



SMARTER SERVICES™ EXECUTIVE SYMPOSIUM

“Human-Connected Digital Journeys”

September 9-11, 2024 | JW Marriott Chicago



2024 Smarter Services™ Executive Symposium “Human-Connected Digital Journeys” - A Letter from the CEO

WE HOPE YOU & YOUR TEAM CAN JOIN US

Service Council™ Members & Partners:

I'm excited to share our plans for the 2024 Smarter Services™ Executive Symposium this coming September 9-11th, once again in the great city of Chicago. Last year, we built the discussions around the theme, "Service Journeys". This reflected on the dramatic, pandemic-related evolution we witnessed, where businesses were forced into a business continuity mindset, to the current period where service leaders are focused on reinventing their operational and commercial approaches to supporting customers, shifting their attention to growth. Organizations are reshaping their path to short-, mid- and long-term transformation with an emphasis on identifying where there are opportunities for autonomy and automation and where the importance of human-connectedness comes in the customer relationship. There is a convergence of functional and technical roadmaps which aims to eliminate rigid customer experiences (and customer support delivery) while empowering the customer (and organization) to build adaptive customer experiences. We are excited to unveil the 2024 event theme "Human-Connected Digital Journeys".

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. The Symposium has been built for the industry practitioner; aiming to eliminate the environment which is often felt at the traditional tradeshow, where the discussion often devolves into a technology-only oriented discussion (often commercial in nature). In support of this, we only allow up to 30 technology sponsors (the only way attendance is permitted) and sponsors are not permitted to speak on mainstage but rather co-facilitate breakout workshops, sharing customer examples of transformations. Because of this approach, the ratio of our 350+ audience is 5:1 industry practitioner to technology sponsor and the demographic of our audience is 75% Director/Vice President level+. We build the conference by and for the industry practitioner, full stop.

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, appearing to read "John Carroll". The signature is fluid and cursive, written over a white background.

John Carroll
CEO & Founder
Service Council™

2024 Smarter Services™ Executive Symposium “Human-Connected Digital Journeys”

EVENT DATE & LOCATION

When: September 9-11, 2024 (Monday – Wednesday)

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

EVENT VENUE

We look forward to hosting this year’s Smarter Services™ Executive Symposium at the JW Marriott. Located in the heart of the Financial District, the venue is designed for an immersive experience. The Symposium will be the exclusive event hosted on the 2nd floor with breakouts on the 3rd 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.



The main stage is on the 2nd 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 continue to partner with JW Marriott. Guests will find the transition from the main stage in the Grand Ballroom to the breakout workshops on the 3rd floor easy to navigate.

WOMEN IN SERVICE BREAKFAST

Calling all women in service! Join us on Day 2 of the event for our first ever Women in Service Breakfast. This year’s topic will be, “Fixing the Broken Rung.” We’ll explore some of the most pressing issues for women in the industry, including:

- Identifying and overcoming common barriers that women and minorities in service face
- Building an individual path to success and creating a pathway to achievement for women across all intersections and career levels
- Engaging others as champions for women and minorities in the workplace
- Mentoring the next generation of women service leaders



We hope you’ll lend your voice and experience to the discussion!

