

## MONDAY, MAY 15

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8:30 pm **Meet & Greet With SAP and Presenters**  
Room: Hyatt Grand Cypress Hotel, Trellis Lobby Lounge

## TUESDAY, MAY 16

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7:00 am **Breakfast & Welcome**  
Room: Hyatt Grand Cypress Hotel, La Coquina Room

7:45 am **Group Transportation to SAPPHIRE NOW**  
Room: OCCC, South Concourse

9:00 am **SAPPHIRE NOW Opening Keynote**  
Bill McDermott, CEO, SAP  
Room: OCCC, Keynote Theater

10:45 am **Tour of the SAP Leonardo Experience**  
Room: OCCC, Keynote Theater

11:15 am **Walk Over to Hilton Orange Ballroom A, B, C**

11:45 am **CX Summit Kick-Off Address**  
Carsten Thoma, President, SAP Hybris  
Jamie Anderson, CMO & SVP, SAP Hybris

12:00 pm **Unveil Latest CX Research**  
Liz Miller, SVP of Marketing, CMO Council  
Gerhard Gschwandtner, CEO, Selling Power  
Jamie Anderson, CMO & SVP, SAP Hybris

12:30 pm **Lunch - Partner Thought Leadership Panel**  
Glen Hartman, Senior Managing Director, Digital Transformation, Accenture Interactive  
Simon McLain, Principal, Deloitte Consulting LLP  
Adam Howatson, CMO, OpenText  
Rob Miller, VP of Commerce Strategy, SapientRazorfish  
Liz Miller, SVP of Marketing, CMO Council  
Jamie Anderson, CMO & SVP, SAP Hybris

1:30 pm **The Anatomy of a Cult Brand**  
Chris Kneeland, CEO, Cult Collective

2:00 pm **Technology Showcase Displays Tours**

- Retail Execution Imaging Intelligence
- Infinite Cart
- Charley (Chat-bot)
- Virtual BMW
- Personalized Commerce

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## TUESDAY, MAY 16 (CONT'D)

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- 3:00 pm **Master Class Sessions Introduction**  
John Gurski, SVP of NA Sales, SAP Hybris
- What Underpants Gnomes Can Teach You About Customer Experience**  
Neal Zamore, Senior Vice President, Global Digital Customer Experience, Avis Budget Group
- 3:30 pm **All You Need Is Love in Delivering a Great Customer Experience**  
John Tarnowski, Senior Vice President, Head of Customer Experience, ATB Financial
- 4:00 pm **Break**
- 4:15 pm **The Future of Sales: Disrupt, Align, and Sell With Relevance**  
David Titone, Senior Director, Sales, Nordson  
David McKenney, Vice President, Sales, Bentley Systems  
Theresa Worrell, Senior Marketing Analytics and CRM Operations Manager, Insight  
Gerhard Gschwandtner, CEO, Selling Power  
Shalini Mitha, Global Head of Solution Marketing, SAP Hybris
- 4:45 pm **No Customer Is an Island: The Maui Jim CX**  
Jim Ferolo, Vice President, Digital and Marketing Technologies, Maui Jim
- 5:15 pm **Closing Fireside Chat**  
Liz Miller, SVP of Marketing, CMO Council  
Gerhard Gschwandtner, CEO, Selling Power  
Jamie Anderson, CMO & SVP, SAP Hybris  
Maggie Chan Jones, CMO, SAP
- 6:00 pm **Cocktail Reception and Networking/Technology Showcase Displays**
- 8:00 pm **Group Transportation to Hyatt Grand Cypress Hotel**

### VENUE ADDRESSES:

**Hyatt Grand Cypress Hotel**  
One Grand Cypress Blvd, Orlando, FL

**OCCC, South Concourse**  
9899 International Drive, Orlando, FL

**Hilton Orlando, Orange Ballroom A,B, C**  
6001 Destination Pkwy, Orlando, FL