IAITAM ACE

Registration

Open 7am-5pm
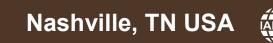*Closed during Opening and Keynote*

Tuesday May 9, 2023

Breaks

9:30am-10:00am
11:00am-11:15am*
3:15pm-3:30pm*
4:30pm-4:45pm

*coffee & refreshments provided

7:00am - 10:00am	Morning Activities	
	Networking Breakfast	
	Opening Remarks	
	Keynote	
	Networking break	
10:00am - 11:00am	**Track Sessions**	**Speaker & Company**
Cheekwood F	The Future is Now: The Purpose Driven SAM Team	Beth Kaminski, Dart Container Corporation
Cheekwood G	Digital Employee Experince	Harsh Kumar, ServiceNow, Inc.
Cheekwood H	Negotiate SaaS Agreements That Are Built to Last	Scott Bickley, Info Tech Research Group
Hermitage A	Build Your Successful Compliance Band	Craig Guarente, Palisade Compliance
Hermitage B	Designing the perfect cocktail; Executing a Total Microsoft Licensing Strategy across on-prem, SaaS & cloud	Eric Gohdes, Certero
Hermitage C	Perfect storm: How to navigate through 5 seismic disruptions in ITAD	Paul Baum, PlanITROI
Hermitage D	Why should you stop Destroying Storage Devices and worry about Secure Data Destruction	Sunil Chandna, Stellar Data Recovery Inc
Hermitage E	ITAM Operations Best Practices	Renee Lottes, Accenture
Davidson A	The SEC Gets Serious About Cybersecurity. Is ITAD Ready?	Kyle Marks, Retire-IT
11:15am - 12:15pm	**Track Sessions**	**Speaker & Company**
Cheekwood F	Transforming ITAM in the Digital Age of XaaS (Everything as a Service)	Stephanie Baerenwald, Oshkosh Corporation
Cheekwood G	Starting from Scratch in fast-growing industries	Robert Schmurr, Delivery Hero SE
Cheekwood H	SaaS Management - How to maximize your budget and tackle SaaS Head On	Preston Davis, SHI
Hermitage A	Successful Case Studies: Managing Multi-continent Data Destruction and Disposition Programs	Dag Adamson, Destroy Drive
Hermitage B	Future-proof your ITAM program & ITAM career	Ron Brill, Anglepoint
Hermitage C	Expand Your Vision, Expand Your Career	Walter Darrough, Flexera
Hermitage D	Why does ITAM matter more than ever in today's market environment?	Frank Venezia, Ernst & Young
Hermitage E	The ITAM Practitioners guide to IT Asset Disposition	Bo Guilbeault, Starbucks
Davidson A	ITAM in the Field	Nasrin Azari, Mobile Reach
12:15pm - 2:15pm	**Lunch**	

Nashville, TN USA

2:15pm - 3:15pm	Track Sessions	Speaker & Company
Cheekwood F	You've paid for the tool, you put the processes in place, so what's going wrong with your SAM program?	Kristy Stroud, Snow Software
Cheekwood G	Finding Gold within our Community	Nina Nielsen, Sipi Asset Recovery
Cheekwood H	Cybersecurity and the SAM manager	Sumin Tchen, Belarc, Inc.
Hermitage A	Introducing vITAD -- The Next Generation of ITAD Services	Craig Boswell, HOBI International, Inc.
Hermitage B	How the Economy is Affecting Software Asset Management. Cost Savings vs. Inflation?	Michael Swanson, ISAM
Hermitage C	(draft title) Fear the gear! The risks of hardware asset returns	Steve Andon, Onepak
Hermitage D	How to Get the Best Deal on Your Software Purchases	Linda Cole, & Eistein Fosli Open iT, Inc.
Hermitage E	ITAM disposition rock stars = data destruction + ESG + data security + ROI	Dale Hurteau, Guardian Data Destruction
Davidson A	Software Asset Management – Where (and Why) is Your SAM Program Struggling?	Mari Petersen, Anglepoint Group
3:30pm-4:30pm	Track Sessions	Speaker & Company
Cheekwood F	Enough! Stop Counting IT Assets and Start Managing Them	Marty Johnstone, RF Code, Inc.
Cheekwood G	ITAM and Cybersecurity working together in the ITIL Framework	Jose Carrillo, JAC Blue Cybersecurity
Cheekwood H	Revolutionizing IT Asset Management: Streamlining Processes with Automated Solutions for Hybrid Work Environments	Michael Harrison, Signifi Solutions
Hermitage A	Is Your 2023 ITAM Roadmap Built for Cost Optimization?	Becky Trevino, Snow Software
Hermitage B	ITAM in the most costly aspect of your company - the Data Center	Gary Paquette, Carrier Corporation
Hermitage C	Title: Lessons from a Volatile Year in ITAD	Will Cohen, CircleIT
Hermitage D	KPI trending and transparency for constant improvement	Joseph Kaufman & Tony Schenke SoftwareOne
Hermitage E	Maximizing ITAD Value: What I Wish I Knew	Aaron Cramer, Sage Sustainable Electronics
Davidson A	How Ivanti Enables an IAITAM Way of Life	Robert Ferullo, Ivanti
4:45pm-5:45pm	IAITAM MEMBER USER GROUP MEETING	**Magnolia Ballroom**
6:00pm-9:00pm	Exhibit Fair & Reception	**Ryman B1 & 2**

