

America's Leading Invitation
Only, Executive-Level Meeting
For Operational Excellence
and Business Transformation
Senior Leaders



9TH - 11TH APRIL 2019
WESTIN CARLSBAD RESORT & SPA, CA, USA

EXCELLENCE THROUGH TRANSFORMATION

Streamlining operations and transforming mind-sets to accelerate strategic change



MADHU NARASIMHAN
VP Agile
Transformation,
Wells Fargo & Co



JOSE TOLOSA
Chief Transformation
Officer
Viacom



NABIL MALOULI
VP Customer
Solutions & Innovation,
DHL



DEBORAH NEWMAN
VP Business Process
Improvement & Financial
Governance, Warner Bros.



HEATHER VIDAL
AVP Omni-Channel &
Digital Transformation,
MetLife

CINDY PETERSON
VP Organization &
Process Optimization
Macy's

With A Special Golden Keynote from James
Keyes, Former CEO of Blockbuster & 7-Eleven
and Chairman of Wild Oats Marketing



MEET THE SPEAKER FACULTY

9TH - 11TH APRIL 2019 - WESTIN CARLSBAD RESORT & SPA, CA, USA

Our speaker faculty features inspirational leaders from the world's largest brands, who have developed innovative strategies to combat the key challenges facing their industry today. During this unparalleled and immersive two day experience, attendees will hear personal perspectives and practical solutions from these Operational Excellence and Transformation leaders, to help unlock business value and achieve scalable change.



SPECIAL GOLDEN KEYNOTE

James Keyes

Former CEO of Blockbuster & 7-Eleven and
Chairman of Wild Oats Marketplace



James Keyes
Former CEO



Madhu Narasimhan
SVP Agile
Transformation



Ilir Morina
Director of Process
Engineering



Nabil Malouli
VP Customer Solutions &
Innovation



Jose Tolosa
CTO



Niraj Krishna
VP Product and
Process Innovation



Stacy Maloney
Sr. Director Change
Management Global
Supply Chain



Deborah Newman
VP Business Process
Improvement and Finance
Governance



Brad Nelson
VP Business
Operations



Heather Vidal
AVP Omni Channel
& Digital Transformation



Manisha Singh
Global Director Digital
HR Systems



Cindy Peterson
VP Organization &
Process Optimization



Charles Brandon
Director of Process
Improvement
Program Office



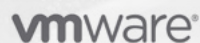
Donald Kuk
Chief Transformation
Officer



Sean Logan
VP Business Services
and Continuous
Improvement



Raul Melgar
Director of
Operational Excellence



Peter Malek
Director of Process
Performance & Operational
Excellence, VMware



Kelly Kujan
Head of Global
Business Excellence



Alan Padula
Head of Agile
Coaching & Excellence

WHAT'S NEW FOR 2019

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Operational Excellence and Business Transformation leaders are the change agents responsible for strategizing scalable change throughout their organization. In a time of unprecedented transformation, these leaders must balance the task of transcending through disruption and embedding a culture of continuous improvement.



PRE-CONFERENCE WORKSHOPS

Two exclusive pre-conference workshops exploring continuous improvement through agile transformation and OPEX in financial services, followed by a pre-event networking drinks reception



FORTUNE 500 BRANDS

A myriad of innovative, diverse and disruptive brands from cross-industry, enabling you to benchmark your strategies with your counterparts



WOMEN IN BUSINESS TRANSFORMATION PANEL DISCUSSION

An all female panel discussion dedicated to exploring the unprecedented changes in business today and what this means for the future of leadership



FOOD FOR THOUGHT NETWORKING LUNCH

Learn and network at our seating planned lunch which guarantees you to meet and engage with like-minded leaders who share similar challenges to you

The OPEX Exchange provides these expert change leaders with innovative, informative and cutting-edge sessions which explore the challenges affecting industry today.

Our carefully crafted agenda features a diverse range of exciting sessions and networking opportunities, including:



JOIN OUR KEYNOTE SPEAKERS FOR THOUGHT-PROVOKING SESSIONS THAT WILL INFLUENCE YOUR TRANSFORMATION STRATEGY

It was an outstanding event and collaborative format. The conversations with industry leaders and their willingness

“ ”

to share made the OPEX Exchange the innovation incubator for industry

Chief Transformation Officer

MedNax



James Keyes
Former CEO of
Blockbuster & 7-Eleven
and Chairman of
Wild Oats Marketplace



WEDNESDAY 10TH APRIL 2019

PROACTIVE TRANSFORMATION TO AVOID DISRUPTION IN YOUR ENTERPRISE

Former CEO of Blockbuster & 7-Eleven, will share lessons learned from his experience at the two global enterprises and why he believes his transformation efforts at both had such drastically different results.

