



MOVE FASTER REALIZE MORE

SEPTEMBER 18-20, 2018
150 N. RIVERSIDE PLAZA, CHICAGO, IL

PRICE *f(x)*

www.pricefx.com

AGENDA September 18, 2018
150 N. Riverside Plaza, Chicago, IL

Program Day 1 – Tuesday, September 18

ACTIVITY DESCRIPTION:	Time
Welcome Reception, 150 N. Riverside Plaza Suite 4220	3:30pm - 6:00pm
Dinner at The Berghoff	6:30pm

Program Day 2 – Wednesday, September 19

ACTIVITY DESCRIPTION:	Time
Breakfast	8:00am - 9:00am
Event Opening - Marcin Cichon, CEO at Price f(x)	9:00am - 9:20am
Gartner: The Future of Quote-to-Cash - Mark Lewis, Research Director at Gartner	9:20am - 10:20am
Pricing Maturity Model - Paul Hunt, President at Pricing Solutions	10:20am - 11:05am
Coffee Break	11:05am - 11:25am
How Process and Change Management Drives Price Transformation Success - Jerry Cheatham, Director of Finance, Global Tubes and Cores at Sonoco	11:25am - 12:10pm
Pricing Capabilities: How the Best B2B Companies Set and Get the Right Price - David Burns, Partner at Bain & Company, and Chuck Davenport, Pricing Expert Partner at Bain & Company	12:10pm - 12:55pm
Lunch	12:55pm - 1:55pm
Initiating a Pricing Roadmap with Price f(x) - Thomas Verly, Head of Global Sales Processes and System Integration and Head of IT (Americas) at EagleBurgmann	1:55pm - 2:40pm
Double Your Price and Increase Your Success Rate - Joanne Smith, President at Price to Profits Consulting	2:40pm - 3:25pm
Coffee Break	3:25pm - 3:45pm
How Dynamic Pricing Drives Digitalization of Offline Businesses - Enrico Karg, Head of Customer Journey Driving Project at CTS EVENTIM AG & Co. KGaA Manager Business Development at Ticketcorner AG	3:45pm - 4:30pm
Economic Rise of the Micro-brewery Industry in the U.S. and The Impacts on Pricing - Ted Hartnell, President - CTO at Radar	4:30pm - 5:15pm
Closing Remarks - Marcin Cichon, CEO at Price f(x)	5:15pm - 5:30pm
Beer Taste Testing	5:30pm - 6:15pm
Dinner and Fun Activities at The Skydeck	6:30 pm



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Program Day 3 – Thursday, September 20

ACTIVITY DESCRIPTION:	Time
Breakfast	7:30am - 8:30am
Good Morning, Accelerate! - Marcin Cichon, CEO at Price f(x)	8:30am - 9:00am
Price f(x) Solution Roadmap - Dr. Martin Wricke, Senior Vice President Product Strategy and Co-Founder at Price f(x), and Gabe Smith, VP Solution Strategy and Innovation at Price f(x)	9:00am - 10:00am
Coffee Break	10:00am - 10:20am
Actionable Value Based Pricing - Jose Redondo, Global Pricing Excellence Leader at Owens-Illinois	10:20am - 11:05am
Factual Price Optimization - Mark Dwyer, Commercial Manager – National Pricing at Stramit	11:05am - 11:50am
Lunch	11:50am - 12:50pm
Customer Panel: Gaining Sales and Leadership Engagement in Pricing - Maggie Buckland, Managing Director at Big Data Pricing, Brian Sharp, Global Commercial Strategy and Execution Leader at Sonoco, Jose Redondo, Global Pricing Excellence Leader at Owens-Illinois, Protik Mukhopadhyay, Chief Customer Officer and Managing Partner at Standav	12:50pm - 1:50pm
Beer Taste Testing Results - Ted Hartnell, CTO at Radar	1:50pm - 2:05pm
Accelerate Closing Comments - Marcin Cichon, CEO at Price f(x)	2:05pm - 2:20pm