



# SMARTER SERVICES™ EXECUTIVE SYMPOSIUM

*Service of Humanity™*

Event Theme: "Service Journeys"

September 11-13, 2023

Chicago, IL (USA)



**JW** MARRIOTT

# 2023 SMARTER SERVICES™ SYMPOSIUM: “SERVICE JOURNEYS”

## “SERVICE JOURNEYS” – A LETTER FROM THE CEO

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### Service Council™ Members & Partners:

I'm excited to share our plans and to formally kickoff planning for the 2023 Smarter Services™ Executive Symposium this coming September 11-13<sup>th</sup>, once again in the great city of Chicago. Last year, we built the discussions around the theme, "Service. Forward." This reflected on the dramatic evolution we witnessed amid the pandemic, where businesses focused on business continuity, reinventing - and then shifting - their attention to growth. Now we turn our attention to helping organizations determine their path to short-, mid- and long-term transformation with the 2023 event theme "Service Journeys."

We are very excited to be working with our venue partner, JW Marriott, and the Chicago Travel & Tourism Event Bureau to create a healthy and immersive experience for our guests. The venue has allocated the entire 2<sup>nd</sup> and 3<sup>rd</sup> floors to our event, including mainstage keynotes, breakout research track workshops, food and beverage activities and our technology showcase events.

We have designed the event to align with the interests of not only service leaders, but also the personas which make up the strategic leadership teams across people, parts, data and technology. We are so excited to welcome our members and partners to a safe and impactful experience. Should you have additional ideas on how we can create a safe, educational and interactive environment, I welcome you to contact me directly via mobile (+1.617.717.8300) or via email (jtc@servicecouncil.com) to discuss your ideas or concerns, and share ways in which we can enhance your event experience pre-, during- and post-conference.



Warmest regards,

A handwritten signature in black ink, appearing to read "John Carroll".

John Carroll  
CEO & Founder  
Service Council™

# 2023 SMARTER SERVICES™ EXECUTIVE SYMPOSIUM: “SERVICE JOURNEYS”

The Service Council™ Smarter Services™ Executive Symposium is the must-attend learning and networking event for senior service and customer management executives. Over the course of 3 days, several hundred service & customer support executives, thought leaders, influencers and technologists will share best practices and transformation blueprints to invigorate service organizations. Main stage keynote sessions will be complimented by breakout discussions and workshops that focus on key service disciplines and business functions, including:

- Field Service
- Customer Experience
- Service Supply Chain
- Workforce & Labor
- Service Revenue Growth
- Intelligent Service (Data)
- Service Innovation
- Leadership & Strategy
- Digital Transformation
- Innovation

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Merriam-Webster Dictionary defines “journey” as “traveling from one place to another.” Wherever you are in your service maturity (lagging, following or leading) identifying the common characteristics and strategies of best-in-class organizations can be important in validating or supplementing your approach. Even those organizations achieving best-in-class must focus on continuous improvement through innovation and cross pollination of best practices, moving from best to next practices. Members of the Service Council™ commonly point to the diversity of industry, segment and leadership we welcome at the annual conference as an enabler of the “outside-in” approach, which supports this cross-pollination opportunity. Service Council™ research has identified the following priority business transformations (areas of the service business which enable moving forward) which will be prominently featured during our mainstage keynotes and panels, followed by our deeper dive, problem-solving breakout research tracks:

- Service Leader Journeys
- Frontline (Technician/Engineer) Journeys
- Field Service Journeys
- KPI Journeys
- Cultural Journeys
- Technology Journeys
- Digital Journeys
- Customer Journeys
- Employee Journeys
- Intelligence Journeys
- Commercial Journeys
- Supply Chain Journeys

The agenda will be built across the “Service Journeys” theme as a backdrop and will explore the following sub-themes across the 3 days:

- Day 1: “People”
- Day 2: “Process”
- Day 3: “Technology”