Today, Blockbuster exists as a word of warning to businesses across the realm about the dangers of digital disruption but was there more at play in the hand of Blockbuster's demise? Examining the real reasons behind Blockbuster's downfall and assessing what he might have done differently, if anything.

Drawing on his experience at both American establishments – James will share what he believes are crucial aspects of a successful transformation; investigating how he changed the landscape of convenience retail at 7-Eleven and what he learned from his tenure at Blockbuster and his experiences beyond.



Dr. Charles Brandon
Director of Process
Improvement Program
Office, US Army



THURSDAY 11TH APRIL 2019

SCALING AUTOMATION TO REFORM OPERATIONS & PROCESSES IN THE WORLD'S LARGEST ORGANIZATION

- Introducing automation into the US Army to deliver transformational reforms
- Building RPA into your three-legged stool to enable quality process improvement
- Combining business process engineering, process improvement and robotic process automation to achieve change across the army
- Delivering improved focus, enhanced controls, and high return on investment through consistent automated processes

WHY CHOOSE THE OPEX EXCHANGE?

9TH - 11TH APRIL 2019 - WESTIN CARLSBAD RESORT & SPA, CA, USA

ATTEND THE EXCHANGE AND FIND OUT HOW TO:

- > Embed a culture of excellence throughout your organization
- > Use collaboration and problem solving methods in the ongoing improvement of your processes
- > Leverage the right technology to drive your business growth
- > Shift mind-sets to bring people on your transformation journey with you
- > Transform your organization to become a customer centric enterprise
- > Achieve buy-in for your transformation strategies

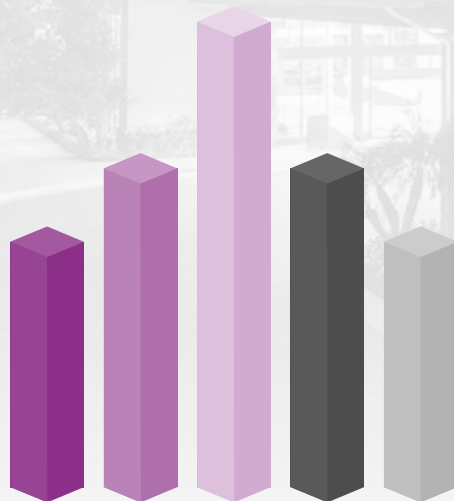
WHAT MAKES THE OPEX EXCHANGE UNIQUE:

- 1 Access the most exclusive network of operational excellence leaders the industry has to offer due to our invitation only policy
- 2 Four months of in-depth research plus the very best brands on the speaker panel ensure your mind will be truly stretched
- 3 Discover how recommended suppliers would approach your greatest challenges during private consultative business meetings
- 4 With just 80 leaders in attendance, who are all in the same improvement mindset as you, you'll get the opportunity to meet everyone at this intimate forum by the time you leave
- 5 Don't just attend, take part. The range of panel discussions, roundtables, Think Tanks and dedicated networking sessions allow you to dig deep into the topics that matter to you most

AUDIENCE BREAKDOWN

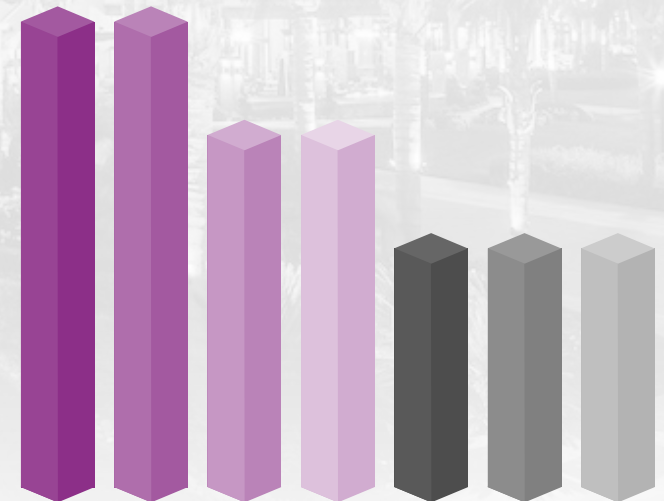
JOB TITLE

● C-suite	15%
● SCP/AVP/EVP/CVP	20%
● VP	30%
● Director	20%
● Head	15%



ROLE

● Financial Services	20%
● Manufacturing	20%
● Pharma & Healthcare	15%
● Retail	15%
● Travel	10%
● Logistics	10%
● Other	10%