IAITAM 2023 Exhibition Reception
6:00pm-9:00pm

Tuesday May 9, 2023

IMUG
4:45pm-5:45pm

IAITAM ACE

Registration

Open 7am-5pm
Closed during Opening and Keynote

Wednesday May 10, 2023

Breaks

9:30am-10am
11am-11:15am*
3:15pm-3:30pm*
4:30pm-4:45pm

*coffee & refreshments provided

7:00am - 10:00am	Morning Activities	
	Networking Breakfast	
	Opening Remarks	
	Keynote	
	Networking break	
10:00am - 11:00am	**Track Sessions**	**Speaker & Company**
Cheekwood F	Where's Your Hardware Now??!!	Jean Friestad
Cheekwood G	New ITAD Revenue with Recovery as a Service	Dale Johnson, IC Recovery
Cheekwood H	Circularity and Service are the Future of ITAD	Geoffrey Cottrell, GLC Consulting
Hermitage A	ITAM Must Evolve to Dynamic Manage Cloud Resources	Andrew Filla, InSequence Inc.
Hermitage B	Safe and Circular: Best Practices for Managing E-Waste	John Shegerian, ERI
Hermitage C	Oracle's Java Licensing Change Can Cost Companies Millions	Max Ablimit, Tarim Consulting, LLC.
Hermitage D	Executive reporting: What they (and you) need to succeed	Paul Baum, PlanITROI
Hermitage E	Why the future of ITAD software offers real-time reporting	Tim Farrow, Apto Solutions
Davidson A	Leading A Multigenerational Workforce	Skot Waldron, Skot Waldron / GiANT
11:15am - 12:15pm	**Track Sessions**	**Speaker & Company**
Cheekwood F	Building resilient infrastructures: ITAM and technical debt	Lawrence Dempsey, Raynet Inc.
Cheekwood G	Why ITAM should be IT's answer to sustainability reporting	Trent Allgood, Anglepoint
Cheekwood H	Customer stories of how ITAM enables Digital Transformation	Mike Temple, ServiceNow
Hermitage A	Case Study: How a Global Aerospace Company Makes the Most of their Software Licenses	Angelo Carlo Pacheco, Open iT, Inc.
Hermitage B	Oracle's New OPN Software Asset Management Expertise and SAM Program	Felicia Parilo, Oracle Global Licensing and Advisory Services
Hermitage C	ITAD'S ROLE IN THE CIRCULAR ECONOMY	Ed Pletner, Avritek
Hermitage D	Keeping the end in mind; Ensuring a successful SAM technology implementation	Mandi Sue Bleau, Anglepoint
Hermitage E	SAM Best Practice, the plan!	Alex Geuken, Xensam
Davidson A	The C-Suite's Guide to People, Process, and Performance in the Post-Pandemic Era	Michelle Courtney Berry, Courtney Consulting Enterprises, LLC
12:15pm - 2:15pm	**Lunch**	