# 2023 SMARTER SERVICES™ EXECUTIVE SYMPOSIUM: “SERVICE JOURNEYS”

## EVENT DATE & LOCATION

When: September 11-13, 2023 (Monday – Wednesday)

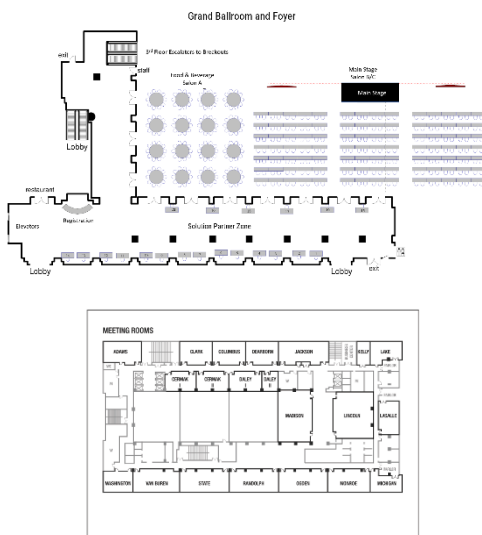
Where: JW Marriott, 151 W Adams Street, Chicago, IL USA 60603

## EVENT VENUE

We look forward to hosting this year’s Symposium at the JW Marriott. Located right in the Financial District, the venue is designed for an immersive experience where the Smarter Services™ Executive Symposium will be the exclusive event hosted on the 2<sup>nd</sup> floor with breakouts on the 3<sup>rd</sup> floor. For those guests wishing to enjoy the great city of Chicago, the hotel is located less than 1 mile from Magnificent Mile (Michigan Ave) and in the heart of the city in the Financial District.



## VENUE MAP



The Smarter Services™ Executive Symposium will be housed on the 2<sup>nd</sup> floor of the hotel which is easily accessible from the guest elevator or up the escalators from the foyer and hotel reservation level for our local audience. Creating an immersive and user-friendly experience was a big reason we chose our new hotel partner (JW Marriott). Guests will find the transition from the Grand Ballroom (Keynotes) to the breakout workshops on the 3<sup>rd</sup> floor (Cermak 1&2, State, Randolph, Ogden, Monroe) easy to navigate while enjoying the Technology Showcase in the Grand Foyer during dedicated showcase hours and in transition to their next sessions.

# 2023 SMARTER SERVICES™ EXECUTIVE SYMPOSIUM: “SERVICE JOURNEYS”

## KEYNOTE SPEAKERS (INDUSTRY ADVISORY BOARD)



The Service Council™ has established a foundational Industry Advisory Board which features a wide variety of both business and consumer industries and with executive representation from some of the most thought provoking and forward-thinking brands around the globe. The Industry Advisory Board is featured across the agenda in many formats ranging from keynote presenters to workshop moderators to panelists and more. They also serve as a great means to discuss and debate your top challenges and opportunities as they are willing collaborators and networkers.