AGENDA

“ A diverse array of topics and forums that allowed for vast levels of learning and networking across many different industries. I found this to be one of the best networking opportunities I have experienced – thank you for all your hard work and the opportunity to participate. ”

Director of Performance Excellence, Atrius Health

PRE-EVENT WORKSHOP

TUESDAY 9TH APRIL - 2019

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REGISTRATION AND WELCOME COFFEE

4.00pm

OPENING REMARKS FROM THE HOST

4.30pm

AGILE OPERATIONAL EXCELLENCE: DELIVERING CONTINUOUS PERFORMANCE IMPROVEMENT THROUGH AGILE TRANSFORMATION

- Examining how to change your enterprise to adopt agile and scrum ways of working
- What does this look like for your organization? Does one size fit all?
- Assessing how your leadership view this change and how you can achieve buy-in for your move to agile
- Understanding agile at a deeper level through a systems thinking approach
- Investigating what new techniques can help enable your business transformation
- Evolving to meet demands of business agility across the business
- Becoming an advocate for agile in your enterprise and changing mindsets to drive quality improvement and waste reduction
- Building and coaching teams to deliver new agile ways of working across your enterprise

Session available for sponsorship: For more information on how to get involved please contact Ina Ukstina, Commercial Director at exchangeinfo@iqpc.com

OPEX AND FINANCIAL SERVICES: ALIGNING PROCESS IMPROVEMENT WITH TECHNOLOGY TO ACHIEVE OPERATIONAL EFFICIENCY

- Combine sustainable operational excellence programs with your technology delivery structure to achieve scalable change
- Integrating processes and technology to enable your company to be more reactive to your customers
- Build a compelling case for your digital strategy and share real life success stories to help gain executive buy-in
- Encourage collaboration and cross-functional processes to measure company performance
- Examining the growing landscape of Fintech technologies and assessing their impact on the financial services industry
- Understanding the future of RPA and the direction that cognitive AI will influence the financial service industry
- Implement a comprehensive framework to shape and measure culture change

Session available for sponsorship: For more information on how to get involved please contact Ina Ukstina, Commercial Director at exchangeinfo@iqpc.com

4.40pm

CLOSING REMARKS FROM THE HOST

6.40pm

PRE-EVENT NETWORKING RECEPTION

7.00pm

EXCHANGE DAY ONE

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REGISTRATION AND WELCOME COFFEE

7.30am

OPENING REMARKS FROM THE CHAIR

Dave MacLeod
CEO, ThoughtExchange



8.20am

OPENING OPEX KEYNOTE

LESSONS LEARNED FROM A CEO: MAKING CHANGE...PROACTIVE TRANSFORMATION TO AVOID BUSINESS DISRUPTION

In this keynote session James Keyes, Former CEO of Blockbuster & 7-Eleven, will share lessons learned from his experience at the two global enterprises and why he believes his transformation efforts at both had such drastically different results.

Today, Blockbuster exists as a word of warning to businesses across the realm about the dangers of digital disruption but was there more at play in the hand of Blockbuster's demise? Examining the real reasons behind Blockbuster's downfall and assessing what he might have done differently, if anything. Drawing on his experience at both American establishments – James will share with the audience what he believes are crucial aspects of a successful transformation; investigating how he changed the landscape of convenience retail at 7-Eleven and what he learned from his tenure at Blockbuster and his experiences beyond.

James W. Keyes is currently the Chairman of Wild Oats Marketplace LLC and formerly Chief Executive to two Fortune 500 companies, Blockbuster Inc. and 7-Eleven, Inc.



8.30am

OPEX NETWORKING BINGO



9.05am

To launch two days of interactive networking, each attendee will receive a bingo sheet. Find your peers around the room and the first to shout BINGO will win a prize.

A fantastic way to make new connections and get to know some of your peers who you will be spending the next two days with!

EXCHANGE DAY ONE

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WHAT'S NEW

AGENDA

VITAL INFO

SPONSOR

PARTNERS

CHANGE EMPOWERMENT

In this session Thoughtexchange CEO, Dave MacLeod will be joined by a client partner to discuss how empowering employees to share their voice is providing leaders with the richness of multiple perspectives to impact change.

