

World Commerce & Contracting Summit Americas, 2024

October 14-15 Atlanta, Georgia

Contracting for outcomes: uniting process, technology, and skills

Event partners:





































Sunday, October 13th

6:00-7:00pm **Welcome Drinks & Pre-registration**

Kick off the summit in style. Grab your badge early and join us for early evening beverages and the chance to mingle with fellow attendees.

Check the event app to find out where we're meeting!

Day One

Monday, October 14th

7:30- 8:30am	Registration & Breakfast Pick up your badge and nourish your mind & body to get ready for a full day of all things contracting.
8:30- 8:40am	Grand Opening Get ready, get excited and get working, your summit journey starts here.
	Rod Wade, Vice President Contract Management & Procurement, MedImpact; Chair of the Board, World Commerce & Contracting Stewart Prizeman, Regional Head- North America, World Commerce & Contracting Grand Ballroom A/B
8:40- 9:05am	Contracting for outcomes: uniting process, technology & skills In an era where trading relationships are rapidly evolving, our role as contract professionals has never been more significant. Our latest research underscores that there isn't a singular approach to stirring the pot of change. Instead, it's a combination of refining our processes, embracing cutting-edge technology, and continuously enhancing our skills that will drive success. Together, we have the power to transform contracts from mere transactions into dynamic instruments for achieving desired outcomes and propelling our organizations forward.
	Sally Guyer, Global CEO, World Commerce & Contracting Tim Cummins, President, World Commerce & Contracting Grand Ballroom A/B



9:05- 9:30am	Keynote address with Karin Bursa Fast tracking supply chain resilience: Leadership and technology Join Karin Bursa for an exploration of the evolving supply chain landscape and trading partner relationships. Discover how AI, drones, and automation are transforming operations, and learn the crucial role of leadership in navigating these changes. Karin will share strategies to prepare teams for emerging tech, enhance engagement, and integrate sustainability into your supply chain for long-term resilience. Karin Bursa, CEO, Nirakio Grand Ballroom A/B	
9:30- 9:35am	Switchover	
9:35- 12:20pm	Women in Negotiation Workshop Sally Guyer, Global CEO, World Commerce & Contracting Invitation-only West Paces	Blue Sky Room Tim Cummins, President, World Commerce & Contracting Invitation-only East Paces
9:35- 10:30am	contracts with your organization's strategic objectives. In two 20-minute rounds executives grouped in the sai	r ideas and fresh approaches e a balance between optimizing operational processes and aligning me industry will discuss a set of questions that genuinely matter to ests are invited to share insights from their discussions with the rest
	Tables include: ☐ Aerospace & Defense ○ Narmin Koenig, Director- Government ☐ Energy & Natural Resources ○ David Sutherland, Supply Chain Contr ☐ Engineering, Mining & Manufacturing ○ Kumar (Abhishek) Srivastva, Associa	acts & Risk Program Manager, Sempra Infrastructure



	 Lloyd Alexander, Senior Director- Strategic Solutions, Pramata Public Sector Demetrius Kittrell, Procurement Analyst, Administration for Children and Families (ACF) All Industries Bernadette Bulacan, Chief Evangelist, Icertis Moderator: Stewart Prizeman, Regional Head North America, World Commerce & Contracting Grand Ballroom A/B 		
10:30- 11:00am	Morning coffee break & exhibition viewing - network, connect, and get into the groove. Introduce yourself to our contract tech vendors in the expo area.		
	Track 1 Operational excellence Chair: Stewart Prizeman, Regional Head North America, World Commerce & Contracting	Track 2 Strategic value Chair: Sharon Morris, Group Regional Head, APAC, World Commerce & Contracting	
11:00- 11:30am	Driving Contract Excellence: DXC Technology's Transformation Journey with Sirion Join Bill Deckelman, former EVP and General Counsel of DXC Technology, as he shares how DXC navigated significant contract challenges through a transformative partnership with Sirion. This customer case study will dive into the specific problems DXC faced, how they integrated Sirion into their broader digital transformation strategy, and the resulting impact on contract performance and compliance. Additionally, Bill will explore how generative AI (GenAI) plays a critical role in driving future-focused contract management within legal organizations. Bill Deckelman, EVP/Strategic Advisor, Howard Baker Forum, Baker Donelson Robert Takashi Garcia, VP Business Value & Transformation, Sirion Grand Ballroom A/B	Case Study with PwC: Achieving cost savings with the right tools Our case studies examine real-life situations, offering a valuable opportunity to understand practical challenges, solutions, and their impacts. These real-world examples provide actionable insights and lessons applicable to a wide range of scenarios. Jane Allen, Global Board Member & Partner/Principal, PwC Grand Ballroom C/D/E	



