

Conference Day 1 - Wednesday, Oct. 2			
7:30 - 8:30 a.m.	Breakfast and Exhibition Viewing		
8:30 - 8:45 a.m.	Opening Remarks Geoff Scott - CEO, ASUG		
8:45 - 9:00 a.m.	Conference Welcome Matt Laukaitis - SVP and General Manager, NA Consumer Industries, SAP		
9:00 - 9:30 a.m.	Keynotes	<i>Content Coming Soon!</i>	
9:30 - 10:15 a.m.		Five Customer Experience Myths That Can Damage Brands Luke Williams - Head of CX Strategy and Thought Leadership, Qualtrics	
10:15 - 11:15 a.m.	Refreshments and Exhibition Viewing		
	TRACK 1: DIGITAL TRANSFORMATION	TRACK 2: OPERATIONAL EXCELLENCE	TRACK 3: CUSTOMER EXPERIENCE
11:15 - 11:55 a.m.	Dole's Transformational Journey to an Intelligent Enterprise Sriram Nandiraju - Senior SAP Manager, Dole Packaged Foods LLC	Shop Floor Mobility Journey at Maple Leaf Foods Sravanti Mudunuri - Senior Analyst of Information Solutions and Innovation, Maple Leaf Foods Jean-Yann Bucaille - Director, IS Application Services, Maple Leaf Foods	Better Business Insights at TravelCenters of America Erik Paalman - Senior Category Manager, Merchandise, TravelCenters of America Adesh Daryapurkar - Solution Architect, NSPRO
12:05 - 12:45 p.m.	Ferrara's Sweet Journey to Transition to a Digital Business: Closing the Gap Between IT and the Business Mustafa Mustafa - Senior Director of IT, Ferrara Candy Company	Creating Digital Trust with Blockchain in Multi-Party Collaboration Tony Costa - SVP and CIO, Bumble Bee Foods Ganesh Wadwadigi - Chief Solution Expert, Blockchain for Supply Chain, SAP	Industry Transformation in Consumer Products Mark Osborn - VP of Digital Strategy and Business Planning, SAP
12:45 - 1:45 p.m.	Lunch and Exhibition Viewing		
1:45 - 2:00 p.m.	SAP Industry Innovation Awards		
2:00 - 2:50 p.m.	Keynote	The Experience Economy Revolution Dustin Garis - Chief Troublemaker, Garis Innovation	
	INDUSTRY INFORMATION SESSIONS		
3:00 - 3:40 p.m.		SAP Road Map: Retail Industry Kristin Howell - Global VP of Retail Solution Management, SAP Achim Schneider - Global Head Industry Business Unit Retail, SAP	SAP Road Map: Consumer Products Industry Harris Fogel - Global VP of Consumer Products, SAP
3:45 - 4:15 p.m.	Refreshments and Exhibition Viewing		
4:15 - 5:15 p.m.	Keynote	Purpose Driven: When Doing Good Drives Business Value Jasmine Crowe - CEO and Founder, Goodr Mindy Scheier - Founder and President, Runway of Dreams Billy Price - CEO, BILLY Footwear	
5:15 - 7:00 p.m.	Evening Reception		

Conference Day 2 - Thursday, Oct. 3			
7:30 - 8:30 a.m.	Breakfast and Exhibition Viewing		
8:30 - 8:45 a.m.	Conference Welcome		
9:00 - 9:30 a.m.	Keynotes	Experience Management: A New Level of Customer Intimacy and Engagement Achim Schneider - Global Head of Retail Industry Business Unit, SAP E.J. Kenney - Global Head of Consumer Products Industry Business Unit, SAP Matt Laukaitis - SVP and General Manager, NA Consumer Industries, SAP	
9:30 - 10:15 a.m.		Digitally Transforming the Retail Customer Experience Through Employee Experience Autumn D. Krauss, Ph.D. - Principal Scientist, Human Capital Management Research, SAP	
10:15 - 11:15 a.m.	Refreshments and Exhibition Viewing		
	TRACK 1: DIGITAL TRANSFORMATION	TRACK 2: OPERATIONAL EXCELLENCE	TRACK 3: CUSTOMER EXPERIENCE
11:15 - 11:55 a.m.	Lessons Learned from Tapestry's Governance, Risk, and Compliance Suketu Patel - Director of Information Security, Tapestry, Inc. Kashyap Morturi - Senior Manager of SAP Infrastructure, Basis and Security, Tapestry, Inc.	How Callaway Golf Drives Intelligent Order Promising Manish Rathi - Senior Principal, Callaway Golf Company	SAP HANA Innovation in the Cloud with Brooks Brothers Phillip Miller - Head of Infrastructure and CISO, Brooks Brothers, Inc. Matthew Lobaugh - Global Strategic Growth Lead - SAP Team, Amazon Web Services
12:05 - 12:45 p.m.	Embarking on an Omnichannel Transformation: Travis Mathew's Journey in the Sportswear World Bob Hyde - VP of Retail, Travis Mathew Amar Karande - Delivery Executive and Retail Solution Architect, Beyond Technologies	Fireside Chat: Achieving Nirvana: Consumer Experience Meets Consumer Intimacy Ward Dingmann - SVP of Supply Chain, Bob's Discount Furniture <i>Moderator:</i> Praful Karanth - Industry Executive Advisor for Retail and Supply Chain, SAP	Breakthru Beverage Continues to Break Through with Center of Excellence and SAP Peter Monaghan - Manager of Availability and Security, Breakthru Beverage
12:45 - 2:00 p.m.	Lunch and Exhibition Viewing		Women Connect Luncheon
2:00 - 2:40 p.m.	Carhartt SAP S/4HANA Fashion Transformation Jenny Hall - Director of Project Catalyst, Carhartt, Inc. Chad Poe - Senior Manager of Solutions Delivery, Carhartt, Inc.	Simplifying Shop Floor Complexity by Integrating with SAP S/4HANA Dave Elmer - Director of Enterprise Supply Chain, Hunter Douglas Rajasekhar Matukumalli - Manager, Deloitte Raj Kota - Senior Consultant, Deloitte	Stepping Up the Customer Experience with a Human Resources Makeover at Skechers and SEPHORA Retailers Dominik Pohlmann - Senior Manager, HR Systems and Operations, SEPHORA Shinesh Prasad - Business Relationship Manager, Skechers Brenda Reyes - Senior Director of Strategic Industries, Rizing Matthew Davies - VP of Strategic Industries, Rizing
2:50 - 3:30 p.m.	Deep Dive and Q&A: BJ's Wholesale Club's Digital Transformation Journey Suraj Pabbathi - SAP Solution Architect, BJ's Wholesale Club Soumitra Roy - BJ's Wholesale Club	Tyson Foods' Digital Supply Chain Transformation: Leveraging SAP Integrated Business Planning Cloud-Based Solution Supriya Thorbole - Senior Manager IS Supply Chain Planning, Tyson Foods, Inc. Jagjeet Singh - Senior Manager, Deloitte	Cintas' Year One in the Cloud: People, Process, and Partnership Julie Pettit - Director of HRIS and Payroll, Cintas Corporation
3:40 p.m.	Conference Concludes		