Dave MacLeod
CEO, ThoughtExchange



9.25am

ONE-TO-ONE BUSINESS MEETINGS & NETWORKING

10.00am

ONE TO ONE BUSINESS MEETINGS & NETWORKING

THINK TANK ONE

TACKLING OUR BIGGEST CHALLENGES WHILST CREATING A HIGH PERFORMANCE CULTURE

- Identifying the challenges of your operational framework and reshaping the enterprise to cope with pain points
- Breaking down what organizational culture means and assessing how you can shape it
- Transforming your enterprise at scale to drive new innovative ways of thinking and working

Session Led By The Achieve Institute



10.35am

TRANSCENDING THROUGH THE AMAZON AGE BY BECOMING A CUSTOMER CENTRIC INNOVATION CENTRE

11.10am

- Developing customer driven options and solutions through a series of innovation projects to transform your commercial activity
- Introducing new agile ways of working to transform the mind-set of your workforce and successfully step towards achieving digital change
- Understanding the need for speed by evaluating the long term risks of not evolving as innovation projects become more expensive
- Acknowledging the independence and influence of start-ups and what this could mean for the future of commerce

Nabil Malouli
VP Customer Solutions & Innovation, DHL



EXCHANGE DAY ONE

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WHAT'S NEW

AGENDA

VITAL INFO

SPONSOR

PARTNERS

ENSURING YOUR TECHNOLOGY INVESTMENTS ARE ALIGNED WITH YOUR STRATEGIC GOALS AND THE PROCESS OUTCOMES YOU ARE STRIVING FOR

11.40am

- Aligning strategy and technology to ensure that IT solutions are aligned with your organizational goals
- Uncovering the true challenges that exist behind your processes and operations before investing in new solutions
- Establishing the clear outcomes and aims you expect from your technology investments before implementation
- Creating a culture of technology excellence that aligns strategy and IT to deliver optimal impact on performance
- Working closely with IT and Enterprise Architecture functions to ensure you're implementing the right technology

Session reserved for Microsoft



ONE TO ONE BUSINESS MEETINGS & NETWORKING

THINK TANK TWO

BUILDING OPERATIONALLY COMMITTED TEAMS TO DEVELOP A CUSTOMER
CENTRIC FACING ENTERPRISE

12.15pm

FOOD FOR THOUGHT EXCHANGE NETWORKING LUNCH

12.45pm

At lunch, we revisit the ThoughtExchange opened at the start of the day, to see what your top challenges were! Eat and drink in a beautiful setting whilst networking and connecting with peers facing the same challenges as you.



ONE TO ONE BUSINESS MEETINGS & NETWORKING

THINK TANK THREE

BECOMING AN EFFECTIVE INFLUENCER TO TRANSFORM YOUR ORGANIZATIONAL
CULTURE

Session Lead By Nividous



2.10pm

EXCHANGE DAY ONE

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PANEL DISCUSSION:

CHALLENGES OF CHANGE – EXAMINING CHANGE MANAGEMENT STRATEGIES POWERING PROCESS IMPROVEMENT

- Exploring how you can manage change in a complex environment to increase engagement
- Training and coaching your teams to create new standards of work
- Developing standardized frameworks to enable scalable change for your enterprise
- Assessing how you can provide your change teams with intelligence by listening to your data
- Investigating how you can achieve buy-in to drive change within your enterprise
- Creating a culture through change management to combat resistance to change

Stacy Maloney

Sr. Director Change Management, Gap Inc.



Moderated by: Mark McGregor

Head of Strategy, Signavio



2.45pm

FAKE NEWS: HOW DO YOU SEPARATE REAL OE FROM FAKE OPERATIONAL EXCELLENCE SYSTEMS

- Defining what real Operational Excellence looks like for your organization
- Assessing how management systems support OPEX
- Analyzing Copy & Paste OE systems and why they struggle
- Understanding your enterprise culture and how it plays a role in adapting OE methodologies to suit your enterprise
- Having visibility into day to day operations as the front line of your OE execution
- To be OE or not to be OE? Assessing where your operating system sits in the spectrum

Ilir Morina

Director of Process Engineering, Target



3.30pm

WHAT'S NEW

AGENDA

VITAL INFO

SPONSOR

PARTNERS

EXCHANGE DAY ONE

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ONE TO ONE BUSINESS MEETINGS & NETWORKING

THINK TANK FOUR

THE MILLENNIAL VS. THE OLD GUARD: ENABLING YOUR WHOLE WORKFORCE TO SEE AND THINK DIFFERENTLY TO ACHIEVE THE CHANGE YOU'RE STRIVING FOR