<b>Richard Albanese</b> VP Technical Support & Service Training	<b>UNITED IMAGING</b>	<b>Sasha Ilyukhin</b> Senior VP, Global Processing Services and Services Solutions	<b>Tetra Pak</b> PROTECTS WHAT'S GOOD	<b>Tim Spencer</b> Senior VP & General Manager Service Operations	<b>BUNN</b>
<b>Eduardo Bonfont</b> Worldwide VP of Technical Services - Life Sciences Segment	<b>BD</b>	<b>Laura Mather</b> VP & GM Global Services	<b>STERIS</b>	<b>Linda Tucci</b> Senior Global Director, Technical Solutions Center	<b>QuidelOrtho</b>
<b>Rod Cook</b> Director, NA Service Operations	<b>TRANE TECHNOLOGIES</b>	<b>Lisa Montoya McFarland</b> Director Service Transformation	<b>Baxter</b>	<b>Len Vanderhulst</b> Senior Vice President, Global Service	<b>eppendorf</b>
<b>Bob Feiner</b> Senior Vice President, CSG Support Services	<b>DELL Technologies</b>	<b>David Nour</b> CEO	<b>NOURGROUP</b>	<b>Chris Westlake</b> Director - Service Process and Digital Transformation	<b>GENERAC</b>
<b>Michael Galon</b> Director, Service Operations	<b>Coca-Cola North America</b>	<b>Robb Origer</b> Senior Vice President, In-Home Services	<b>dish</b>	<b>Dean Casad</b> Director, Customer Support Operations	<b>WINNEBAGO</b>
<b>Adam Gloss</b> Senior Vice President, Service	<b>Mckinstry</b> A Division of The Toro Company	<b>Gyner Ozgul</b> President & Chief Operating Officer	<b>smart care</b>	<b>Tyler Haak</b> Vice President of Sustainability and Services, U.S. Digital Buildings	<b>Schneider Electric</b>
<b>Leonard Graves</b> SVP Global Services	<b>NCR</b>	<b>Robert Pelz</b> VP, Supply Chain Customer Service	<b>GOJO</b>	<b>John Ward</b> Global Head of Customer Experience	<b>Cigna</b>
<b>Brad Haerberle</b> Senior Vice President of Services	<b>SIEMENS</b>	<b>Stephanie Peters</b> Vice President of Operations	<b>HOBART</b>	<b>Jon Barr</b> Head of IT - Americas	<b>KONE</b>
<b>Karin Hamel</b> President, North Regions	<b>PremiStar</b>	<b>Gaurav Puri</b> Vice President - Global Service & Repair	<b>Medtronic</b>	<b>Scott Day</b> Senior Vice President, Service Transformation, North America	<b>TKE</b>