2024 Smarter Services™ Executive Symposium “Human-Connected Digital Journeys”

CONFIRMED SPEAKERS



Kris Dahl
Commercial
Director, CAT
Minestar Solutions



Larry Haskell
IT Engagement
Leader



Jerome Soltani
Senior VP,
US Services



Bit Rambusch
SVP Service &
Solution
Delivery, NA



Tim Simeone
AVP, AI and Digital
Products



Tracy Hewitt
Vice President, Data
Products and
Monetization



Sara Smith
Service AI Program
Owner



Lisa McFarland
Director, Service
Transformation



Craig Bruns
VP, Customer
Support



Michael Galon
Director - NA
Service
Operations



Kate Versprille
VP, Global Field
Supply Chain
& Logistics



Eduardo Bonefont
Worldwide VP,
Technical Services -
Life Sciences Segment



Karin Hamel
President, North
Region



John Eberhardt
Chief Operating
Officer



Haroon Abbu
SVP of Digital,
Data, &
Analytics



2024 Smarter Services™ Executive Symposium “Human-Connected Digital Journeys”

CONFIRMED SPEAKERS



Latasha Reindl
Process & Launch
Leader - Offer
Management



Stephanie Peters
Vice President &
General Manager



Sasha Ilyukhin
SVP Global
Processing Services &
Services Solutions



Ron Kaufman
Bestselling
Author &
Speaker



James Gable
VP of Professional
Services & Supply
Chain



Scott VerBracken
Vice President -
Automotive Services



Kristi Kennedy
Managing Director,
Enterprise Application &
Technology Governance



Sandeep Shashikant
Director of Products
& Services



Lance Ley
Senior Manager,
Strategic Field Operations



Terry Young
CEO



Sarah Rose
VP of Global
Services



Linda Tucci
Senior Global Director,
Technical Solutions
Center



Greg Parker
Global VP of Security
& Fire Life Cycle
Management



Bob Feiner
SVP of Dell
Technologies Services



Greg Friesen
VP & GM of
Global Services &
Support



2024 Smarter Services™ Executive Symposium “Human-Connected Digital Journeys”

CONFIRMED SPEAKERS



Chris Marquez
VP Global Field
Services



Matthew Ganus
Director, Home
Services



Tim Baines
CEO



Laura Mather
VP & GM Global
Services



Alan Schaefer
CEO



Karthik Raman
Workforce Innovation
Leader, Services &
Solutions



Matthew Wong
VP, Customer
Support



Alex Ward
Executive Director,
Hydrogen Supply Chain



David Rogers
Bestselling Author &
Speaker



Brad Myers
Director
& Professor



Daniel Basile
VP of Field
Services



Jay Sethuraj
VP of
Technology



Erik Sheehan
VP of Customer and
Operations Support Centers



Chris Westlake
VP of Life Sciences
Technical Services



Anthony Pannozzo
Frm. Chief Design
Officer



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2024 Smarter Services™ Executive Symposium “Human-Connected Digital Journeys”

AGENDA OVERVIEW

Monday	Tuesday	Wednesday
7:00am Sponsor Setup	7:00am Breakfast (Women in Service Breakfast)	7:00am Breakfast
9:00am Advisory Board Meeting (Invite Only)	8:00am Keynote Presentations	8:00am Awards Ceremony
10:00am Registration Opens	9:45am Networking/Coffee Break Tech Showcase (Invite Only)	8:15am Keynote Presentations
11:00am Lunch	10:45am Keynote Presentations	9:30am Networking/Coffee Break
11:30am Opening Remarks	11:45am Lunch Tech Showcase (Invite Only)	10:00am Breakout Sessions
11:45am Keynote Presentations	12:45pm Breakout Sessions A	10:45am Keynote Presentations
1:00pm Networking/Coffee Break	2:30pm Breakout Sessions B	11:45am Closing Remarks and Grab n’ Go Lunch
1:30pm Keynote Presentations	2:45pm Networking/Coffee Break Tech Showcase (Invite Only)	
3:00pm Networking/Coffee Break Tech Showcase (Invite Only)	3:45pm Keynote Presentations	
4:00pm Breakout Sessions A	6:00pm Cocktail Reception	
5:15pm Breakout Sessions B		
6:00pm Cocktail Reception		

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RESEARCH TRACK BREAKOUTS



Leadership & Strategy

- ✓ Organizational Structure
- ✓ Operational Strategy
- ✓ Operational Performance
- ✓ Transformations
- ✓ Globalization
- ✓ Culture
- ✓ KPIs & Metrics



Workforce & Talent

- ✓ Management & Analytics
- ✓ Training & Knowledge
- ✓ Talent Management
- ✓ Employee Engagement
- ✓ Health, Wellness & Safety
- ✓ Diversity, Equity, Inclusion
- ✓ Rewards & Recognition