Sean Logan

VP Business Services & Continuous
Improvement, Boyd Gaming



4.05pm

ONE-TO-ONE BUSINESS MEETINGS & NETWORKING

4.40pm

ONE TO ONE BUSINESS MEETINGS & NETWORKING

THINK TANK FIVE

BEYOND OPEX: CONNECTING YOUR PROCESSES AND OPERATIONS TO YOUR ORGANIZATIONAL GOALS TO DELIVER A HOLISTIC TRANSFORMATION ACROSS YOUR ENTERPRISE

5.15pm

ACCELERATING THE IMPLEMENTATION OF A POWERFUL RPA PLATFORM FOR FAST AND SCALABLE AUTOMATION THAT WILL INCREASE BUSINESS VALUE

5.50pm

- Examining how automation can support your organizational goals and help make your company's vision come true
- Empowering your organization by developing your RPA journey as an internal, self-sustaining and scalable expertise to run and maintain robots
- Embedding RPA deeply and effectively into your organization and to redistributing accumulated knowledge and resources across future deployments
- Creating a scalable, functional & technical environment and articulating an effective governance model for your automation

“

Great engagement model, good speakers, relevant content. Very informative - loved it!

CEO - Signavio

”

EXCHANGE DAY ONE

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WHAT'S NEW

AGENDA

VITAL INFO

SPONSOR

PARTNERS

DEVELOPING AN END-TO-END APPROACH FOR YOUR TRANSFORMATION TO BETTER SUPPORT YOUR ORGANIZATIONAL STRATEGY

6.20pm

- Working as internal consultants within the enterprise to identify key opportunities across the company and support transformation across all business functions
- Leading the organizational transformation to ensure it is sustainable and to guarantee traction within the enterprise
- Marrying key principles of process excellence with technology enabled capability development
- Creating business value through a strategic end to end approach
- Assessing strategic opportunities for where automation can support your business transformation

Jose Tolosa

Chief Transformation Officer, Viacom

VIACOM

CLOSING REMARKS FROM THE CHAIR

6.50pm

Dave MacLeod

CEO, ThoughtExchange



thoughtexchange

NETWORKING DRINKS RECEPTION BROUGHT TO YOU BY THOUGHTEXCHANGE

7.00pm

Create new lasting connections over drinks following an insightful day one at the OPEX Exchange. Drink, dine and debate with your new peers in this picturesque setting as we unwind for the evening.

END OF DAY ONE

EXCHANGE DAY TWO

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REGISTRATION AND WELCOME COFFEE

8.00am

OPENING REMARKS FROM THE CHAIR

8.30am

Dave MacLeod

CEO, ThoughtExchange



OPENING KEYNOTE

SCALING AUTOMATION TO REFORM OPERATIONS & PROCESSES IN THE WORLD'S LARGEST ORGANIZATION

- Introducing automation into the US Army to deliver transformational reforms
- Building RPA into your three-legged stool to enable quality process improvement
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- Delivering improved focus, enhanced controls, and high return on investment through consistent automated processes

Dr Charles Brandon

Director Process Improvement Program Office, US Army



8.40am

SPONSORSHIP KEYNOTE SESSION:

EXAMINING THE POWER AND POTENTIAL OF BPM TECHNOLOGIES IN OPTIMIZING YOUR PERFORMANCE IMPROVEMENT AND DRIVING GROWTH

- Uncovering why your processes are not working like they should and assessing how you can make broad process improvements through greater operational intelligence
- Investigating what information you need to deliver greater process knowledge back to the enterprise
- Examining how clearer oversight of your operations through BPM can help you target and prioritize improvement initiatives
- Exploring how you can create an operational excellence and business transformation strategy around your BPM technologies
- Orchestrating and controlling business assets and operations across the whole organization in real-time

9.15am

EXCHANGE DAY TWO

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WHAT'S NEW

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VITAL INFO

SPONSOR

PARTNERS

SUCCESSFULLY TRANSFORMING YOUR ORGANIZATION FROM OUTPUT TO OUTCOME-DRIVEN PRODUCT DELIVERY

9.45am

- Identifying key performance indicators and business outcomes and aligning KPIs to your product strategy
- Developing a customer centric organizational design to enable shared accountability, trust, and faster decision-making
- Creation of an agile leadership and team structures who have shared accountability to KPIs and team outcomes
- Changes to organizational culture & "how we show up" to reinforce and solidify our new ways of working