# 2023 SMARTER SERVICES™ EXECUTIVE SYMPOSIUM: “SERVICE JOURNEYS”

## KEYNOTE SPEAKERS (INDUSTRY ADVISORY BOARD)



**Deepika DiGiovine**  
Vice President, Digital Applications & Connected Factory



**Tony Karam**  
Director of Americas Advanced Service Delivery



**Bob Lamendola**  
Senior VP, Technology and Head of Ricoh NA Digital Services Center



**Joe Lang**  
VP, Service Technology & Innovation



**Shawn LaRocco**  
VP & Global Head - Customer Solutions Business Unit



**John Perry**  
Vice President Xerox Digital eExperience for Service Delivery/Customer Service Technology



**Greg Ratcliff**  
Chief Innovation Officer



**Roel Rentmeesters**  
Vice President of Digital Transformation



**Erik Sheehan**  
Vice President, Global Network & Operations



**Matthew Wong**  
Vice President, Customer Support



**Michael Ferraro**  
Worldwide Service Director



**Mark Hessinger**  
Senior Vice President of Global Customer Success



**Ron Kruse**  
VP of Service Operations



**Mark Horvath**  
Corporate Vice President, Global Services



**Shannon Beecher**  
VP, Services Supply Chain



**Mwepa Davis**  
Service Supply Chain Operations Director



**Darrell Edwards**  
Asst. Professor of Practice/Supply Chain Management



**Jason MacIver**  
Vice President, Services Procurement



**Linda McDougall**  
Director of Supply Chain Services and Logistics, Global Customer Delivery



**Rachel Heskin**  
Senior Director, Service Platform Strategy



**Emma Jellen**  
Associate Director



**Sean Jordan**  
Global BSO Business & Quality Director, Biomolecular Service Organization



**Sonya Lacore**  
VP, Inflight Operations



**Lance Ley**  
Senior Manager, Strategic Field Operations



**Jamie Beck**  
Chief Operating Officer



**Marc Coleman**  
Director of Field Service NA, Lab Water Solutions



**Juan Cruz, Jr.**  
Director, Service Operations NA



**Peter Seward**  
Vice President of Engineering & Technical Services



**Roy Dockery**  
Vice President of Field Operations



**Vito Minnici**  
Vice President North America Parts - Hobart Service



**Justin Simpson**  
Director, Global Service Operations



**Alex Ward**  
Executive Director, Hydrogen Supply Chain



**Eric Rogers**  
HR Executive Director for On-Highway, Supply Chain, and Quality in the Engine Business



**Maresh Subramony, Ph.D.**  
Professor of Management



**Scott VerBracken**  
VP Automotive Services



**Tracy Lagona**  
VP of Aftermarket Sales and Managed Services for Industrial Solutions



**Greg Parker**  
Vice President, Innovation and Portfolio Management



**Sophia Williams**  
Senior VP & GM, Telecom and Technology Business



**Dr. Cory B. Cunningham**  
Associate Teaching Professor



**Thomas Maiello**  
Director of New Product Introduction



**Chris Dexter**  
Vice President, Customer Experience



**Sarah Rose**  
Vice President of Global Services



# 2023 SMARTER SERVICES™ EXECUTIVE SYMPOSIUM: “SERVICE JOURNEYS”

## MONDAY

<b>7:00am</b> Sponsor Setup
<b>8:00am</b> Sponsor Setup
<b>9:00am (Invitation Only)</b> Advisory Board (Industry)
<b>10:00am (Invitation Only)</b> Advisory Board (Industry + Technology)
<b>11:00am</b> Event Registration Open (Lunch)
<b>12:00pm</b> Welcome and Opening Remarks
<b>12:15pm</b> Keynote Presentations
<b>1:30pm</b> Networking/Coffee
<b>2:00pm</b> Keynote Presentation
<b>2:30pm</b> Tech Showcase/Networking/Coffee
<b>3:30pm</b> Breakout Sessions
<b>5:30pm</b> Keynote Presentation
<b>6:00pm</b> Cocktail Reception

## TUESDAY

<b>7:00am</b> Breakfast
<b>8:00am</b> Keynote Presentation
<b>9:00am</b> Keynote Presentation
<b>9:30am</b> Tech Showcase/Networking/Coffee
<b>10:30am</b> Keynote Presentations
<b>12:15pm</b> Lunch
<b>1:15pm</b> Breakout Sessions
<b>2:15pm</b> Breakout Sessions
<b>3:45pm</b> Tech Showcase/Networking/Coffee
<b>4:45pm</b> Keynote Presentation
<b>5:45pm</b> Cocktail Reception

## WEDNESDAY

<b>7:00am</b> Breakfast
<b>8:15am</b> Awards
<b>8:30am</b> Keynote Presentation
<b>9:00am</b> Keynote Presentation
<b>9:30am</b> Networking/Coffee
<b>10:00am</b> Keynote Presentation
<b>10:30am</b> Breakout Sessions
<b>11:45am</b> Closing Ceremony (Interactive Workshop)
<b>12:30pm</b> Lunch (Grab n' Go)



# DAY 1 MAINSTAGE – SEPTEMBER 11

DAY 1: “PEOPLE”	
9:00 AM – 11:00 AM	<b>INVITE ONLY: ADVISORY BOARD MEETING &amp; WORKSHOP</b> (Executive Boardroom)
10:00 AM	REGISTRATION OPEN (Smarter Services™ Solution Zone Open)
11:00 AM – 11:45 AM	<b>LUNCH Brought to you by: Syncron</b>
11:45 AM – 12:00 PM	<b>WELCOME AND OPENING REMARKS</b> Speaker: John Carroll, CEO, Service Council™
12:00 PM – 12:45 PM	<b>THE CUSTOMER EXPERIENCE ENGINE</b> Speaker: Scott Wozniak, CEO, Swoz Consulting
12:45 PM – 1:15 PM	<b>CUSTOMER JOURNEYS: THE ONLY 5 QUESTIONS TEAMS NEED TO ANSWER TO DELIVER WINNING EXPERIENCES</b> Speaker: John Ward, Global Head of Customer Experience, Cigna
1:15 PM – 1:45 PM	<b>COFFEE BREAK</b> (Smarter Services™ Solution Zone Open) Brought to you by: Sonata Software and Sinequa
1:45 PM – 2:30 PM	<b>EMPLOYEE JOURNEYS: THE PARTNERSHIP BETWEEN LEADERSHIP + FRONTLINE</b> Panelists: Scott VerBracken, Vice President, Automotive Services, & Juan Valle, Service Vehicle Operator, AAA Sonya Lacore, Vice President of Inflight Services, Southwest Airlines (+ Frontline Agent) Rod Cook, Director, NA Service Operations, TRANE Technologies Mahesh Subramony, ASU Center for Services Leadership
2:30 PM – 3:30 PM	TECHNOLOGY SHOWCASE (Smarter Services™ Solution Zone Open)
3:30 PM – 5:30 PM	<b>BREAKOUT SESSIONS</b>
5:30 PM – 6:00 PM	<b>CULTURE JOURNEYS: THE DIVERSITY, EQUITY &amp; INCLUSION IMPERATIVE</b> Speaker: Roy Dockery, Vice President, Field Operations, Flock Safety
6:00 PM – 7:00 PM	<b>COCKTAIL RECEPTION, Brought to you by: Aquant</b>