Customer Experience

- ✓ Management & Design
- ✓ Customer Journey
- ✓ Contact Center
- ✓ Technical Support
- ✓ Customer Success
- ✓ Self-Service
- ✓ Multi- / Omni-Channel



Field Service

- ✓ Mobility
- ✓ Planning & Scheduling
- ✓ Technology
- ✓ Outsourcing
- ✓ KPIs & Metrics
- ✓ Delivery
- ✓ Knowledge Management



Digital Transformation & Tech

- ✓ Operational Technology
- ✓ Mobile Technology
- ✓ Emerging Technology
- ✓ Interoperability & Change Management
- ✓ Functional/Technical Roadmaps
- ✓ Adoption & Personalization



Data & Intelligence

- ✓ Business Intelligence
- ✓ Performance Analytics
- ✓ Knowledge Management
- ✓ Artificial Intelligence
- ✓ Machine Learning & Internet of Things (IoT)
- ✓ Predictive Modeling & Data Models



Revenue & Go-To-Market

- ✓ Sales & Marketing
- ✓ Mission, Vision, Values
- ✓ Commercial Programs
- ✓ Demand Generation
- ✓ Contract & Warranty
- ✓ Renewal Strategies
- ✓ Training



Service Supply Chain

- ✓ Planning & Forecasting
- ✓ Warehousing & Supply Chain Network
- ✓ Logistics & Last Mile
- ✓ Returns Management
- ✓ Reverse Logistics
- ✓ Depot Management
- ✓ Circular Economy

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BREAKOUT SESSIONS

This year’s breakout sessions will align with the Symposium’s theme of, “Human-Connected Service Journeys.” Each session will explore how organizations can establish a deeper connection between humans and technology to enhance the service experience.

Each day, the breakout sessions will focus on a core tenant of this journey:

- Day 1 (Sept 9): "Technology & Transformation"
- Day 2 (Sept 10): "People & Organization"
- Day 3 (Sept 11): "Aligning Technical & Functional Roadmaps"

SESSION TYPES

Each day will include three styles of breakout sessions:

- **Problem-Solving Workshop:** Round-table style discussion moderated by a sponsor where attendees share in small groups and then bring those insights together for a larger group discussion.
- **Voice of the Customer:** A classroom-style session moderated by a sponsor where attendees will hear from a panel of 3-4 service executives as they share learning moments and best practices on a given topic or challenge.
- **Case Study Corner:** A horseshoe-style session moderated by a sponsor where attendees will hear from a customer(s) regarding their service transformation, including the problem they were solving for and learning moments along the way.

There will be two-four sessions each day, per style. Please see the agenda day-by-day (beginning on page 9) for specific breakout session topic and style.



Problem-Solving Workshop



Voice of the Customer



Case Study Corner

2024 Smarter Services™ Executive Symposium “Human-Connected Digital Journeys”

DAY 1: “Technology and Transformation”