Cindy Peterson

VP Organization & Process Optimization, Macy's



ONE TO ONE BUSINESS MEETINGS & NETWORKING

THINK TANK SIX

LEADERSHIP THROUGH STORYTELLING: ACHIEVING BUY-IN FOR YOUR BUSINESS TRANSFORMATION

10.20am

ONE-TO-ONE BUSINESS MEETINGS & NETWORKING

10.55am

ONE TO ONE BUSINESS MEETINGS & NETWORKING

THINK TANK SEVEN

PROCESS MINING: DISCOVERING PROCESS MAPS THROUGH DATA

11.30am

TAILOR-MADE OPEX DISCUSSION SESSIONS AND INTERACTIVE NETWORKING



12.05pm

TABLE ONE

BUILDING OPERATIONALLY COMMITTED TEAMS TO DEVELOP A CUSTOMER CENTRIC FACING ENTERPRISE

Niraj Krishna

VP Product and Process Innovation
CVS Health



TABLE TWO

IMPLEMENTING NEW AGILE METHODOLOGIES TO FOSTER INNOVATION WITHIN YOUR ORGANIZATION

Madhu Narasimhan

VP Agile Transformation
Wells Fargo & Co



TABLE THREE

COMBINING PROBLEM SOLVING METHODOLOGIES TO CREATE A MORE HOLISTIC APPROACH TO CI

Raul Melgar

Director Operational Excellence,
Deployment Leader,
Cardinal Health



TABLE FOUR

CREATING A COMMON LANGUAGE ACROSS YOUR ENTERPRISE TO ACHIEVE EFFECTIVE BUSINESS TRANSFORMATION

EXCHANGE DAY TWO

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WHAT'S NEW

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PARTNERS

RESTORING EMPLOYEE ENGAGEMENT, PERFORMANCE AND PRODUCTIVITY: AN ANHEUSER-BUSCH INBEV SUCCESS STORY

12.50pm

- Achieving behavior change through increasing accountability and encouraging employee feedback
- Reinforcing One Best Way processes by turning training materials into job aids
- Utilizing employee insights and reporting to drive a culture of continuous improvement
- Assessing where you can use technology to identify successful processes and highlight your improvement areas
- Leveraging technology to track compliance, manage execution and improve critical processes

Session Reserved For
Systems Alliance



ONE TO ONE BUSINESS ME & NETWORKING

THINK TANK EIGHT

LEADING BY EXAMPLE: TAKING PEOPLE ALONG YOUR CI JOURNEY WITH YOU

1.25pm

FOOD FOR THOUGHT NETWORKING LUNCH

1.45pm

ONE TO ONE BUSINESS MEETINGS & NETWORKING

THINK TANK NINE

CONSOLIDATING YOUR SYSTEMS INTO A SINGLE PLATFORM TO REDUCE
INEFFICIENCIES WITHIN THE ENTERPRISE

2.30pm

ASSESSING WHETHER YOUR PROCESSES ARE RIGHT AND READY FOR AUTOMATION WITHIN YOUR ORGANIZATION

3.05pm

- Working out the business case for automation of particular processes – Are you automating for automation's sake?
- Rationalizing and optimizing your processes to prepare them for automation
- Integrating your processes at the same time as implementing new technology to ensure processes are tuned and adjusted correctly to leverage the technology
- Identifying and engaging key stakeholders to maximize success for RPA and create a culture shift to strike the balance between technology and efficiency

Brad Nelson

VP Business Operations and Process Re-engineering, JP Morgan Chase & Co

JPMORGAN
CHASE & CO.

EXCHANGE DAY TWO

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PANEL DISCUSSION:

WOMEN IN BUSINESS TRANSFORMATION - RE-DEFINING THE FUTURE OF LEADERSHIP

As women hold more COO positions than any other C-Suite role; this session explores the shifts affecting the future of leadership and business. From agile working to digital disruption, we are seeing unprecedented changes in how we work. But what does this mean for the future of business? This panel of Change Leaders discusses the opportunities and obstacles which prevail today.

- The power of honesty: Establishing trust through honest leadership and being transparent through your Transformation projects
- The importance of corporate storytelling to authentically communicate your vision and creatively engage your entire organization
- Is your Change really supported? Understanding executive priorities and what this means for the longevity of your Business Transformation initiatives
- Learning through reflection: Growing from your mistakes to establish strategy and set you up for future success

Deborah Newman

VP Business Process Improvement &
Financial Governance, Warner Bros



Kelly Kujan

Head of Global Business
Excellence, Edwards Lifesciences



Heather Vidal

EVP Omni Channel &
Digital Transformation, MetLife



Manisha Singh

Global Director Digital HR Systems
Schneider Electric



3.35pm

FIRESIDE CHAT:

CHANGE CATALYSTS: ENGAGING YOUR ENTIRE ENTERPRISE IN YOUR STRATEGIC, DIGITAL TRANSFORMATION

Strategic transformation requires support from leaders across the whole organization. It is not enough to simply achieve buy-in from your CEO and expect the rest of the business to follow suit. Digital transformation requires buy-in from across the whole C-suite, as well as the whole organization at large. In this fireside chat, we bring together two catalysts of change to discuss how they are driving digital transformation forward in their organization to support the wider strategic goals.

