob Feiner, SVP, CSG Support Services, Dell Technologies</i></p> <p>Workforce &amp; Labor (Hosted by Appify): <b>ENABLING YOUR EXTENDED SERVICE NETWORK</b> <i>SPEAKERS: Hari Subramanian, CEO, Appify; Justin Simpson, Director of Global Service Operations, Avnet; Chris Westlake, Director of Service Process and Digital Transformation, Generac</i></p> <p>Service Supply Chain (Hosted by Bruviti): <b>HOW CAN AI ENABLE THE INTEGRATION OF SERVICE AND SUPPLY CHAINS?</b> <i>SPEAKERS: Brian Davis, VP Business Development, Bruviti; Lance Ley, Sr. Manager – Strategic Field Operations; Sub-Zero Group</i></p> <p>Digital Transformation (Hosted by OverIT): <b>HOW TO EFFECTIVELY ALIGN PROCESS &amp; TECHNOLOGY ROADMAPS</b> <i>SPEAKERS: Issam Helewa, Sr. Director, Customer Success Group, OverIT; Devin Landes, Solution Engineer, OverIT; Jeff Massey, VP Digital Service Strategy &amp; Innovation, STERIS; Laura Mather, VP &amp; GM, Equipment Service Solutions, Business Development, Animal Health, STERIS</i></p> <p>Innovation (Hosted by Scription): <b>MOVING TO UPTIME AND OUTCOME BASED SERVICES</b> <i>SPEAKERS: Justin Larocque-Villiers, CEO, Scription; Peter Cryan, President, Consult Cryan; Sasha Ilyukin, SVP, Global Processing Services &amp; Services Solutions, Tetra Pak</i></p> |
| 3:30 PM – 3:45 PM   | <b>TRANSITION TO SOLUTION PARTNER ZONE</b>   |

# DAY 3 MAINSTAGE – SEPTEMBER 13

## DAY 3: “TECHNOLOGY”

|                     |  |
|---------------------|--|
| 7:00 AM – 8:00 AM   | <b>BREAKFAST</b> (Smarter Services™ Solution Zone Open)<br>Brought to you by: Bruviti  |
| 8:15 AM – 8:30 AM   | <b>SERVICE COUNCIL™ AWARDS: RECOGNIZING SERVICE HUMANITY &amp; TECHNOLOGY SHOWCASE WINNERS</b><br>Speaker: John Carroll, CEO & Founder, Service Council™   |
| 8:30 AM – 9:00 AM   | <b>VALUE STREAM MAPPING: ALIGNING TECHNICAL &amp; FUNCTIONAL ROADMAPS</b><br>Speaker: Scott Day, Senior Vice President, Service Transformation, North America, TK Elevator   |
| 9:00 AM – 9:30 AM   | <b>STANDARDIZATION VS. LOCALIZATION VS. CENTRALIZATION</b><br>Panelists:<br>Rachel Heskin, Senior Director, Service Platform Strategy, Thermo Fisher Scientific<br>Gyner Ozgul, President & COO, Smart Care Equipment Solutions<br>Brad Haerberle, Senior Vice President, Services, Siemens<br>Len VanderHulst, Senior Vice President, Global Service, Eppendorf |
| 9:30 AM – 10:00 AM  | <b>COFFEE BREAK</b> (Smarter Services™ Solution Zone Open)<br>Brought to you by: OverIT  |
| 10:00 AM – 10:30 AM | <b>CHANGE MANAGEMENT: MOVING FROM NOW TO NEXT</b><br>Panelists:<br>Lisa Montoya McFarland, Director, Service Transformation, Baxter International<br>Robb Origer, Senior Vice President, In-Home Services, DISH Network<br>Mike Hays, Vice President, Agile Strategy & Specialty Service, STERIS<br>Greg Ratcliff, Chief Innovation Officer, Vertiv              |
| 10:30 AM – 11:30 AM | <b>BREAKOUT SESSIONS</b>   |
| 11:45 AM – 12:15 PM | <b>GROUP EXERCISE: TOP 10 LESSONS LEARNED (FEATURING ADVISORY BOARD)</b><br>Moderator: JOHN CARROLL, CEO, Service Council™<br>Panelists: ALL INDUSTRY ADVISORY BOARD   |
| 12:15 PM – 12:30 PM | <b>CLOSING REMARKS</b><br>John Carroll, CEO & Founder, Service Council™  |
| 12:30               | <b>GRAB n’ GO LUNCH</b><br>Brought to you by: GPS Insight  |

# DAY 3 BREAKOUT SESSIONS – SEPTEMBER 13

## DAY 3: “TECHNOLOGY”

10:30 AM – 11:30 AM

*Timing Outline*

10:30 AM – 11:00 AM

*Panel Discussion*

11:00 AM – 11:30 AM

*Open Discussion*

Field Service (Hosted by Help Lightning): **A BEST PRACTICES GUIDE TO MOBILE TOOLS & TECHNOLOGY FOR THE FRONTLINE** Panelists: *Marc Guthrie, CEO, Help Lightning; Tim Spencer, SVP and General Manager Service Operations, Bunn; Chris Westlake, Director of Service Process and Digital Transformation, Generac*

Service Innovation (Hosted by ServiceMax): **DEMOCRATIZATION OF DATA: DEVELOPING A STANDARD FOR SERVICE TEAMS AND BEYOND** Panelists: *Joe Kenny, Global Customer Transformation, ServiceMax; Mark Hessinger, SVP Global Customer Success, 3D Systems; Marc Coleman, Director, Field Service North America, Millepore Sigma*

Intelligent Service (Hosted by Deepomatic): **HIGHER FIELD PRODUCTIVITY: HOW FIRST-TIME RIGHT AUTOMATION IMPROVES QUALITY, VISIBILITY, & COMPLIANCE** Panelists: *Thomas Thuillier, GM North America, Deepomatic; Marc Durocher, Associate Director – New Products & Process Innovation, Verizon; Ron Kruse, VP Service Operations and Supply Chain, Volta Charging; Brad Haeberle, SVP of Services, Siemens*

Digital Transformation (Hosted by Aquant): **GUIDED WORKFLOWS: HOW DOES INTELLIGENCE ENABLE ANOMALY DETECTION** Panelists: *Sidney Lara, Director, Aquant; Thomas Maiello, Director of New Product Integration, Varian*

Workforce & Labor (Hosted by ProntoForms): **SERVICE LEADERS BOOTCAMP: MODERNIZING YOUR LEADERSHIP APPROACH TO BRIDGE THE TALENT SKILLS GAP** Panelists: *Alvaro Pombo, CEO & Founder, ProntoForms; Joe Lang, Vice President – Service Technology and Innovation, Comfort Systems; Eric Rogers, HR Executive Director, Cummins*

Leadership & Strategy (Hosted by Sonata Software and Sinequa): **CREATING YOUR KNOWLEDGE AND INTELLIGENCE PLATFORM TO MAKE INFORMATION MORE ACCESSIBLE** Panelists: *Mike Ferraro, Worldwide Service Director, Werfen; Bryan Johnson, Senior Manager, Strategy, Planning, & Analysis, Ricoh*

If you're not rushing to the airport at lunchtime, sit down and grab a bite to eat with teammates and new acquaintances to map out your notes and key takeaways from the Smarter Services™ Executive Symposium. Your team back home will be eagerly anticipating your notes. Service Council™ staff will be on hand to interview members and attendees on their most memorable moments.

Lunch on Day 3 is brought to you with the support of our partner, **GPS Insight**.

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