



# Who You Will Meet



**200+**

Indirect Professionals



**20+**

Business Solutions Advisors

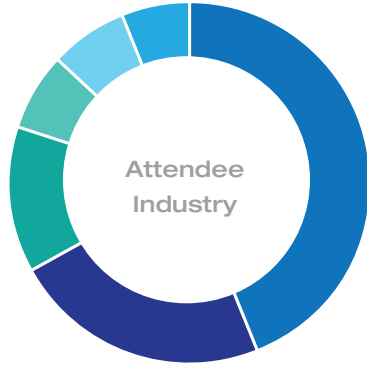


**17+**

Industry Leading Speakers



- 34% Executives and Leaders
- 34% Purchasing Managers and Professionals
- 20% Professors and Academics
- 12% Other



- 44% Services
- 23% Consumer Products
- 13% Durable Goods
- 7% Financial Services
- 7% Other
- 6% Energy

# How You Will Benefit



## Access to Leaders

Hear from industry leaders on hot-button topics in indirect spend.



## Make Lasting Industry Connections

Participate in 4+ hours of designated networking.



## Get Answers to Challenges

Receive and share insights in roundtable discussions.

# Previous Companies Attended

Pepsi | University of San Diego | Disney | ADTRAV Travel Management | Sprint | IBISWorld  
Aetna | American Airlines | Geometric Results, Inc. | TRC Global Mobility | Burlington Stores Inc.  
PROACTIS | Corporate United | SDI, Inc. | DXP Enterprises, Inc | Energy Future Holdings  
Intel Corporation Companies

# Conference Agenda

WEDNESDAY, NOVEMBER 30, 2016

5:00 – 7:00 p.m.

**Welcome Reception and Supplier Display**

THURSDAY, DECEMBER 1, 2016

8:00 – 8:15 a.m.

**Opening Remarks**

*Presented by Fred Ledbetter, Chair, ISM Indirect/Services Group and Tom Martin, Director Learning Solutions, Institute for Supply Management*

8:15 – 8:30 a.m.

**Announcement – 2016 Scholarship Winners**

*Presented by Marty Bell, Director, ISM Indirect/Services Group and Chris Flum, Director, ISM Indirect/Services Group*

8:30 – 9:30 a.m.

**Opening Keynote**

**From Necessary Evil to Valued Partner: Elevating Indirect Procurement's Role and Winning Over Stakeholders One at a Time**

A few years ago, even putting the words “indirect” and “procurement” together made very little sense. While our direct procurement peers have enjoyed a seat at the table for a long time, indirect professionals were trying hard to define their role and scope. However, indirect procurement professionals are making significant inroads in supporting and influencing their organizations' expenditure in sacred-cow categories like marketing agencies, media, consulting and professional services. This session will explore how indirect procurement professionals are successfully redefining themselves, proving their value and winning over skeptical stakeholders one at a time.

*Presented by Jim Akers, SVP, Global Head Indirect Procurement, Teva Pharmaceuticals*

9:30 – 10:30 a.m.

**GENERAL SESSION 1: Out of the Box (and in the box) Thinking When Negotiating Travel Contracts**

Whether you are familiar with travel services or not, this session will provide many different roads you can take to achieve negotiation success. It will highlight traditional and non-traditional negotiation points to consider when negotiating travel services, because there is no single method that works for all companies in all situations. Come prepared to share any standard as well as unique strategies you have employed during negotiations.

*Presented by Mary Alice Hansen, Senior Manager, Travel & Expense Reimbursement, Astellas US LLC*

10:45 a.m. – 12:00 p.m.

**GENERAL SESSION 2: Roundtable Discussion**

Network with your peers to discuss a variety of relevant topics that impact indirect procurement

1:00 – 2:00 p.m.

**GENERAL SESSION 3: “Data” — The Catalyst for a Sustainable Procurement and Supply Chain Transformation**

Some organizations underestimate the value of data, and in fact, their data strategy is merely an afterthought. However, industry experience shows that data is critical for a sustainable and successful procurement and supply chain transformation. Therefore, the importance of a comprehensive and effective data strategy for the survival and profitability of any organization cannot be overemphasized.

*Presented by Kay Bello, Managing Director, Vistacone Management*

2:00 – 2:30 p.m.

**Dessert Reception and Supplier Display**

2:30 – 3:30 p.m.

**CONCURRENT SESSION A: How to Reduce Small Parcel & LTL Transportation Costs in a Challenging Economy — Learn the Inside Secrets from Former UPS & FedEx Pricing Managers**

This session will provide expert carrier contract negotiation advice, including auditing ideas to reduce your shipping costs. It will place particular emphasis on how to gain leverage during contract negotiations and use the right tools to your advantage. You'll also learn additional strategies to reduce delivery costs.

