



The 2014

Corporate Development Conference

Ensuring Unwavering Focus on Business Growth

April 10-11, 2014

New York Marriott Downtown

New York, NY



- Explore the risks and opportunities of today's global economic landscape and the ever changing role of the corporate development executive
- Master the ability to adapt and anticipate growth opportunities, thereby harnessing the enterprise's competitive advantage
- Value creating strategies and latest trends in M&A, divestitures, joint ventures and alliances

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Benefits of attending

During the 2014 Corporate Development Conference explore the evolving role and complexities of corporate development teams and how these individuals are playing a more important role than ever in shaping the business agenda. Topics that will be explored are:

- The risks and opportunities of today's global economic landscape, and how these have changed the role of the CDO and CFO
- Effective approaches to evaluate portfolios for potential divestiture candidates
- Aligning deal strategy with corporate strategy from concept to execution
- Value creating M&A strategies from sourcing to due diligence to transformation
- Challenges and opportunities of cross-border and emerging markets transactions

Who should attend

The Corporate Development Conference is intended for Corporate Development Officers and Chief Financial Officers and their teams, corporate transaction leaders, and other key contributors to their organizations' corporate development function, including senior strategy, finance, tax, operations, treasury, legal and human resource executives.

Thursday, April 10, 2014

REGISTRATION AND CONTINENTAL BREAKFAST 8-9 AM

CHAIRPERSON'S WELCOME AND OPENING REMARKS 9-9:10 AM

A 9:10-10 AM

The Future of Growth:

Risks and Opportunities in Today's Global Economic Landscape

To set the stage of the conference hear the latest survey results on the issues most impacting the Corporate Development Officer (CDO) and their deal making teams. Through an exploration into the current trends and challenges, capitalize on the knowledge to stay ahead of the curve. Discussions will include the risks and opportunities of today's global economic landscape and impact of U.S. and global regulatory responses to explore how these have changed the role of the CDO and the overall transaction landscape.

Martyn Curragh, US Deals Leader, PwC

B 10-11 AM

Cultivating a Culture of Change:

The Crucial Role of Internal Collaboration and Engagement across the Enterprise

With the ever changing needs of the business the role of the corporate development officer is constantly evolving. As such, change management and engagement principles are key ingredients to maintaining an agile enterprise. Explore proven techniques, including ways to breakdown the internal silos to drive cross-functional engagement across the enterprise, to forge mutually beneficial relationships that will bring value to the organization.

Moderator

Lawrena Colombo, Partner, PwC

Panelists

Denise Brower, Vice President Corporate Development, ITT Corporation

Arlen Shenkman, Head of Corporate Development, SAP AG

Keith Walz, Director, Corporate Development, Brady Corporation

NETWORKING REFRESHMENT BREAK 11-11:15 AM

C 11:15 AM-12:10 PM

Aligning Deal Strategy to Corporate Strategy

Close alignment between the overall corporate strategy and transaction strategy will ensure continued focus and engagement at all levels of the organization, but how can you ensure this alignment? What mechanisms need to be in place to secure strategic alignment and how do you ensure you are fostering close relationships with business leaders internally to benefit from internal collaboration and knowledge sharing? Furthermore, as the role as evolved in recent years, and how can the CDO help shape corporate strategy at the C-suite level?

Moderator

Stephen G. Morrissette, Ph.D., Adjunct Associate Professor of Strategic Management, Booth School of Business, The University of Chicago

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Panelists

Arnaud Bernaert, Senior Vice President, Strategy, Business Development and M&A
Philips Healthcare
Gerald Host, Corporate Development and Mergers & Acquisitions North America
Nokia Siemens
Jerry Will, Director, Corporate Development, **3M**

NETWORKING LUNCHEON 12:10–1:10 PM

D 1:10–2:10 PM

Rethinking and Repurposing the Role of the Corporate Development Officer and Chief Financial Officer

Due to the economic events of the past few years corporate development teams have seen an increase in the amount of smaller deals as opposed to large scale M&A activity. As a result corporate development teams are tasked to hone more of their collaborative, relationship building skills than their traditional deal-making skills. Panelists will discuss how their role has evolved over the past few years and what skills they have harnessed to add greater value to their organization and fuel business growth. Discussions will also include how to systematically harness the power of collaboration (both internal and external), what are the newest competencies of the deal team and where they see this evolving in years to come.

Panelists

Dennis Carey, Vice Chairman, **Korn Ferry**
Bruce Bowden, Executive Vice President, Corporate Strategy & Development
Nuance Communications
David Keating, Vice President, Mergers & Acquisitions - North America, **ABB Inc.**
A. Roger Marinzoli, Senior Managing Director, M&A and Corporate Development
TIAA-CREF

E 2:10–3 PM

Effective Approaches to Evaluate Portfolios for Potential Divestiture Candidates

There is an increasing trend toward separation or breaking up of large scale businesses with a goal to unlock value or focus on higher growth opportunities in other markets or sectors. What factors need to be considered to identify the best for your organization's unique circumstances? What are some tools and approaches companies must utilize to evaluate potential candidates and key criteria dealmakers should adopt to enhance their chances of success?

Ron Chopoorian, US Divestitures Leader, **PwC**
Brian S. Cook, Vice President Corporate Development, **Honeywell International Inc.**
J. Neely, Vice President, **Strategy&**

NETWORKING REFRESHMENT BREAK 3–3:15 PM

F 3:15–4:05 PM

Strategies and Structures for Managing a Successful Divestiture

Once the divestiture candidate has been determined what's next? What can you do to avoid the common pitfalls in execution and maximize value gained? During this session learn how to ensure a smooth transaction, including a discussion around how to navigate through the chaos divestitures can create to the existing business in order to avoid any costly disruptions to the existing business.