9:00 AM – 11:00 AM	<u>INVITE ONLY</u> : ADVISORY BOARD MEETING & WORKSHOP
10:00 AM	REGISTRATION OPEN (Smarter Services™ Solution Zone Open)
11:00 AM – 11:30 AM	LUNCH Brought to you by: Tavant
11:30 AM – 11:45 AM	WELCOME AND OPENING REMARKS Speaker: John Carroll, CEO, Service Council™
11:45 AM – 12:30 PM	RETHINKING YOUR BUSINESS FOR THE DIGITAL AGE Speaker: David Rogers, Bestselling Author & Speaker, Columbia Business School
12:30 PM – 1:00 PM	RETHINKING YOUR DIGITAL TRANSFORMATION ROADMAP Panelists: Eduardo Bonfont, Worldwide VP, Technical Services - Life Sciences Segment, Becton Dickson Susan Chandy, Sr. Director, Lead Business Partner, IDS Technology & Global Services, Becton Dickson Kristi Kennedy, Managing Director, Enterprise Application and Technology Governance, AAA Scott VerBracken, Vice President - Automotive Services, AAA Daniel Basile, Vice President of Field Services, TOMRA Jay Sethuraj, Vice President of Technology, TOMRA
1:00 PM – 1:30 PM	COFFEE BREAK Brought to you by: MARKT-PILOT TECHNOLOGY SHOWCASE (Invite Only)
1:30 PM – 2:00 PM	SERVICE 2050: MAPPING YOUR AUTONOMOUS JOURNEY Speakers: Kris Dahl, Commercial Director, & Larry Haskill, IT Engagement Leader, Caterpillar
2:00 PM – 2:30 PM	ACTING ON THE ARTIFICIAL INTELLIGENCE IMPERATIVE Moderator: Brad Myers, Director and Professor, Carnegie Mellon Human-Computer Interaction Institute Panelists: Haroon Abbu, SVP of Digital Technology & Data Analytics, Bell + Howell Scott Day, COO, Crane1 Tim Simeone, AVP, AI and Digital Products, Safelite Tracy Hewitt, DISH Network, Vice President, Data Products and Monetization
2:30 PM – 3:00 PM	LINKING DATA + KNOWLEDGE TOGETHER TO ELIMINATE DISJOINTED CUSTOMER EXPERIENCES Speakers: Bit Rambusch, SVP Service and Solution Delivery, North America, and Karthik Raman, Workforce Innovation Leader, Services & Solutions, Philips
3:00 PM – 4:00 PM	COFFEE BREAK Brought to you by: Bain & Company TECHNOLOGY SHOWCASE (Invite Only)
4:00 PM – 6:00 PM	BREAKOUT SESSIONS <i>For schedule of topics and speaker, see Page 12</i>
6:00 PM – 7:00 PM	COCKTAIL RECEPTION Brought to you by: Aquant

2024 Smarter Services™ Executive Symposium

“Human-Connected Digital Journeys”

DAY 1 Breakout Sessions

4:00 PM – 4:45 PM

COMMERCIAL JOURNEYS: Reimagining the Service Offerings Portfolio (Case Study, Hosted by Tavant)
Speakers: Bob Roberts, Technical Operations Leader, Thermo King

DIGITAL JOURNEYS: Leveraging Analytics and Talent to Maximize Visibility (Case Study, Hosted by DHL)
*Speakers: Eugene Williams, Senior Director, Global Service Parts Operations, Accuray
Jose Davidov, Vice President, Service Logistics, DHL*

INTELLIGENCE JOURNEYS: Easily Finding the Needle in a Haystack of Data (Panel, Hosted by Aquant)
*Speakers: Sarah Smith, Director, Global Service Change Enablement, Waters Corporation
Ron Kruse, VP EV Operations & Maintenance, MN8*

INTELLIGENCE JOURNEYS: Building a "Sufficient for Intelligence" Data Foundation (Panel, Hosted by PTC)
*Speakers: Satish Mahankali, Director, Digital Solutions, STERIS
Michael Jodon, Senior Program Manager, Digital Transformation, STERIS
Marc Coleman, Director of Field Service NA, MilliporeSigma
Deb Williams, Senior Sales Director, PTC*

CUSTOMER JOURNEYS: "Adapting to" or "Adjusting the" Customers' Expectations (Workshop, Hosted by Scription)
Speakers: TBD

REMOTE SUPPORT JOURNEYS: Utilizing IoT Data to Anticipate Issues at Scale (Workshop, Hosted by IFS)
Speakers: Tim Baines, Executive Director, Advanced Services Group

4:45PM – 5:15 PM

Transition to Next Set of Breakouts

5:15 PM – 6:00 PM

SERVICE LEADER JOURNEYS: Making the Service Leader's Agenda the C-Level Agenda (Case Study, Hosted by Bain and Company)
Speakers: TBD

SUPPLY CHAIN JOURNEYS: Shaping Service Parts Demand Using Predictive Flows (Case Study, Hosted by Synchron)
Speakers: TBD