11:30- 11:35am	Switchover	
11:35- 12:20pm	Teaching contracts to clients who only want to complain about them (plus an added bonus) Struggling to get your internal clients to engage with contract issues, to appreciate the value the contracting process brings to the company, or to work collaboratively with you? This session will transform the way Sales, Finance, Operations, and others view contracts and the role you play in safeguarding the organization and in supporting its success. By the end of this session, the audience will view Ts&Cs as worth the time and effort that's put into getting them right. As an added bonus we will be highlighting the new Contracting Principles that have just been published. Hal Bretan, Contract Standards Executive in Residence, World Commerce & Contracting Grand Ballroom A/B	Mitigating Contract Value Erosion- (a BC Hydro case study) Explore the groundbreaking journey of a team of contract performance managers who redefined their roles to mitigate contract value erosion. Three years into their evolution, they have shifted from traditional KPIs to innovative measures that truly assess contract effectiveness and cost management. This session delves into their journey of creating a new job description, actively managing post-award contracts, and influencing internal and external behaviors for significant savings. Discover how, by not just looking at KPIs but by creating granular data-driven processes, they achieved remarkable return on investment and expanded their role across different groups. Philippa Smith, Division Manager, Contracts & Field Management, BC Hydro James Hawkins, Associate Partner & Senior Director, CIMA+ Grand Ballroom C/D/E
12:20- 1:30pm	Crab your lunch and join us in the track room for a session with Deloitte: Making The Case for a Chief Contracting Officer Contracts are notoriously touched by everyone but owned by no one. What if you could harness your contracts as strategic business assets? Join Deloitte Legal Business Services to discuss the pivotal role of a Chief Contracting Officer in transforming contracts into a value driver for your organization. Mark Ross Principal, and Growth and Markets Leader, Deloitte Legal Business Services Kami Paulsen, Managing Director, Deloitte Legal Business Services	



1:30-1:35 pm	Forsys & Conga Remarks & Reminders Stewart Prizeman, Regional Head- North America, World Commerce & Contracting Grand Ballroom A/B		
1:35- 2:15pm	Prophets of the Future, Insights & Global Trends In an era marked by rapid transformations and uncertainties, this session promises a powerful blend of foresight and strategic acumen. Join us as we delve into the crystal ball of CCM, merging visionary forecasts with practical strategies to navigate complex global landscapes. We will explore how cutting-edge approaches are not merely responses, but proactive stances in leading businesses toward robust and adaptive futures. Equip yourself with the knowledge to not just survive but thrive amid the unpredictability of tomorrow. Trayce Marcelle, Head of US - Legal Operations and Technology Consulting, Consilio Sally Guyer, Global CEO, World Commerce & Contracting Grand Ballroom A/B		
2:15- 2:20pm	Switchover		
	Track 1 Operational excellence Chair: Lucy Chandler, Global Business Operations Manager, World Commerce & Contracting	Track 2 Strategic value Chair: Nikki Mackay, Chief Development Officer, World Commerce & Contracting	Track 3 Skills Chair: Julian Davis, Chief Operating Officer, World Commerce & Contracting
2:20- 3:20pm	Workshop: Al Agreements: When you and your lawyer need a tech upgrade Artificial intelligence contracts present both new and familiar challenges. While they share many terms with traditional software agreements, Al systems—especially generative Al and machine learning—introduce unique considerations. This session	Workshop: Building and Structuring your Team for Success Quality of leadership is essential for developing a successful team. Defining and communicating purpose Determining who we serve (on average 29% of the workforce is in some way involved in the contracting process)	Workshop: How to Grow your Career in CCM Elevate your career in Contract and Commercial Management through this dynamic workshop. Gain essential skills in effective networking and impactful presentation to enhance your professional visibility and open new opportunities. Whether advancing your career or increasing your