# DAY 1 BREAKOUT SESSIONS – SEPTEMBER 11

## DAY 1: “PEOPLE”

3:30 PM – 5:30 PM	<b>COFFEE BREAK &amp; TRANSITIONING TO FIRST SET OF BREAKOUTS</b>
3:30 PM – 4:15 PM	<p>Field Service (Hosted by ServiceMax): <b>ASSET-CENTRIC SERVICE LIFE CYCLE MANAGEMENT</b> <i>SPEAKER: TBD</i></p> <p>Service Revenue Growth (Hosted by Bain &amp; Company): <b>MONETIZING, SELLING AND DELIVERING ADVANCED SERVICES</b> <i>Speaker: TBD</i></p> <p>Service Innovation (Hosted by ServiceNow): <b>MANAGING A SUCCESSFUL DIGITAL TRANSFORMATION: WHO, WHAT, WHEN &amp; HOW</b> <i>Speaker: TBD</i></p> <p>Intelligent Service (Hosted by Aquant): <b>NAVIGATING USER ADOPTION OF BUSINESS INTELLIGENCE, KNOWLEDGE MANAGEMENT &amp; ARTIFICIAL INTELLIGENCE</b> <i>Speaker: TBD</i></p> <p>Leadership &amp; Strategy (Hosted by Synchron): <b>EMPOWERING SERVICE LEADERS: ACHIEVING CONTRACT SUCCESS IN A COMPLEX LANDSCAPE</b> <i>Speaker: TBD</i></p>
4:15 PM – 4:30 PM	<b>TRANSITIONING AND NEXT SET OF BREAKOUTS</b>
4:30 PM – 5:15 PM	<p>Customer Experience (Hosted by SightCall): <b>ALIGNING WITH THE FUTURE CUSTOMER: HOW WILL CHANNEL EVOLUTION CHANGE IN 2025</b> <i>Speaker: TBD</i></p> <p>Workforce &amp; Labor (Hosted by WorkMarket): <b>CONTINGENT LABOR NETWORKS: DESIGNING, SOURCING, EMPOWERING</b> <i>Speaker: TBD</i></p> <p>Service Supply Chain (Hosted by Baxter Planning): <b>A SUSTAINABLE SUPPLY CHAIN: HOW TO MEASURE (KPI/METRICS) THE IMPACT OF YOUR ORGANIZATION</b> <i>Speaker: TBD</i></p> <p>Digital Transformation (Hosted by Neuron7): <b>GENERATIVE AI FOR COMPLEX SERVICE ENVIRONMENTS</b> <i>Speaker: TBD</i></p> <p>Innovation (Hosted by ProntoForms): <b>BUILDING YOUR EMPLOYEE ENGAGEMENT PLATFORM: RETAINING CUSTOMERS WITH EFFORTLESS SERVICE PLATFORMS</b> <i>Speaker: TBD</i></p>
5:15 PM – 5:30 PM	<b>TRANSITION TO MAIN BALLROOM</b>

At the end of Day 1, Service Council™ hosts a welcome reception of its members, partners, and guests. This reception is hosted with the support of our partner **Aquant**.