- How can you achieve buy-in across the C-Suite of your organization?
- How can operational excellence and digital transformation work together?
- How can you define and build a strategy towards a digital operating model?
- What is your primary focus to achieve through business transformation?
- How can you achieve digital transformation at speed and at scale?

4.20pm

EXCHANGE DAY TWO

THURSDAY 11TH APRIL - 2019

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CHAIR'S CLOSING REMARKS

5.00pm

Dave MacLeod
CEO, ThoughtExchange



END OF EXCHANGE

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Small number of participants enabling the ability to discuss issues, trends and challenges with people who lead similar teams...Great connections, interesting perspectives... excellent facilitation.

”

Sr. Director, Strategic Bus. Improvements – Janssen



WHAT ELSE DO YOU NEED TO KNOW?

The Exchange in Numbers

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200

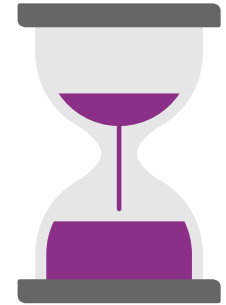
pre-scheduled
One-to-One
Consultative
Business Meetings



20+

HOURS

of interactive learning and essential
networking with senior peers and
innovative solution providers



80+

Operational Excellence and
Business Transformation
experts sharing strategic
advice you can apply to
your own organization



2

LIVELY DRINKS RECEPTIONS



LEARN

Hear from leading operational excellence and transformation experts on the current challenges, techniques and solutions deployed across industries



ENGAGE

Meet with innovative suppliers who can help you solve your biggest challenges during our pre-scheduled one-to-one business meetings



BENCHMARK

Our interactive Think Tanks, roundtable sessions and panel discussions allow you to delve deep into the issues most important to you



NETWORK

Build out your network through our networking bingo, meet & greet lunches and our exclusive themed drinks receptions



PAST ORGANIZATIONS IN ATTENDANCE

9TH - 11TH APRIL 2019 - WESTIN CARLSBAD RESORT & SPA, CA, USA

QUALIFICATION OF ATTENDEES

Operational Excellence, Business Transformation and Process Improvement senior decision makers from across industry will be in attendance. We qualify all attendees on job function and strategic responsibility to ensure you're guaranteed to meet an elite group of strategic thought leaders.

Every attendee must have an active transformation project, and must answer 'yes' to two of the following criteria in order to gain an invitation:

- I'm the Chief, VP or Director for Operational Excellence, Business Transformation or Process Improvement
- I control where the company budget is spent in relation to OPEX and change initiatives
- I have an active requirement for business solutions within the next 6-12 and 12-24 months
- I have a personal/departmental budget of + \$1 million

Walmart



RALPH LAUREN

ebay™



MEDNAX®
HEALTH SOLUTIONS PARTNER



abbvie

PHILIPS
Healthcare

WHY SHOULD YOU SPONSOR THE OPEX EXCHANGE

9TH – 11TH APRIL 2019 - WESTIN CARLSBAD RESORT & SPA, CA, USA

OPPORTUNITIES TO PARTICIPATE:

ONE TO ONE BUSINESS MEETINGS

The most unique part of the exchange is the one-to-one business meetings with leading senior executives. When you register for the OPEX Exchange as a sponsor, you will be asked to identify the clients that you would like to meet, so we can match your company with the executives who will fit your business goals. Prior to the exchange, you will be able to assess the attendees and select the ones who match your initiatives and priorities. Your selections are then incorporated into your customized agenda. These private thirty minute one-to-one meetings give you the opportunity to offer objective, flexible, and relevant strategies for continued

success. This unique aspect of the Exchange serves to simplify the process for sourcing new solutions and enables you to discuss strategies of emerging technologies that will build lasting relationships.

THOUGHT LEADERSHIP

Whether this be a 30 minute platform presentation to the entire event audience, or a smaller Think Tank discussion led and moderated in a private conference room, or even a panel discussion with several of your customers. The OPEX Exchange will work with you to find a thought leadership opportunity that will help you achieve your objectives and add great value to the audience in doing so. This speaking opportunity can be a client case study and or conduct as a panel

with a client and/or participants of your choosing. There are plenty of thought leadership opportunities to get involved in and they will really help you to make a great impact with the Exchange audience.