influence within your current role, this will explore these specific issues and What does this tell us about how explain the new terms and clauses to organize and measure session will arm you with key required to address them effectively. strategies for success. performance. Join us to gain insights on how to draft and negotiate AI contracts that are Janice Duritzo Ellingsworth, Group Stewart Prizeman, Regional Head robust and future-proof. Head of Contract Management, Atos North America, World Commerce & Contracting Grand Ballroom C/D/F David Tollen, Founder, Tech Sharon Morris, Group Regional Head APAC, World Commerce & Contracts Academy, Lecturer, University of Contracting California Berkeley School of East/West Paces Law: attorney and Founder, Sycamore Legal Grand Ballroom A/B Afternoon coffee break 3:20-3:50pm Track 1 Track 2 **Operational excellence** Strategic value Chair: Sharon Morris, Group Regional Head, APAC, Chair: Stewart Prizeman, Regional Head North America, **World Commerce & Contracting World Commerce & Contracting** 3:50-**Keynote Panel & Q&A: Transparency and Collaboration in** Interactive Session: Contract Corner **Modern Supply Chains** 4:50pm This session is designed to give you actionable Explore the complexities of global supply chains as industry insights and skills to make your contracting practices leaders discuss the pressing challenges organizations face and more efficient. Choose your roundtable and hear from the essential role of transparency. This panel will delve into why experts who will deliver short presentations identifying openness is crucial for future operations and how collaboration top tips in that area. You will have a chance to share can lead to more resilient supply chains. Gain insights into your experiences, ask questions and tackle overcoming transparency barriers and building cooperative challenges you face today. relationships that enhance operational trust and efficiency. Join us for an extended segment of Q&A with our expert panelists. ☐ Empowering the business with innovative contract management approaches



	O Janice Duritzo Ellingswere Head of Contract Manager Drafting contracts like a pro: balar protection and growth O Leslie-Pierce Connor, Howevel Agile contracting in a rigid system Management, Ontario Longaming Why data-first > document-first: Undata trapped inside your contract Manager, Agiloft Mastering SLA's: maximize value and ensure service performance Arina Hooks, Assistant Woperations, Contract Gow Synchrony Financial Penny Scheibe, VP, Tectory Operations Supplier Manager, Agiloft Moderator: Frank Cogliano, Enterprised Executive, Agiloft Grand Ballroom A/B	Atos Incing Bead of Legal, B	ead of Ocean Freight- Americas, Rhenus Director, Supply Chain & General s LNG erson, Procurement Lecturer, sity; Supply Chain Evangelist
4:50- 4:55pm	Switchover		
	Track 1 Operational Excellence Chair: Issy Drinkall, Director of Strategic Alliances, World Commerce & Contracting	Track 2 Strategic Contracting Chair: Carolyn Krueger, Business Operations Manager N. America, World Commerce & Contracting	Track 3 Personal Professional Development/ Skills Chair: Lucy Chandler, Global Business Operations Manager, World Commerce & Contracting



4:55-5:30pm

Panel Discussion with Axanexa on the Human Side of Contracting

Hear from industry experts as they navigate a contracting environment where the human side too often gets lost. This panel will explore the crucial role of trust, relationships, and communication in contracting, while highlighting how technology supports these elements without overshadowing them.

Elizabeth Vazquez, CEO & Co-Founder, WEConnect Sally Guyer, Global CEO, World Commerce & Contracting John Hu, President, Axanexa Moderator: Mo Fakhar, Vice President, CLM Services & Solutions, Axanexa Grand Ballroom A/B

Relational Contracts: Trials, Tribulations & Teachings

This session will delve into the value of relational contracts, followed by a review of case studies where this approach has been both successful and challenging. Join experts who will share their experience with relational contracting, including their new guide on the subject. Discover when relational contracts can be a more effective transactional tool than traditional/adversarial contracting and how they can enhance business relationships through trust and collaboration.

