

Arrival Day - Sunday, Oct. 6				
3:30 p.m.	Registration Opens			
5:00 - 6:00 p.m.	Welcome Reception			
Conference Day 1 - Monday, Oct. 7				
7:00 a.m.	Registration Opens			
7:30 a.m.	Breakfast and Exhibition Viewing			
8:15 - 8:30 a.m.	Opening Remarks Geoff Scott - CEO, ASUG			
8:30 - 9:00 a.m.	Keynotes	Intelligent Enterprise Georg Kube - Global VP, Industrial Machinery, Components, and Automotive, SAP Stefan Krauss - SVP and General Manager, Discrete Manufacturing Industries, SAP		
9:00 - 9:30 a.m.		The Future of Transportation: Optimizing for People, Planet, and Profit Tom Raftery - Global VP, Futurist, Innovation Evangelist, SAP		
9:30 - 10:15 a.m.		Strategic Agility: Leading Through Uncertainty Kathy Pearson - Strategic Agility Subject Matter Expert and Professor at the Wharton School of the University of Pennsylvania		
10:15 - 11:00 a.m.	Refreshments and Exhibition Viewing	The Pit Crew Experience		SAP's Demo Theater
	TRACK 1: DIGITAL STRATEGY AND INNOVATION	TRACK 2: OPERATIONAL EXCELLENCE	TRACK 3: INTELLIGENT ENTERPRISE	TRACK 4: FINANCE, DATA, AND REPORTING
11:00 - 11:40 a.m.	SAP Global Harmonization and Consolidation Project Cathy Dillard - Business Applications IT Manager, Continental Automotive Systems Linda Leslie - North America Project Manager, Continental Automotive Systems	Transforming the Application Landscape at Dana Jeff Heyde - Senior Director, Global ERP, and IT Sourcing, Dana Holding Corporation Michael Hancock - Managing Director, Accenture	SAP S/4HANA Fast Track Migration to Cloud: A Case Study Ketankumar Gohil - Director Enterprise Systems, Karma Automotive	Data Ownership and Quality with InfoSteward Erica Raines - SAP Master Data Manager, General Motors, Customer Care & Aftersales Lina Alarie - Director, Global Business Architecture and SAP COE, General Motors Customer Care & Aftersales
11:50 a.m. - 12:30 p.m.	Experience Matters: Winning in the New Age of Mobility David Mingle - VP of Global Automotive Industries, Qualtrics	Optimizing Toyota Canada's Parts and Accessories Business with SAP Integrated Business Planning Toyota Canada Mohamed Najera - Associate Partner, Industrial EA SAP, IBM Global Business Services	Intelligent Enterprise Quality Systems for Automotive Manufacturers; Case Studies and Live Demo Carlos Pinheiro Guimaraes - Head of SAP Technology and Innovation, Hitachi Consulting Ahmed Khan - Head of Technology, Hitachi Consulting	Unifying Accounts Payable Shared Services through SAP Cloud Platform Marta Filippini - IS Global Director of Enterprise Applications, Federal-Mogul Corporation Massimo Tusciano - Practice Lead, NIMBL, Techedge Group
12:30 - 1:30 p.m.	Lunch and Exhibition Viewing	The Pit Crew Experience		SAP's Demo Theater
1:30 - 2:10 p.m.	Volkswagen Trucks and Buses Journey to Digitization with SAP S/4HANA Humberto Sadao Matsuda - IT Infrastructure Manager, Volkswagen Trucks and Buses Raj Krish - Director, Global SAP Practice, R3D Consulting	Digital Strategy and Innovation: Fast Track SAP HANA Migration with Tech Mahindra's Innovative Tools Shakil Wadiwala - IT Director, Rehau Manish Giniwala - Associate Vice President SAP Practice, Tech Mahindra	Managing the Vendor Tooling Life Cycle Using SAP S/4HANA Earl Gay - Senior ERP Manager, Toyota Motor North America Sanjib Chattopadhyay - Specialist Leader, Deloitte Consulting	Fast Cars, Faster Data: From BW to Real-time Analytics and Integration Using HANA Iliana Martinez - SAP BI and Reporting, Fiat Chrysler Automobiles (FCA)
2:20 - 3:00 p.m.	Fit to Standard: Faster Implementation and Increased Efficiency Steve Carrington - CIO/CISO, Panasonic Automotive Systems of America	Operational Excellence from Digital Transformation Chet Harter - Digital Business and Innovation, SAP	Digital Transformation: Redefining Customer Experience in Automotive Service Pete Kleffner - Senior Director, Business Systems, Rush Enterprises, Inc. Rainer Lenk - Head of Automotive for Europe, proaxia consulting group	FirstSolar Stepping into the Future: An SAP S/4HANA Brownfield Conversion Lynette Nation - IT Business Applications, FirstSolar
3:00 - 4:15 p.m.	Refreshments and Exhibition Viewing	The Pit Crew Experience		SAP's Demo Theater
4:15 - 5:30 p.m.	Keynotes	Strategy and Innovation in the Digital Revolution Ryan McManus - Founder, techtonic.io		
		Panel: Strategy and Innovation in the Digital Revolution <i>Moderated by:</i> Ryan McManus - Founder, techtonic.io Ketankumar Gohil - Director of ERP, Karma Automotive Kristin Welch - Venture Pipeline, Ford X Valerie Sathe Brugeman - Assistant Director, Transportation Systems Analysis Group, Center for Automotive Research Jake Koppinger - CEO, FreightRoll		