DIGITAL JOURNEYS: Simplifying the Burden of Data Capture (Panel, Hosted by TrueContext)
Speakers: Lenny Cumberledge, Field Service Director, GOJO

TECHNOLOGY JOURNEYS: Moving AI from Pilot to Scale (Panel, Hosted by Neuron7)
Speakers: TBD

CUSTOMER JOURNEYS: Improving the Experience in Omnichannel Customer Journeys (Workshop, Hosted by Help Lightning)
Speakers: TBD

TECHNOLOGY JOURNEYS: Leading Change for Optimal Digital Adoption (Workshop, Hosted by Skyllful)
Speakers: Kris Plummer, Partner, The Métier Group

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DAY 2: “People and Organizations”

7:00 AM – 8:00 AM	BREAKFAST Brought to you by: SightCall (<u>INVITE ONLY</u> : Women in Service Breakfast: Fixing the Broken Rung)
8:00 AM – 8:45 AM	YOUR PATH TO A CULTURE OF CARE & COMPASSION Speaker: Ron Kaufman, Bestselling Author & Speaker, Uplifting Service
8:45 AM – 9:15 AM	BUILDING A HOLISTIC STRATEGY Speaker: Jerome Soltani, Senior Vice President, US Services, Schneider Electric
9:15 AM – 9:45 AM	DIVERSITY'S NORTH STAR: FROM CHECKING BOXES TO IMPROVING OUTCOMES Moderator: Alan Schaefer, CEO and Founder, Banding People Together Panelists: Lisa McFarland, Director Service Transformation, Baxter Stephanie Peters, Vice President and General Manager, Hobart Food Equipment and Service Deepika DiGiovine, Vice President, Digital Applications & Connected Factory, DOVER Corporation John Eberhardt, Chief Operations Officer, PremiStar
9:45 AM – 10:45 AM	COFFEE BREAK Brought to you by: Skylful TECHNOLOGY SHOWCASE (Invite Only)
10:45 AM – 11:15 AM	SUCCESSION PLANNING: PREPARING AND EMBRACING NEXT GEN SERVICE LEADERS Speakers: Bob Feiner, SVP of Dell Technologies Services, & Jessica Lowney, Executive Strategy and Planning, Client Solutions Group, Support Services, Dell Technologies
11:15 AM – 11:45 AM	FROM PART TO COG: HOW TO SHIFT THE PERCEPTION OF - AND APPROACH TO - MANAGING SERVICE PARTS Panelists: Kate Versprille, VP of Global Field Supply Chain & Logistics, OTIS Elevators Alex Ward, Executive Director, Hydrogen Supply Chain, Cummins James Gable, VP of Professional Services and Supply Chain, Hologic Matt Ganus, Director, Home Services, Whirlpool
11:45 AM – 12:45 PM	LUNCH Brought to you by: Baxter Planning TECHNOLOGY SHOWCASE (Invite Only)
12:45 PM – 2:45 PM	BREAKOUT SESSIONS <i>For schedule of topics and speaker, see Page 15</i>
2:45 PM – 3:45 PM	COFFEE BREAK Brought to you by: Sinequa TECHNOLOGY SHOWCASE (Invite Only)
3:45 PM – 4:15 PM	ADAPTIVE CX: MOVING TO HYPER-PERSONALIZATION Speakers: Jessica Camp, VP of National Customer & Field Operations, & Beth Wellesley, Senior Director of eB2B Operations, The Coca-Cola Company

DAY 2 AGENDA CONTINUED ON NEXT PAGE

2024 Smarter Services™ Executive Symposium

“Human-Connected Digital Journeys”

DAY 2: “People and Organizations”

4:15 PM – 5:00 PM

THE VOICE OF THE FRONTLINE

Panelists:

Craig Bruns, Vice President - Customer Support, Crown
Lance Ley, Senior Manager, Strategic Field Operations, Sub-Zero
Michael Galon, Director, Service Operations, Coca-Cola
Sarah Rose, Vice President of Global Services, Daktronics