Jerry Silber, Senior Legal Advisor, ScreenGeni.us; Legal Consultant, Frontier Internet Lita Bollimpalli, Assistant General Counsel, Verizon Hal Bretan, Contract Standards Executive in Residence, World Commerce & Contracting Grand Ballroom C/D/E

Is Your Supply Chain Ready for the Digital Revolution?

Join procurement expert Roy Anderson as he delves into the future of procurement, focusing on the digitization of supply chains and effective risk management strategies. Discover the tools and techniques that can help your organization navigate the complexities of today's supply chains while mitigating risks and ensuring sustainability. This session will provide valuable case studies and actionable strategies to help you transform your procurement processes and stay ahead in a rapidly evolving landscape.

Roy Anderson, Procurement Lecturer, Northeastern University; Supply Chain Evangelist East/West Paces

6:30pm-late

Twilight Drinks & Dinner – Celebrating 25 years of WorldCC! Kindly hosted by Forsys & Conga

Join us for an unforgettable night of refreshing drinks, delicious cuisine, lively music, and a whole lot of good company & cheer at the **Rose & Rye**, just a few minutes walk from the Westin.



Day TwoTuesday, October 15

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7:45-8:40	Inspiring Women Breakfast – Open to All Grab your breakfast and join our panelists as they discuss the theme for International Women's Day 2024: Inspire Inclusion. When we inspire others to understand and value women's inclusion, we forge a better world. Kendrick Brown, Provost & SVP of Academic Affairs, Morehouse College Leslie Elizabeth Harper, Senior Specialist, Inter-American Development Bank Paula Folkes-Dallaire, Associate Assistant Deputy Minister, Public Services & Procurement Canada Elizabeth Vazquez, CEO & Co-Founder, WEConnect Moderators: Sally Guyer, Global CEO, World Commerce & Contracting & Bernadette Bulacan, Chief Evangelist, Icertis Grand Ballroom C/D/E	
8:40-8:45am	Switchover	
	Chair: Nikki Mackay, Chief Development Officer, World Commerce & Contracting	
8:45-9:20am	Confessions of a Negotiator Join Keld Jensen, award-winning author and negotiation advisor, as he interviews Adam Ferree, Senior Director at Walmart and Jim Daly, Head of Deal Pursuit at Google. Ferree, & Daly will share untold stories and insights from the negotiation front lines. Discover how to master high-stakes deals and the strategies that drive success in one of the most competitive industries. Don't miss this rare chance to go behind the scenes and hear confessions that no one else will tell you. Jim Daly, Head of Deal Pursuit, US Mid-Atlantic, South East and Shared Services, Google Lewis Bretts, Partner, PwC Moderator: Dr. Keld Jensen, Senior Negotiation Advisor, Negotiation Expert in Residence at WorldCC, Professor, Award-Winning Author Grand Ballroom A/B	



9:20-9:50am	Navigating the Future of Negotiation: Essential Trends and Skills This session explores key shifts in negotiation, including Al integration, cultural variances, and the ongoing debate between virtual and in-person formats. Discover how these factors are transforming the negotiation landscape and what you need to master to stay ahead. Dive into the effects of globalization on negotiation styles and the role of emerging technologies. This presentation sets the stage for the specialized breakouts sessions that will follow, allowing you to delve deeper into these topics. Dr. Keld Jensen, Senior Negotiation Advisor, Negotiation Expert in Residence at WorldCC, Professor, Award-Winning Author Jenifer Lampi, Negotiation Advisor; Former Managing Director, Accenture Greg Williams, The Master Negotiator & Body Language Expert Moderator: Tim Cummins, President, World Commerce & Contracting Grand Ballroom A/B		
9:50-9:55am	Track 1 Operational Excellence Chair: Lucy Chandler, Global Business Operations Manager, World Commerce & Contracting	Track 2 Strategic Value Chair: Stewart Prizeman, Regional Head North America, World Commerce & Contracting	Track 3 Skills Chair: Pepe Toriello, Global Advisory Board Member, World Commerce & Contracting
9:55-10:30am	Interactive Session: Negotiating Under Pressure, Keeping Cool When the Stakes are High Explore techniques for maintaining composure and clarity in high-pressure negotiation situations. Understand how to use stress to your advantage and leverage emotional intelligence to achieve better negotiation outcomes. Jenifer Lampi, Managing Director, Accenture Grand Ballroom A/B	Interactive Session: Elevating Impact through Award-Winning SMARTnership Negotiation for Advanced Outcomes Join us for an interactive session that explores award-winning techniques that go beyond traditional negotiation tactics, focusing on creating long-term value and strategic alignments. The negotiator of tomorrow is data- driven, collaborative, and trust- focused. Through the acclaimed SMARTnership approach, you'll learn how to navigate complex negotiations	Interactive Session: The Silent Edge, Non-verbal Cues in Mastering Negotiation Discover how non-verbal communication can make or break negotiation outcomes. This session covers the subtle art of body language, tone modulation, and other non-verbal cues that convey confidence and persuasiveness. Greg Williams, The Master Negotiator & Body Language Expert