5:30 - 7:30 p.m.	Evening Reception	The Pit Crew Experience		

Conference Day 2 - Tuesday, Oct. 8				
7:00 a.m.	Registration Opens			
7:00 - 8:00 a.m.	SAP Partner Breakfast	Stefan Krauss - SVP, General Manager, Discrete Manufacturing Industries, SAP Georg Kube - Global VP, Industrial Machinery & Components and Automotive, SAP		
8:00 - 9:00 a.m.	Breakfast and Exhibition Viewing			
8:00 - 8:45 a.m.	Breakfast Session	Digitally Transform with Continuous Automation and Modern Agile Delivery Worksoft		
9:00 - 9:45 a.m.	Keynotes	Discover How GM Navigated Disruption Through End-to-End Transformation Jared Alamat - Executive Leader of Global Finance Transformation, General Motors		
9:45 - 10:30 a.m.		Panel Discussion: Change Is Changing: The Future of Work <i>Introduction by:</i> Kerry Brown - VP of Workforce Adoption, SAP <i>Moderated by:</i> Ellen Sasson - Automobility Advisor, SAP Jared Alamat - Executive Leader of Global Finance Transformation, General Motors Kelly Stalcup - Organizational Change Consultant, Volkswagen Group of America Kristin Dziczek - VP of Industry, Labor, and Economics, Center for Automotive Research		
10:30 - 10:45 a.m.	SAP Industry Innovation Awards			
10:45 - 11:45 a.m.	Refreshments and Exhibition Viewing	The Pit Crew Experience		SAP's Demo Theater
	TRACK 1: DIGITAL STRATEGY AND INNOVATION	TRACK 2: OPERATIONAL EXCELLENCE	TRACK 3: INTELLIGENT ENTERPRISE	TRACK 4: INTERACTIVE DISCUSSIONS
11:45 a.m. - 12:25 p.m.	Automotive Value Chain Dynamics in Industry 4.0 Jason Ballard - General Manager and Divisional Information Officer, Toyota Motor North America Sa'd Kanan - SVP, Global Automotive Industry Lead, Hitachi Consulting	Reach High Customer Satisfaction with SAP S/4HANA Planning and Detailed Scheduling Shyam Gummidela - AGC Automotive Heiko Edelmann - President and CEO, PMC	Automotive Retail Networks: Intelligent Digital Transformation Leonidas Florakis - IT Director, Kosmocar S. A. Christos Magloussidis - OneDealer Chief Operating Officer, Real Consulting Integration and Operation IT Systems S.A.	Roundtable: Successfully Transform Your Business Using SAP S/4HANA Soma Venkat - VP of IT, Cooper Standard Lori Foster - Enterprise Architect, SAP
12:25 - 1:25 p.m.	Lunch and Exhibition Viewing Women Connect Luncheon	The Pit Crew Experience		SAP's Demo Theater
1:40 - 2:20 p.m.	Balancing the Transition to Digital While Keeping the Day-to-Day Business Humming Gene Hopkins - Director of Applications Global Information Services, Faurecia	Gaining Intelligent Insight in a Complex Data Environment at Daimler Trucks North America Scott Daron - SAP Development Manager, Daimler Trucks North America	Active Learning Session: It Is Going to Cost How Much? How to Build a Self-Funded SAP S/4HANA Transformation Martin Rowan - Managing Partner, Reveal Sean Elliffe - Senior Partner, Reveal	Panel: Self-Driving Data Leonardo De Biasi - Data Intelligence Practice Director, NIMBL, Techedge Group Edward Young - Director, Advanced Analytics, FCA Fiat Chrysler Automobiles Soma Venkat - VP of IT, Cooper Standard
2:30 - 3:10 p.m.	Social Architectures: Relevance of Connected Business Otto Schell - Co-Chairman, DSAG e.V.	Global SAP Business Process Standardization David Dau - SAP Global Business Project Manager, General Motors Sandra Wolff - Solution Architect, General Motors		Roundtable: Innovation in the Automotive Supply Chain Chet Harter - Digital Business and Innovation, SAP
3:20 - 4:00 p.m.	Leveraging Marketplaces with Distributor Networks to Improve the B2B Customer Experience Alan Cseresznyak - CIO, Toyota Material Handling Nick Ostergaard - Manager, eCommerce Sales and Operations and Marketing Systems, Toyota Material Handling	Change Management: The What Versus Why Kelly Stalcup - Organizational Change Consultant, Volkswagen Group of America	Farplas Automotive's Digital Transformation Journey and How SAP Model Companies Accelerated the Implementation of SAP S/4HANA Eren Hepşen - IT Director, Farplas Otomotive A.Ş. Soner Başköy - Assistant General Manager, Farplas Otomotive A.Ş. Kishore Sasidhar - Strategic Industry Architect for Digital Business Services, SAP	Roundtable: Unlocking Value in the Experience Economy Prajesh Desai - Senior Industry Value Advisor, SAP David Mingle - VP of Global Automotive Industries, Qualtrics
4:00 - 4:30 p.m.	Exhibition Viewing, Refreshments, and Final Remarks	The Pit Crew Experience		SAP's Demo Theater