# DAY 2 MAINSTAGE – SEPTEMBER 12

## DAY 2: “PROCESS”

7:00 AM – 8:00 AM	<b>BREAKFAST AND REGISTRATION, Brought to you by: Deepomatic</b>
8:00 AM – 9:00 AM	<b>GOING PLATINUM: GETTING YOUR TEAM IN THE GROOVE</b> Speaker: Alan Schaefer, Banding People Together
9:00 AM – 9:30 AM	<b>SERVICE LEADER’S AGENDA: PEOPLE, PROCESS, TECHNOLOGY, DATA, PARTS</b> Speaker: Stephanie Peters, Vice President, Operations, Hobart Service
9:30 AM – 10:30 AM	<b>TECHNOLOGY SHOWCASE</b> (Smarter Services™ Solution Zone Open)
10:30 AM - 11:00 AM	<b>FIELD SERVICE JOURNEYS: EXCELLENCE &amp; SCALABILITY</b> Speakers: Erik Sheehan, Vice President, Global Network & Operations & Doug Sullivan, Global Vice President of Network and Field Operations, Verizon
11:00 AM – 11:30 AM	<b>SUPPLY CHAIN JOURNEYS</b> Speaker: Shannon Beecher, Vice President, Services Supply Chain, IBM
11:30 AM – 11:45 AM	Reaction Panel: Linda McDougall, Director of Supply Chain Services and Logistics, Global Customer Delivery, Cisco Jason MacIver, Vice President, Services Procurement, DELL Technologies Vito Minneci, Vice President, North America Parts, Hobart Service Justin Simpson, Director, Global Service Operations, Avnet
11:45 AM -- 12:15 PM	<b>SERVICE DELIVERY JOURNEYS: PREDICTIVE, PROACTIVE &amp; OUTCOME-BASED</b> Panelists: Sasha Ilyukhin, Senior VP, Global Processing Services and Services Solutions, Tetra Pak Linda Tucci, Sr Director, Global Remote Technical Support, GuidelOrtho Ron Kruse, Vice President of Service Operations, Volta Jon Barr, Head of IT – Americas, KONE
12:15 PM – 1:15 PM	<b>LUNCH, Brought to you by: Neuron7</b> INVITE ONLY: <b>TECHNOLOGY SHOWCASE</b>
1:15 PM – 3:30 PM	<b>BREAKOUT SESSIONS AND NETWORKING</b>
3:45 PM – 4:45 PM	<b>NETWORKING and COFFEE BREAK, Brought to you by: ServiceMax</b> INVITE ONLY: <b>TECHNOLOGY SHOWCASE</b>
4:45 PM – 5:15 PM	<b>COMMERCIAL JOURNEYS</b> Panelists: Tony Adamson, Vice President, Sales & Marketing, Hobart Service Mark Horvath, Corporate Vice President, Global Services, Hologic Tracy Lagona, VP Aftermarket Sales and Managed Services, Generac David Nour, CEO, The Nour Group
5:15 PM – 5:45 PM	<b>INTELLIGENCE JOURNEYS: CREATING YOUR INFORMATION PLATFORM</b> Speaker: Deepika DiGiovine, Vice President, Digital Applications & Connected Factory, DOVER Corporation (+ Analytics Colleague)
5:45 PM – 6:45 PM	<b>COCKTAIL RECEPTION</b> Brought to you by: <b>ServiceMax</b>