	leverage NegoE asymmetric valuatilizing Al-drive TrustCurrency, strategies that a business goals, and collaborativ Dr. Keld Jense Advisor, Negot Residence at V Award-Winning	involving multiple stakeholders and leverage NegoEconomics to uncover asymmetric value opportunities. By utilizing Al-driven insights and TrustCurrency, you'll implement strategies that align with broader business goals, fostering sustainable and collaborative outcomes. Dr. Keld Jensen, Senior Negotiation Advisor, Negotiation Expert in Residence at WorldCC, Professor, Award-Winning Author Grand Ballroom C/D/E	
10:30-10:55	Morning break & exhibition viewing		
	Track 1 Operational Excellence Chair: Lucy Chandler, Global Business Operations Manager, World Commerce & Contracting	Track 2 Strategic Value Chair: Stewart Prizeman, Regional Head North America, World Commerce & Contracting	
10:55-11:40	Keynote Panel Discussion: Talent Odyssey 2024-Charting the Course for Recruitment and Retention Our benchmark report highlighted that one of the top priorities for organizations is raising skills and attracting and retaining talent- it's imperative to address this ever-challenging aspect of organizational progress. Unravel the secrets to not only attracting top talent but keeping them anchored in your organization. Dr. Archana Arcot, Chief People Officer, Unifi Tanushree Guha, Managing Director, Accenture	Presentation: Humanizing Government Procurement - a Collaborative Path Forward Explore how collaboration between buyers and sellers, and within their respective teams, can lead to mission-aligned outcomes to better serve the public good. Hear and share buyer and seller perspectives on fostering trust, enhancing communications, and strengthening connections across teams to ensure a shared focus on mission success. Michelle Currier, Chief Learning Officer, National Contract Management Association (NCMA) Heather Gerczak, Chief Administrative Officer, Integral Federal	



	Leandro Doca, VP, Head of CCM for Capgemini Tim Bass, Global Contracting Center Manager, Eastman Chemical Compa Moderator: Sharon Morris, Group Re APAC, World Commerce & Contract Grand Ballroom A/B	of Excellence any egional Head	Moderator: Kraig Co Management Associ Grand Ballroom C/D/b	
11:40-11:45	Switchover			
	Track 1 Operational Excellence Chair: Lucy Chandler, Global Business Operations Manager, World Commerce & Contracting	Head North Ar	t Prizeman, Regional merica, World	Track 3 Skills Chair: Pepe Toriello, Global Advisory Board Member, World Commerce & Contracting
11:45- 12:30pm	Overcoming Organizational Change Challenges: Real-world Success Stories and Strategies Many organizations struggle with effective change management in large, complex environments. This session showcases how one organization, Capgemini, overcame these challenges with innovative solutions, which have in turn greatly improved collaboration between business, CCM, and Legal teams, leading to enhanced efficiency and faster time-to-market. Learn practical strategies from their success to apply in your own organization, transforming your approach to change management and internal processes.	Integrating Diversity and Sustainability in Onboarding Explore the strategies and benefits of incorporating diversity and sustainability policies into your supplier onboarding process. Madison Gunter, Vice President of Procurement Programs – Supplier, Governance, & Compliance, Salesforce Grand Ballroom C/D/E		The Trust Factor: Unlocking the Secrets to Strong Business Relationships Ever wondered what all the fuss is about trust? In this session, we'll unlock the truth about trust in business relationships and reveal why it's the hidden key to success. Without it, even the best-laid plans can crumble. Hear real-life stories and discover practical strategies that will forever change the way you approach professional relationships. Don't miss out on learning how to transform trust from a vague concept into a powerful tool for success. Elijah Ray, Chief Customer Officer, Sunland Logistics Solutions