Moderator

Karen E. Krause, Vice President, Strategy & Corporate Development
McGraw Hill Financial

Panelists

John Paffenbarger, PhD, Director, Corporate Development, **Exelon Corporation**
Ray Liguori, Vice President Corporate Development, **Campbell Soup Company**
Mark Socha, Head of Enterprise M&A, **The Hartford**
Marta Rubcich, Expertise Center Process Leader - M&A, **The Dow Chemical Company**

G 4:05-5 PM

Navigating the Complexities of Joint Ventures and Business Alliances

Both joint ventures and strategic alliances can allow organizations to benefit from each other's strengths to find new areas of growth but they are vastly different. Often these terms are used interchangeably without the full understanding of the nuances, risks, and critical steps that need to be taken to effectively find the appropriate partner and relationship that will enhance an organization's core competencies while finding new avenues of opportunity. During this session gain insights into the art and science of designing, launching, and managing successful joint ventures and strategic alliances in order to protect your organization and create relationships that are dedicated to mutual business growth.

Moderator

Matthew Sabatini, Partner, **PwC**

Panelists

Sarah Arendsen, Director, Corporate Development, **Owens Corning**
Trace Harris, Senior Vice President, M&A, Finance & Business Innovation, **Vivendi**
William Striebe, Vice President Business Development
UTC Building & Industrial Systems

NETWORKING RECEPTION 5-6 PM



HOSTED BY

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Friday, April 11, 2014

REGISTRATION AND CONTINENTAL BREAKFAST 8-8:30 AM

H 8:30-9:20 AM

Peer-to-Peer Learning Experience: Breakfast Roundtable Session

Benefit from a unique peer-to-peer learning experience by sharing practical approaches and actionable ideas with others facing similar challenges/experiences in a relaxed and open environment.

Moderator

Gerald Adolph, Senior Partner, **Strategy&**

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I 9:20–10:10 AM

Challenges and Opportunities of Cross Border Transactions

Even the most effective organization is challenged by deal making issues overseas—poor quality financial data, questionable business practices, local labor laws, political uncertainty and cultural differences. Explore common cross border transaction pitfalls and approaches to help mitigate the risks associated with these challenges. In addition, further discussions will include what are some untapped opportunities to strengthen a company's position in the global marketplace and the proven and effective ways to assess growth potential in emerging regions.

Moderator

John Potter, Deals Partner, **PwC**

Panelists

Elizabeth Satin, Head of M&A, **Wolters Kluwer**

Karen R. Beadie, Vice President, Strategy & Business Development, **Cargill**

Paula Hildebrandt, Staff Vice President of Corporate Development & Integration Planning, **FedEx Corporation**

J 10:25–11:25 AM

Value Creating M&A Strategies from Sourcing to Due Diligence to Transformation

M&A is one of the quickest paths to growth but it is by far not the easiest. There are a number of factors that contribute to its success and failure. Deals are complex and laden with risk and further complicated by rules, legislation and the threat of litigation. Through this session we will demonstrate the steps you need to take to mitigate your risk, understand market dynamics and stakeholder concerns to be confident in your M&A strategies and how to bring value to the organization.

Moderator

Donna Coallier, Transaction Services Partner, **PwC**

Panelists

Brian Buchert, Director, Corporate Strategy and M&A, **Church & Dwight**

Greg Psihas, Corporate Vice President, Mergers & Acquisitions, **Applied Materials**

Lance Robinson, Global Controller – Mergers & Acquisitions, **General Electric**

Eric Tobin, Group Director Corporate Development, **Ryder System, Inc.**

K 11:25 AM–12:15 PM

Enabling Capital Agenda in a Time of Uncertainty

In an environment that remains uncertain and fragile, the right capital structure and strategy will be a critical determinant of success, growth and resilience. The continued focus of having cash available on the corporate balance sheets and the availability of credit has added an increased complexity to the role of the CDO and the CFO. How to do you balance the need of liquidity with the need to invest in the next big thing? What is the delicate balance between the two and is there is secret formula to the success?

Panelists

Ann Svoboda, Corporate Treasurer, **Carestream Health**

David Hellier, Partner, **Bertram Capital**

Greg Psihas, Corporate Vice President, Mergers & Acquisitions, **Applied Materials**

Derek Thomson, Director, **PwC**

Presentations

Available online in advance of the conference



Registration Information

Online www.conferenceboard.org/corporatedevelopment

Email customer.service@conferenceboard.org

Phone 212 339 0345 8:30 am to 5:30 pm ET Monday through Friday

The 2014 Corporate Development Conference

New York Marriott Downtown

Conference (940014-1)

April 10–11, 2014

Associates \$2,295

Non-Associates \$2,895

Hotel Accommodations

Fees do not include hotel accommodations. For discounted reservations, contact the hotel directly no later than the cut-off date and mention **The Corporate Development Conference**.

New York Marriott Downtown
85 West Street at Albany Street
New York, NY 10006
Tel 212 385 4900

Hotel reservations cut-off date:
March 14, 2014

Cancellation Policy

Full refund until three weeks before the meeting. \$500 administration fee up to two weeks before the meeting. No refund after two weeks before the meeting. Confirmed registrants who fail to attend and do not cancel prior to the meeting will be charged the entire registration fee.

Team Discounts per person

For a team of three or more registering from the same company at the same time, take \$300 off each person's registration. One discount per registration. Multiple discounts may not be combined.



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Promotion Code