5:00 PM – 5:30 PM

SHIFTING LEFT WITH PURPOSE FOR OMNICHANNEL EXPERIENCES IN REMOTE SUPPORT

Panelists:

Matthew Wong, Vice President, Customer Support, Manitowoc
Greg Friesen, VP & General Manager of Global Services and Support, Ciena
Ahmad Moshiri, Vice President - Technical Support and Warranty, Vertiv
Erik Sheehan, VP of Technical Support & Dispatch Centers, Verizon

5:30 PM – 6:00 PM

RETHINKING AND DEPLOYING COMMERCIAL OFFERINGS TO CAPITALIZE ON, AND REFLECT THE VALUE FROM, SERVICE INNOVATION

Moderator:

Tim Baines, Executive Director, The Advanced Services Group

Panelists:

Sasha Ilyukhin, SVP Global Processing Services and Services Solutions, Tetra Pak
Sandeep Shashikant, Director of Products & Services, Consolidated Communications
Greg Parker, Global VP of Security and Fire Life Cycle Management, Johnson Controls
Eric Reisner, CEO, StationServ

6:00 PM – 7:00 PM

COCKTAIL RECEPTION Brought to you by: PTC

2024 Smarter Services™ Executive Symposium “Human-Connected Digital Journeys”

DAY 2 Breakout Sessions

12:45 PM – 1:30 PM

CULTURE JOURNEYS: The ROI Impact from Frontline Adoption (Case Study, Hosted by Praxedo)

*Speakers: Scott Schnurr, CEO, DRF Water Heating Solutions
Gwen Danca, Business Analyst, DRF Water Heating Solutions
Maura McCabe, Senior Account Executive, Praxedo*

COMMERCIAL JOURNEYS: Rethinking Pricing Strategies at Scale (Case Study, Hosted by MARKT-PILOT)

*Speakers: Philip Evans, VP Aftermarket Solutions at Hussmann
Tim Geyer, Managing Director North America at MARKT-PILOT*

CUSTOMER JOURNEYS: Making the Self-Support Experience The Most Compelling (Panel, Hosted by IFS)

*Speakers: Joern Lindstaedt, SVP Global Customer Service at Rolls-Royce Power Systems
Travis Myers, Director of Customer Support, JLG Industries*

SUPPLY CHAIN JOURNEYS: Becoming a Profit Leader through Service Parts (Panel, Hosted by Baxter Planning)

*Speakers: Justin Simpson, Director of Global Service Operations, AVNET
Troop Aschenbeck, Head of Supply Chain and Repair Centers, Alcon
Chuck Jones, Staff Demand Planner, Nutanix*

DIGITAL JOURNEYS: Scaling Organizational Knowledge With AR/MR/VR (Workshop, Hosted by SightCall)

*Speakers: Michael Hughes, Global Head of Service, Peak Scientific
David Swift, VP of Product Marketing, SightCall*

SUPPLY CHAIN JOURNEYS: Getting Ready for Sustainability Tracking Regulations (Workshop, Hosted by PTC)

*Speakers: Scott Ward, Director, Supply Chain and Operations Management, AGCO
Mike Kerstein, Chief Product Officer, OnProcess, an Accenture Business
Dave Duncan, Vice President of Sustainability, PTC*

1:30PM – 2:00 PM

Transition to Next Set of Breakouts

2:00 PM – 2:45 PM

FIELD SERVICE JOURNEYS: Adapting Technology to Improve the Field Service Experience (Case Study, Hosted by Aquant)

Speakers: Joe Lang, VP Service Technology and Innovation, Comfort Systems USA

SUPPLY CHAIN JOURNEYS: Enabling Relevant Service Parts Visibility for the Field (Case Study, Hosted by OnProcess)

Speakers: TBD

COMMERCIAL JOURNEYS: Creating New Revenue Streams through Predictive Intelligence (Panel, Hosted by Lexmark)