*Presented by Mike Erickson, President, AFMS – Global Transportation Consultants*

**CONCURRENT SESSION B: Five Ways to Engage with Challenging Stakeholders (Using Proven Strategies in the Procurement of HR Benefits, Legal Services and Facilities Management)**

Convincing stakeholders to work with procurement can be challenging, especially for categories such as HR benefits, legal services and facilities management, where obstacles are generated by a combination of emotive situations, conflicting priorities and vendor behavior. In this session, the presenter will discuss five recommended actions (used effectively by many Fortune 500 companies) to successfully engage and collaborate with stakeholders for added value.

*Presented by Graham Crawshaw, Director, CASME*

3:30 – 4:30 p.m.

**GENERAL SESSION 4: Avoiding the Seven Deadly Sins with Services' RFPs**

The world is moving to services, and they're increasingly strategic and complex. So your sourcing process needs to be world class, including the management of your RFPs. However, buyers repeatedly hurt themselves with seven critical errors that drag down effectiveness and efficiency. This session will focus on how leading organizations are addressing these challenges and making their RFPs a strength rather than a weakness. It will also cover emerging trends surrounding digital and 'cognitive' that will have a major impact in how you source and contract in the future.

*Presented by Pierre Mitchell, Chief Research Officer, Azul Partner, Inc./Spend Matters*

4:30 – 4:45 p.m.

**Daily Review**

*Presented by Ellen Berry, Vice Chair, ISM Indirect/Services Group*

5:00 – 6:30 p.m.

**Reception and Supplier Display**

## FRIDAY, DECEMBER 2, 2016

8:00 – 8:05 a.m.

**Opening Remarks**

*Presented by Fred Ledbetter, Indirect Procurement Committee Chair, ISM Indirect/Services Group*

8:05 – 9:00 a.m.

**GENERAL SESSION 5: Becoming a Valued Business Partner — Delivering Value through Rigorous Supply Chain Strategies**

This session will focus on how procurement professionals drive value in their supply chain organization by developing rigorous supply chain strategies for indirect procurement. The speakers will bring perspectives from both the service and the manufacturing sectors, providing a unique approach that you can use to build credibility with your internal clients and drive value for your business. The presentation will feature tools and templates that attendees can leverage.

*Presented by Jerry Miller, Director of Supply Chain, Capital One and Michael Perry, Indirect Procurement Manager, Scotts Miracle-Gro*

9:00 – 10:00 a.m.

**CONCURRENT SESSION C: Stop Rolling the Dice with Marketing and Sales Procurement**

This session seeks to instill an understanding of the diverse functions of marketing procurement by delving into organization models and leading practices. The presentation will cover the complexities of the space, strategic sourcing and market-proven recipes for success.

*Presented by Brett Colbert, Chief Procurement Officer, MDC Partners Innovation Center*

**CONCURRENT SESSION D: Swamps, Alligators and MRO – Techniques for a Complex Category**

The complexity of spending on maintenance, repair, and operation of products challenges many top procurement organizations. This presentation discusses improvement opportunities like decentralization, advance procurement involvement in capital expenditure acquisitions, lifetime modeling of capital and operating expenditures, product standardization, demand management, supplier consolidation and technology empowerment strategies.

*Presented by Mark Trowbridge, Principal, Strategic Procurement Solutions, LLC*

10:15 – 11:15 a.m.

**GENERAL SESSION 6: Indirect Supply Chain Transformation Strategies**

Transformation only works when it no longer is a “head” matter but a “heart” matter. Indirect supply chain transformation can be challenging, as it requires influence versus control. In this session, learn key strategies used to successfully navigate and lead through change into a place of transformation.

*Presented by Dion Ferrell, Vice President, Strategic Sourcing, Serta Simmons Bedding*

11:15 a.m. – 12:15 p.m.

**Closing Keynote**

**Competitive Advantage Through Supplier Partnerships**

Suppliers typically meet the needs of your organization by producing cost effective materials based performance and conformance to set specifications. In the indirect world, those requirements may not be as precise. The added value from suppliers is in their ability to identify new market opportunities, grow revenue, improve customer satisfaction and create innovative solutions. This session forms the relationship framework that aligns supplier partners to current needs and future aspirations — defining success as the creation of competitive advantage.

*Presented by Kimberly Proffitt, AVP, Supplier Relationship Management, Diversity, Risk & Analytics, and Ops, Nationwide*

12:15 – 12:30 p.m.

**Closing Comments**

*Presented by Fred Ledbetter, Chair, ISM Indirect/Services Group and Ellen Berry, Vice Chair, ISM Indirect/Services Group*

To register, visit [www.insideindirect.org](http://www.insideindirect.org).

**Registration**

**Standard Registration**

US\$799 Member, \$1,199 Non-Member

**Location**

**The Westin Las Vegas Hotel**

160 E. Flamingo Rd.

Las Vegas, NV 89109