# DAY 2 BREAKOUT SESSIONS – SEPTEMBER 12

## DAY 2: “PROCESS”

11:45 PM – 12:45 PM	<b>LUNCH &amp; TRANSITIONING TO FIRST SET OF BREAKOUTS</b>
<p>1:00 PM – 2:00 PM</p> <p><i>Timing Outline</i> 1:00 PM – 1:15 PM <i>Introduction to Topic</i></p> <p>1:15 PM – 1:45 PM <i>Group Work</i></p> <p>1:45 PM – 2:00 PM <i>Summary</i></p>	<p>Field Service (Hosted by ServiceNow): <b>IMPROVING DEFLECTION RATES, TRIAGE &amp; DISPATCH EFFICIENCY TO ENABLE BETTER FIRST TIME FIX RATES</b> <i>Speaker: TBD</i></p> <p>Service Revenue Growth (Hosted by ServiceMax): <b>BUILDING REVENUE GROWTH WITH YOUR FRONTLINE EMPLOYEES (FIELD SERVICE ENGINEERS)</b> <i>Speaker: TBD</i></p> <p>Service Innovation (Hosted by Aquant): <b>BUILDING BEST PRACTICES FOR REMOTE SERVICE: DEPLOYING, OPTIMIZING, FUTURE-PROOFING</b> <i>Speaker: TBD</i></p> <p>Intelligent Service (Hosted by Neuron7): <b>HOW DOES INTELLIGENCE ENABLE PREDICTIVE/PROACTIVE SERVICE DEPLOYMENT METHODS</b> <i>Speaker: TBD</i></p> <p>Leadership &amp; Strategy (Hosted by GPSInsight): <b>SUSTAINABILITY IMPERATIVE: HOW TO START, EVOLVE &amp; MAXIMIZE</b> <i>Speaker: TBD</i></p>
2:00 PM – 2:15 PM	<b>TRANSITION TO SECOND SET OF BREAKOUTS</b>
<p>2:15 PM – 3:15 PM</p> <p><i>Timing Outline</i> 2:15 PM – 2:30 PM <i>Introduction to Topic</i></p> <p>2:30 PM – 3:00 PM <i>Group Work</i></p> <p>3:00 PM – 3:15 PM <i>Summary</i></p>	<p>Customer Experience (Hosted by Glympse): <b>HOW LOCATION INTELLIGENCE CAN IMPROVE EMPLOYEE &amp; CUSTOMER EXPERIENCE</b> <i>Speaker: TBD</i></p> <p>Workforce &amp; Labor (Hosted by Appify): <b>TRUCK ROLL TO DRUM ROLL: DEPLOYING A SCALABLE SKILLS STRATEGY</b> <i>Speaker: TBD</i></p> <p>Service Supply Chain (Hosted by Bruviti): <b>HOW CAN AI ENABLE THE INTEGRATION OF SERVICE AND SUPPLY CHAINS?</b> <i>Speaker: TBD</i></p> <p>Digital Transformation (Hosted by OverIT): <b>HOW TO EFFECTIVELY ALIGN PROCESS &amp; TECHNOLOGY ROADMAPS</b> <i>Speaker: TBD</i></p> <p>Innovation (Hosted by Scription): <b>MOVING TO UPTIME AND OUTCOME BASED SERVICES</b> <i>Speaker: TBD</i></p>
3:15 PM – 3:30 PM	<b>TRANSITION TO SOLUTION PARTNER ZONE</b>

At the end of the long day that is Day 2, join us for networking with friends and partners. Our networking event on Day 2 is brought to you with the support of our partner **ServiceMax**.