	Leandro Doca, VP, Head of CCM for Americas, Capgemini Ashley Miller, General Counsel, Financial Services, N. America & Head of Legal Operations, N. America, Capgemini Grand Ballroom A/B	
12:30-1:30pm	Lunch for all & exhibition viewing	
	WorldCC Fellows & Council lunch Grand Ballroom C/D/E	
	Chair: Issy Drinkall, Director of Strategic Alliances, World Commerce & Contracting	
1:30-2:20pm	Speed Tech Demo There has never been a greater need for investment in contract technology - but how do you assess the right one for you? What questions do you need to ask? How do you differentiate between providers? Our Contract Tech Gurus are here to help answer these questions in the Speed Tech Demo. They will give a 5-minute demonstration to our panel of Business Gurus, who will then fire back at them the all-important questions you need to be thinking about when assessing new technologies. Tech Gurus:	
	Michael Clegg, Senior Solutions Consultant, Sirion Andrew Downes, Co-Founder & COO, Catylex Clinton Westover, Solutions Consultant, Agiloft Farah Gasmi, Co-Founder & COO, Dioptra	
	Business Gurus: Milva Finnegan, Contracts Manager & CEO, Karhu, LLC Bill Deckelman, EVP/Strategic Advisor, Howard Baker Forum, Baker Donelson	
	Moderator: Mark Ross, Principal, and Growth and Markets Leader, Deloitte Legal Business Services <i>Grand Ballroom A/B</i>	



2:20-2:25pm	Switchover
2:25-2:55	Market Insights Leverage market insights from WorldCC's unique research capabilities. Understand how global organizations are adjusting to change and reshaping their businesses. Sally Guyer, Global CEO, World Commerce & Contracting Tim Cummins, President, World Commerce & Contracting Grand Ballroom A/B
2:55-3:15	Afternoon break & exhibition viewing Stop by the WorldCC booth for a talk on how your WorldCC membership can support your business challenges, Understand the scope of training and education available for you, and how to get the most out of your membership, for you and your team.
3:15-3:35pm	Keynote Address with Dan Regard Fake Data, Real Consequences: Uncovering the Hidden Threats in Contract Management In an era where data drives contracts, what happens when that data is compromised? Join this keynote to hear about a real-life case where fraudulent contract data could have led to disastrous consequences. Explore the rising threat of fake data, particularly with the use of AI, and learn actionable tools to safeguard the integrity of your contracts. From spotting red flags to protecting your business from fraud, this session will empower you to ensure your contract data is trustworthy and reliable. Dan Regard, President & CEO, iDS Grand Ballroom A/B
3:35-3:40pm	Switchover
3:40-4:30pm	The Big Debate Motion: Successful contracting relies more on emotional intelligence than technical skill For the motion: Brittany Leonard, General Counsel & Assistant Secretary of the Board, Civix Daniel Finkenstadt, Author; Principal Owner, Wolf Stake Consulting LLC



	Against the motion: Serge Milman, Managing Partner, Sourcing Advisors Group Kunoor Chopra, Vice President Legal Services, Elevate Moderated by: Robert Zafft, Founder, Ethics Expert and Keynote Speaker, Executive Leadership Developer, Author, The Right Way to Win LLC Grand Ballroom A/B
4:30-4:40pm	Closing Remarks
	Sally Guyer, Global CEO, World Commerce & Contracting
	Tim Cummins, President, World Commerce & Contracting Grand Ballroom A/B