

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

Conference Day 2 - Tuesday, Oct. 8				
7:00 a.m.	Registration Opens			
7:00 - 8:00 a.m.	<b>SAP Partner Breakfast</b>	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.	<b>Breakfast Session</b>	<b>Accelerating Innovation with Automation: RPA and Test Automation Drive Efficiency for Honda R&amp;D</b> Scott Sullivan, HRA Senior Systems Engineer, Honda R&D Americas Inc. Rick Goad - Global Vice President of Solution Architects and Analyst Relations, Worksoft, Inc.		
9:00 - 9:45 a.m.	<b>Keynotes</b>	<b>Discover How GM Navigated Disruption Through End-to-End Transformation</b> Jared Alamat - Executive Leader of Global Finance Transformation, General Motors		
9:45 - 10:30 a.m.		<b>Panel Discussion: Change is Changing: The Future of Work</b> <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	<b>The Pit Crew Experience</b>		<b>SAP's Demo Theater</b>
	<b>TRACK 1: DIGITAL STRATEGY AND INNOVATION</b>	<b>TRACK 2: OPERATIONAL EXCELLENCE</b>	<b>TRACK 3: INTELLIGENT ENTERPRISE</b>	<b>TRACK 4: INTERACTIVE DISCUSSIONS</b>
11:45 a.m. - 12:25 p.m.	<b>Automotive Value Chain Dynamics in Industry 4.0</b> Jason Ballard - General Manager and Divisional Information Officer, Toyota Motor North America Sa'd Kanan - SVP, Global Automotive Industry Lead, Hitachi Consulting	<b>Reach High Customer Satisfaction with SAP S/4HANA Planning and Detailed Scheduling</b> Shyam Gummidela - AGC Automotive Heiko Edelmann - President and CEO, PMC	<b>Automotive Retail Networks: Intelligent Digital Transformation</b> Leonidas Florakis - IT Director, Kosmocar S. A. Christos Magloussidis - OneDealer Chief Operating Officer, Real Consulting Integration and Operation IT Systems S.A.	<b>Roundtable: Successfully Transform Your Business Using SAP S/4HANA</b> 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	<b>The Pit Crew Experience</b>		<b>SAP's Demo Theater</b>
1:40 - 2:20 p.m.	<b>Balancing the Transition to Digital While Keeping the Day-to-Day Business Humming</b> Gene Hopkins - Director of Applications Global Information Services, Faurecia	<b>Gaining Intelligent Insight in a Complex Data Environment at Daimler Trucks North America</b> Scott Daron - SAP Development Manager, Daimler Trucks North America	<b>Active Learning Session: It Is Going to Cost How Much? How to Build a Self-Funded SAP S/4HANA Transformation</b> Martin Rowan - Managing Partner, Reveal Sean Elliffe - Senior Partner, Reveal	<b>Panel: Self-Driving Data</b> 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.	<b>Social Architectures: Relevance of Connected Business</b> Otto Schell - Co-Chairman, DSAG e.V.	<b>Global SAP Business Process Standardization</b> David Dau - SAP Global Business Project Manager, General Motors Sandra Wolff - Solution Architect, General Motors		<b>Roundtable: Innovation in the Automotive Supply Chain</b> Chet Harter - Digital Business and Innovation, SAP
3:20 - 4:00 p.m.	<b>Leveraging Marketplaces with Distributor Networks to Improve the B2B Customer Experience</b> Alan Cseresznyak - CIO, Toyota Material Handling Nick Ostergaard - Manager, eCommerce Sales and Operations and Marketing Systems, Toyota Material Handling	<b>Change Management: The What Versus Why</b> Kelly Stalcup - Organizational Change Consultant, Volkswagen Group of America	<b>Farplas Automotive's Digital Transformation Journey and How SAP Model Companies Accelerated the Implementation of SAP S/4HANA</b> 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	<b>Roundtable: Unlocking Value in the Experience Economy</b> 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	<b>The Pit Crew Experience</b>		<b>SAP's Demo Theater</b>