

DAY 0

Tuesday, June 21

- Registration Opens
- Academy Training
- WELCOME RECEPTION
- EXPO HALL opens

DAY 1

Wednesday, June 22

- Morning General Session
Keynotes featuring **Mick Ebeling**
- Afternoon Breakouts:
Platform, Supply Chain,
Sales & Marketing,
Finance & Workforce
- CELEBRATION PARTY
@ SAN JOSE TECH
INTERACTIVE

DAY 2

Thursday, June 23

- Morning General Session
Keynotes featuring **Bonnie St. John**
- Afternoon Breakouts:
Platform, Supply Chain,
Sales & Marketing,
Finance & Workforce

Anaplan Live! Tuesday June 21, 2022

7:30am - 8:00pm	Registration Desk Open
9:00am - 4:00pm	Training: 9am to 12pm & 1pm to 4pm <ul style="list-style-type: none">• Best Practices for a Connected Data Architecture• Model Optimization• Evolve Your Anaplan Ecosystem with Enterprise Governance• Anaplan Journey Mapping• UX Transition Workshop 9am to 4pm: Model Building Basics *RSVP required
6:00pm - 8:00pm	Welcome Reception [Expo Hall]

Wednesday June 22, 2022 | Day One: Morning Keynotes

1

Own the Unexpected

Frank Calderoni, Anaplan CEO with Deb Shoquist, Executive Vice President of Operations at NVIDIA & Ben Paul, VP Corporate Finance at Warner Bros. Discovery



2

Mick Ebeling
CEO of Not Impossible Labs,
One of “Fortune’s”
World’s 50 Greatest
Leaders, 2X Recipient
of “TIME” Best
Inventions of the
Year, Muhammad
Ali Humanitarian
of the Year
Featured Speaker



3

The New Enterprise Performance DNA featuring Deloitte

Sara Baxter Orr, Anaplan SVP Strategic Growth & Dave Couture, Technology Strategy and Partnerships at Deloitte & Carson Small, Global Financial Forecasting Lead at Mars, Inc.



4

Navigating the CFO-CIO Relationship During Change: Moving from Adversaries to Advocates

Victor Barnes, CPO Anaplan & Danny Meyer, Global Head CIO Practice Anaplan



7:30am - 5:00pm	Registration Desk Open			
7:30am - 9:00am	Breakfast [Expo Hall]			
8:30am – 8:50am	Partner Success Theater [Expo Hall]			
9:00am - 12:00pm	<p>Morning Keynotes:</p> <ul style="list-style-type: none"> • Own the Unexpected by Frank Calderoni, Anaplan CEO & Deb Shoquist, Executive Vice President of Operations at NVIDIA, & Ben Paul, VP Corporate Finance at Warner Bros. Discovery • Mick Ebeling, CEO of Not Impossible Labs – Featured Speaker • The New Enterprise Performance DNA featuring Deloitte hosted by Sara Baxter Orr, SVP Strategic Growth Anaplan • Navigating the CFO-CIO Relationship During Change: Moving from Adversaries to Advocates featuring Victor Barnes, CPO Anaplan & Danny Meyer, Global Head CIO Practice Anaplan 			
12:00pm - 1:25pm	Lunch [Expo Hall]			
12:30pm - 4:20pm	Partner Success Theater [Expo Hall]			
Afternoon Breakouts	Platform	Supply Chain	Sales & Marketing	Finance & Workforce

Afternoon Breakouts	Platform	Supply Chain	Sales & Marketing	Finance & Workforce
<p>1:30pm -2:15pm</p>	<p>The Future of the Autonomous Enterprise: Plan, Analyze, and Act Through Continuous Innovation Are you ready to reach new heights with the Anaplan platform? Join Anaplan Product leadership as they unveil the platform vision and roadmap that lies ahead. Get a glimpse of the revolutionary innovation that makes the autonomous enterprise your next reality. From short-term innovation to long-term scale and speeds, you'll leave empowered to plan, analyze, and act across your entire business. You'll also learn what to expect across the entire Platform track.</p> <p>INDUSTRY: All</p>	<p>The Future of Integrated Business Planning: Building Supply Chain Resilience Supply chain and procurement professionals have faced unprecedented volatility in recent years. We've learned a lot from our customers during this time of disruption, and in this session, Anaplan's Supply Chain and Procurement domain leadership will share how those insights are driving platform innovations to help you future-proof your business. You'll also get a preview of the entire Supply Chain track.</p> <p>INDUSTRY: All</p>	<p>The Future of Revenue Operations: Charting a Predictable Path to Revenue How can you hit your growth targets faster? Join Anaplan's Sales and Marketing domain leadership to learn about the insights we've received from customers during the past year and how we're implementing those learnings to enhance our platform to meet your evolving business requirements. Discover the platform innovations and their connection to revenue growth challenges—and get a sneak peek of the entire Revenue Operations (RevOps) track.</p> <p>INDUSTRY: All</p>	<p>The Future of Building Business Resilience: Make Confident Finance and Workforce Decisions Where will Connected Planning take you next? You'll find out in this session with Anaplan's finance and workforce domain leadership. Showcasing the vision fueled by Anaplan customer feedback over the last year, this session will explain how we are adapting our platform to meet your needs—for today and the future. Learn about Anaplan's platform innovations and vision, the relevance to finance and workforce planning, and what to expect across the entire Finance & Workforce Planning track.</p> <p>INDUSTRY: All</p>

