

**IAITAM ACE**  
 May 7-9, 2024 The M Resort Las Vegas, NV

The Changing Role of the SAM Manager -  
 How to further develop your career journey

Neil Frodsham, Global Director ITAM Services, SHI

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Audience Discussion

Is your SAM Manager role a **strategic enabler** in your organization?

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“We cannot become what we want by remaining where we are.”

Max De Pree

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How can a business run an effective IT operation...



...without a mature SAM practice?



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SAM Manager

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SAM Manager

Reactive Compliance



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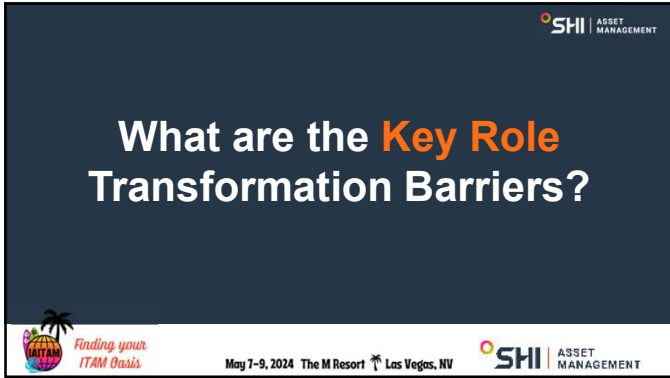
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## What are the **Key Role** Transformation Barriers?


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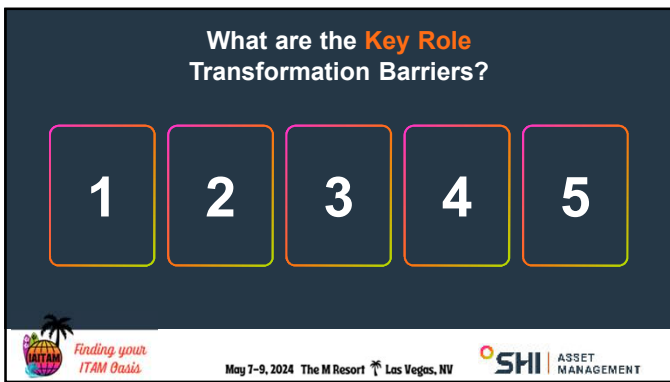
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## What are the **Key Role** Transformation Barriers?

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Audience Discussion

## When should a SAM manager **begin** this role transition?


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### How a SAM MSP can Accelerate Transformation

- Access to Additional Resources
- Expanded Knowledge Base
- Transformation Experience
- Compliance & Optimization Ownership
- Speed to Additional Value

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### What's your no 1 take-away from this session?



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### "We cannot become what we want by remaining where we are."

Max De Pree

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Connect with us

**Jeff Seltzer & Neil Frodsham**

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