# DAY 3 MAINSTAGE – SEPTEMBER 13

## DAY 3: “TECHNOLOGY”

7:00 AM – 8:00 AM	<b>BREAKFAST</b> (Smarter Services™ Solution Zone Open) Brought to you by: Bruviti
8:15 AM – 8:30 AM	<b>SERVICE COUNCIL™ AWARDS: RECOGNIZING SERVICE HUMANITY &amp; TECHNOLOGY SHOWCASE WINNERS</b> Speaker: John Carroll, CEO & Founder, Service Council™
8:30 AM – 9:00 AM	<b>VALUE STREAM MAPPING: ALIGNING TECHNICAL &amp; FUNCTIONAL ROADMAPS</b> Speaker: Scott Day, Senior Vice President, Service Transformation, North America, TK
9:00 AM – 9:30 AM	<b>STANDARDIZATION VS. LOCALIZATION VS. CENTRALIZATION</b> Panelists: Rachel Heskin, Senior Director, Service Platform Strategy, Thermo Fisher Scientific Gyner Ozgul, President & COO, Smart Care Equipment Solutions Brad Haeberle, Senior Vice President, Services, Siemens Len VanderHulst, Senior Vice President, Global Service, Eppendorf
9:30 AM – 10:00 AM	<b>COFFEE BREAK</b> (Smarter Services™ Solution Zone Open) Brought to you by: OverIT
10:00 AM – 10:30 AM	<b>CHANGE MANAGEMENT: MOVING FROM NOW TO NEXT</b> Panelists: Lisa Montoya McFarland, Director, Service Transformation, Baxter International Robb Origer, Senior Vice President, In-Home Services, DISH Network Mike Ferraro, Worldwide Service Director, Werfen Greg Ratcliff, Chief Innovation Officer, Vertiv
10:30 AM – 11:30 AM	<b>BREAKOUT SESSIONS</b>
11:45 AM – 12:15 PM	<b>GROUP EXERCISE: TOP 10 LESSONS LEARNED (FEATURING ADVISORY BOARD)</b> Moderator: JOHN CARROLL, CEO, Service Council™ Panelists: ALL INDUSTRY ADVISORY BOARD
12:15 PM – 12:30 PM	<b>CLOSING REMARKS</b> John Carroll, CEO & Founder, Service Council™
12:30	<b>GRAB n' GO LUNCH</b> Brought to you by: GPS Insight

# DAY 3 BREAKOUT SESSIONS – SEPTEMBER 13

## DAY 3: “TECHNOLOGY”

10:30 AM – 11:30 AM <i>Timing Outline</i> 10:30 AM – 11:00 AM <i>Panel Discussion</i>  11:00 AM – 11:30 AM <i>Open Discussion</i>	Field Service (Hosted by Help Lightning): <b>A BEST PRACTICES GUIDE TO MOBILE TOOLS &amp; TECHNOLOGY FOR THE FRONTLINE</b> <i>Panelists: TBD</i>  Service Innovation (Hosted by ServiceMax): <b>MANAGING INTEROPERABILITY &amp; DEMOCRATIZATION OF DATA: CREATING AN INFORMATION ARCHITECTURE</b> <i>Panelists: TBD</i>  Intelligent Service (Hosted by Deepomatic): <b>HOW VISUAL AUTOMATION IMPROVES QUALITY, VISIBILITY, &amp; COMPLIANCE</b> <i>Panelists: TBD</i>  Digital Transformation (Hosted by Aquant): <b>GUIDED WORKFLOWS: HOW DOES INTELLIGENCE ENABLE ANOMALY DETECTION</b> <i>Panelists: TBD</i>  Workforce & Labor (Hosted by ProntoForms): <b>HOW NO CODE, LOW CODE APPS CAN EMPOWER THE FRONTLINE</b> <i>Panelists: TBD.</i>  Customer Experience (Hosted by TBD): <i>Panelists: TBD.</i>
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If you're not rushing to the airport at lunchtime, sit down and grab a bite to eat with teammates and new acquaintances to map out your notes and key takeaways from the Smarter Services Executive Symposium. Your team back home will be eagerly anticipating your notes. Service Council™ staff will be on hand to interview members and attendees on their most memorable moments.

Lunch on Day 3 is brought to you with the support of our partner, **GPS Insight**.

# 2023 SMARTER SERVICES™ EXECUTIVE SYMPOSIUM: SPONSORS

## EVENT SPONSORS

### PLATINUM



### GOLD



### SILVER



### BRONZE



Service Council™ would like to thank our event sponsors and members for all of their support. If you are interested in sponsoring or becoming a Service Council member, please contact Greg D'Andrea, CRO, at [grd@servicecouncil.com](mailto:grd@servicecouncil.com).



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