*Speakers: Isabel Caldwell, SLA Product Manager, DEXIS
Chris Sparrow, Head of Global Customer Support Services, Lexmark
Lamar Mason, Americas Service Delivery Manager, Lexmark*

FIELD SERVICE JOURNEYS: Adapting to Changing Regulations in the Field Service Value Chain (Panel, Hosted by TrueContext)

*Speakers: Greg Parker, VP Innovation and Portfolio Management, Johnson Controls
Matt Tice, Sr. Director of Global Service, QuidelOrtho*

CULTURE JOURNEYS: Leveraging Technology to Have an Engaged Workforce (Workshop, Hosted by Zinier)

Speakers: Robb Origer, Senior Vice President of Manufacturing, Distribution, and In-Home Service, DISH Network

INTELLIGENCE JOURNEYS: Anticipating Service Events with Predictive Intelligence (Workshop, Hosted by Neuron7)

Speakers: TBD

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DAY 3: “Aligning Technical and Functional Roadmaps”

7:00 AM – 8:00 AM	BREAKFAST Brought to you by: Help Lightning
8:00 AM – 8:15 AM	AWARDS CEREMONY Join us as we announce the winners of the Service is Humanity™ and Technology Showcase awards
8:15 AM – 8:45 AM	DESIGN THINKING FOR NEXT GEN UNIQUENESS Speaker: Anthony Pannozzo, Frm. Chief Design Officer, Frog
8:45 AM – 9:30 AM	INTEROPERABILITY: MANAGING CHANGE IN THE SEAMS Moderator: Chris Westlake, VP of Life Sciences Technical Services, Genpact Panelists: Sara Smith, Director of Global Service Change Enablement, Waters Laura Mather, VP & GM Global Services, Steris Chris Marquez, Vice President Global Field Services, Dell EMC Terry Young, CEO, P3 Services
9:30 AM – 10:00 AM	COFFEE BREAK Brought to you by: Zinier
10:00 AM – 10:45 AM	BREAKOUT SESSIONS <i>For schedule of topics and speaker, see Page 17</i>
10:45 AM – 11:15 AM	SERVICE INDEX: OPERATIONALIZING A ROADMAP-ORIENTED SERVICE MATURITY MEASUREMENT Speakers: John Carroll, CEO, Service Council Gerardo Pelayo, Vice President of Research and Advisory, Service Council
11:15 AM – 11:45 AM	CLOSING REMARKS Speakers: John Carroll, CEO, Service Council
11:45 AM	GRAB N’ GO LUNCH Brought to you by: Scription

2024 Smarter Services™ Executive Symposium “Human-Connected Digital Journeys”

DAY 3 Breakout Sessions

10:00 AM – 10:45 AM

KPI JOURNEYS: Acting on Leading Indicators for Service Transformation (Case Study, Hosted by PTC)

*Speakers: Carol Talbert, Director Roche Support Network Operations, Roche
Sara Cerruti, Customer Transformation VP, PTC*

TECHNOLOGY JOURNEYS: Deploying AI Successfully in Large Scale Organizations (Case Study, Hosted by IFS)

Speakers: Dany Basile, Vice President Field Service, TOMRA

REMOTE SUPPORT JOURNEYS: Adapting Technology to Improve the Technical Support Experience (Workshop, Hosted by Neuron7)

Speakers: Sarah Rose, Vice President of Services, Daktronics

FIELD SERVICE JOURNEYS: Modernizing Knowledge to Transform Field Service (Panel, Hosted by eGain)

*Speakers: Chris Westlake, VP of Life Sciences Technical Services, Genpact
Eduardo Bonefont, Worldwide VP of Technical Services for Life Sciences, BD*

FIELD SERVICE JOURNEYS: Quantifying the Impact of a Well-Trained Frontline (Workshop, Hosted by Aquant)

Speakers: Mahesh Subramony, Professor of Management, ASU W.P. Carey School of Business