Nashville, TN USA

2:30pm - 3:30pm	Track Sessions	Speaker & Company
Cheekwood F	Zen and the Art of ESG Implementation	Aaron Zeper, DMD Systems Recovery, Inc.
Cheekwood G	Build a business case for your ITAM program using a Maturity Assessment	Aamer Trambu, SoftwareOne
Cheekwood H	Ending poverty one device at a time: Why executives care about ITAD	Paul Baum, PlanITROI
Hermitage A	ITAM at the center of the ever-expanding IT Universe!	Leslie June, V-Soft Consulting
Hermitage B	Engineering & Specialty Licensing - How to Manage? - Deep Dive	Branislav Potocek, OpenLM
Hermitage C	Mainframe Savings in the Enterprise	Alan Bain, ISAM
Hermitage D	SOFTWARE AUDIT PLAYBOOK	ANUGRAH SHUKLA, SLB
Hermitage E	International ITAD - Understanding the Challenges and Complexities abroad	Vito Arminio, LifeSpan International
Davidson A	Why you need Business Service and Software Asset Maps	Franco Powers, Virima
3:30pm-4:30pm	Track Sessions	Speaker & Company
Cheekwood F	Is this thing on? How to communicate so people will hear you.	Nikki Evans, Ridgeline Coaching
Cheekwood G	Use Your ITAD Program to Support Corporate ESG Efforts	Neil Peters-Michaud, Cascade Asset Management
Cheekwood H	The Evolving Security Benefits of a Mature SAM Program	Sam Ulhaq, Xensam
Hermitage A	Hardware Asset Management as a Service	Tom Watson, Asset Management International
Hermitage B	Is ESG Losing Steam or Is It Here to Stay?	Ann Hughes, MRK Group Ltd.
Hermitage C	Uncovering business requirements to drive ITAM improvement opportunities.	Yvette Mathews, Infocenter
Hermitage D	Optimize Your Oracle Licensing with the Power of SAM Tools + Consulting Expertise	Terry Divelbliss, Eracent
Hermitage E	ITAD Ethics. Trust and verify.	Joseph Marion, ASCDI-The ITAD Association
Davidson A	Combat Declining Resale Values, and Rebalance Your ITAD Budget.	Ryan Laber, Cascade Asset Management
4:45pm-5:45pm	Working Group Meeting	Magnolia Ballroom
6:00pm-9:00pm	Exhibit Fair & Reception	Ryman B1 & 2

IAITAM 2013 Exhibition Reception
6:00pm-9:00pm

Wednesday May 10, 2023

Working Group Meeting
4:45pm-5:45pm
General Session
Open to all

IAITAM ACE

Registration

Open 7am-5pm
Closed during Opening and Keynote

Thursday
May 11, 2023

Breaks

9:30am-10am
11am-11:15am*
12:15pm—12:30pm*

*coffee & refreshments provided

7:00am - 10:00am	Morning Activities	
	Networking Breakfast	
	Opening Remarks	
	Keynote	
	Networking break	
10:00am - 11:00am	**Track Sessions**	**Speaker & Company**
Cheekwood F	The case for a Federated ITAM	Liz Reich, Flexera
Cheekwood G	Demystifying Oracle Database Licensing: Best Practices and Strategies for Optimal Usage	Chris Moffett, Oracle Software Investment Advisory
Cheekwood H	Shifting from ITAD to Sustainable ITAD	Roger Greive, SERI
Hermitage A	Managing End-of-Life Risk with IT Asset Management	Mike Taylor & Lindsey Mackey, Deloitte & Touche LLP
Hermitage B	3 steps to creating a digital strategy	Maggie Layfield, NetSupport Inc.
Hermitage E	Charging Ahead with Chargebacks	Jennifer Munson, SoftwareOne
11:15am - 12:15pm	**Track Sessions**	**Speaker & Company**
Cheekwood F	ITAD ESG Claims – What NOT to believe!	Rike Sandlin, Rivervista Partners
Cheekwood G	ITAM Post-Pandemic: A View From The Trenches	HOWARD HASTINGS & "Doc"(Paul) BURNHAM, OptimalAssets / CDW
Cheekwood H	If an IT asset is created by your discovery tools, your process needs a tune-up	Dave Walstad, SHI
Hermitage A	Cascade's 9th Annual Benchmark Report for ITAD	Neil Peters-Michaud, Cascade Asset Management
Hermitage B	How to start preparing your software agreement and entitlement data for a SAM tool	Kristy Stroud, Snow Software
12:30pm - 1:30pm	**Track Sessions**	**Speaker & Company**
Cheekwood F	Drowning in Policies? Or Floundering Without Them?	Jean Friestad
Cheekwood G	Maximizing the Quality of Your Foundational Data for Optimum Results	Terry Divelblis, Eracent
Cheekwood H	The Software Audit and the Dentist	Jeff Seltzer, SHI
Hermitage A	SAM Maturity: Be Proactive, Not Reactive	Michelle Wescovich, ISAM Group, Inc.
1:30pm - 3:30pm	**Lunch and Closing**	

Nashville, TN USA