NETWORKING RECEPTION SPONSOR

Every Exchange plays host to two very special evening networking receptions, both pre-event to greet the arrivals and at the end of the first day. These networking receptions are a great opportunity to connect with attendees and make a big splash with your brand. Previous networking events have included boat tours, golf, gala dinners, casino nights and much more. The Exchange will work with you to create a truly memorable experience for the delegates.



Those who attend the OPEX Exchange are the Transformation leaders for some of the world's largest organizations. Attendees include Chiefs, VP's and Directors of:

- Operational Excellence
- Business Transformation
- Process Improvement
- Process Re-engineering
- Continuous Improvement
- Change Management
- Agile

OUR VALUED PARTNERS

9TH - 11TH APRIL 2019 - WESTIN CARLSBAD RESORT & SPA, CA, USA

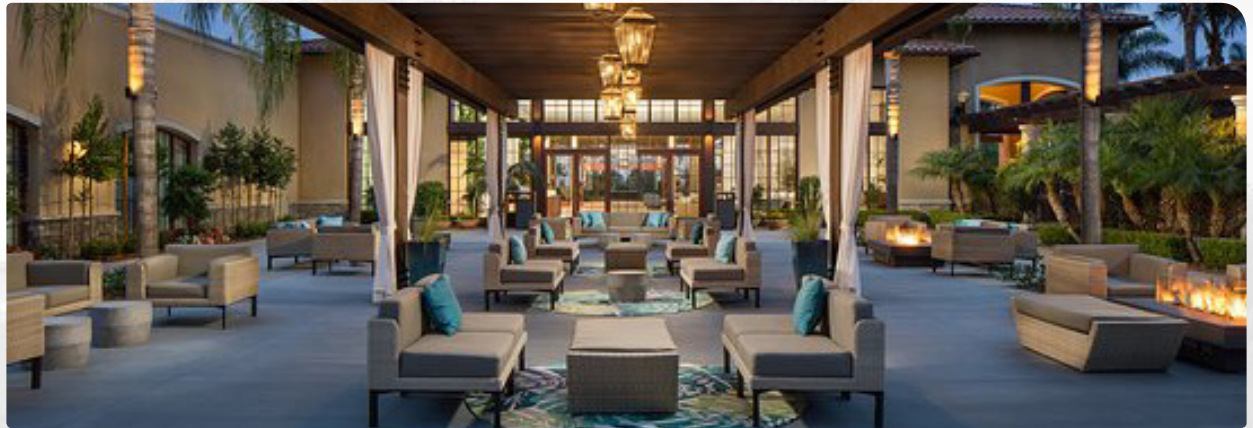


VENUE - WESTIN CARLSBAD RESORT & SPA

9TH - 11TH APRIL 2019 - WESTIN CARLSBAD RESORT & SPA, CA, USA

The **Westin Carlsbad Resort & Spa** is beautifully situated in Carlsbad, California and offers quick access to bustling downtown San Diego. Enjoy the picturesque coastal views and explore the lush grounds of The Crossings Carlsbad Golf Course.

We believe that the backdrop and ambiance of an Exchange is crucial to its success. By tying in rich traditions, historic significance and unsurpassed quality at stunning locations across the globe; these venues present the perfect setting to conduct business and meet a peer group of senior strategists. Our venue provides a peaceful and productive retreat, ensuring that you are able to focus on your priorities for participating in this Exchange.



ADVISORY BOARD

9TH - 11TH APRIL 2019 - WESTIN CARLSBAD RESORT & SPA, CA, USA

Our Advisory Board consists of key thinkers and thought leaders in the data and analytics space. These seasoned industry experts guide the topics on the agenda in addition to frequently contributing content and media.



Clint Westbook
VP Growth
Aramark



Charles Brandon
Director of Process Improvement
Program Office
US Army



Donald Kuk
Chief Transformation Officer
MedNax



Christy Hartner
SVP Advisory Services
Commerce Bank



Aboubacar Cissokho
Head of Discover Networks Lean
Center of Excellence
Discover Financial



Alex Bacchetti
Chief Operating Officer
AMITA Health Medical Group



Dr. E. J. Johnson
Managing Organizational Excellence
Consultant
Christiana Care Health System



Ric Hughes
CEO
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Dave MacLeod
CEO
ThoughtExchange



Gero Decker
CEO
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Gregory North
Founder & President
**Globe North
Systems Alliance Inc**