Afternoon Breakouts	Platform	Supply Chain	Sales & Marketing	Finance & Workforce
2:30pm -3:15pm	<p>Next Level Unlocked! Powerful Modeling Experiences Delivered Within a Single, Unified Platform In an increasingly uncertain and volatile business environment, the pressure is on for leaders to move faster and make better use of data for critical decisions. Discover how new and upcoming modeling capabilities will enable you to discover more impactful insights and translate them into actions that boost business performance and give you a competitive advantage.</p> <p>Leonardo Mota, FP&A Anaplan Manager at Nubank</p> <p>Prince Ayinde, Business Analytics Manager at LinkedIn</p> <p>Philipp Ahrendt, Head of Financial Modeling & Analytics, Corporate Controlling at Bayer Ag</p> <p>INDUSTRY: Tech, Life Science, FSI</p>	<p>An Expand Story: Sleep Number's Connected Planning Improves Customer Service and Manages Cost For consumer brands, customer experience is the secret to loyalty and long-term success. How can you deliver improved accuracy in customer success and reduce planning cycle times? The planning team from one well-known sleep and wellness company is delivering these results despite extreme demand variability. Learn how Anaplan helps them do it.</p> <p>INDUSTRY: CPG, Retail</p>	<p>Lumen Technologies is Driving Alignment between Sales and Marketing to Fuel Growth Learn how cross-functional partnerships are creating operational efficiencies and driving reliable growth for a global telecommunications provider. This session will showcase how marketing and sales operations leaders are teaming up to harness AI-powered account segmentation and Anaplan's Predictive Insights, enabling them to reimagine territory and quota planning processes across their sales operations teams. By combining efforts, these teams are driving transformation and alignment across their revenue functions.</p> <p>Joey Penick, VP Field Marketing at Lumen Technologies</p> <p>Mellanie Webb, Director Sales Operations at Lumen Technologies</p> <p>INDUSTRY: Telco</p>	<p>Building Flexibility into Finance: A Customer Panel to Prepare for a Future of Automation When your business faces continuous disruption and uncertainty, constant re-examination of planning and forecasting is critical to make informed decisions and create healthy business partnerships. Hear how three Anaplan customers have built flexibility into their finance transformation journeys by pivoting both their mindset and their processes.</p> <p>Matt Engle, Senior Director FP&A at Advance Auto Parts Steve Benton, Assistant Deputy Director Business & Finance at Arizona Department of Environmental Quality Scott Soukup, Director, FP&A Architecture, Assurance, and Insights at Ciena</p> <p>INDUSTRY: Public Sector, Retail</p>

Afternoon Breakouts	Platform	Supply Chain	Sales & Marketing	Finance & Workforce
<p>3:30pm -4:15pm</p>	<p>An Intelligent Revolution: How AI/ML Puts Intelligence at the Forefront of Fearless Planning Do you have a plan to use AI/ML to unleash the power of planning intelligence and turn your insights into performance-boosting actions and initiatives? Join Anaplan product leaders as they reveal exciting PlanIQ innovations designed to make your business decisions more data-driven and to further democratize AI/ML for every business user.</p> <p>Asslam Umar Ali, Principal Performance Management, at Fortescue Metals Group</p> <p>INDUSTRY: Energy & Utilities</p>	<p>Defeating Disruptions: How NVIDIA is delivering the Next Era of Supply Chain Planning Just-in-time manufacturing is tough in an era of supply chain disruptions. Learn how a major developer of computer graphics software and hardware has established an Anaplan Center of Excellence to leverage Connected Planning to power the next era of supply chain planning.</p> <p>Jonathan Goldsmith, Anaplan Center of Excellence at NVIDIA</p> <p>INDUSTRY: Tech</p>	<p>Philips is Mastering Sales Compensation and Taking on GTM Transformation Hear from a health technology leader who used to operate in a reactive mode. That resulted in manual, delayed processes, frustrated salespeople, and processes that didn't scale. To grow, they needed to transform their sellers' experiences, build process maturity, and support the new go-to-market models their growing, diversifying business needed. They started their efforts with incentive compensation management and methodically expanded their connected revenue approach in Anaplan to include territory planning, quota planning, seller KPIs, and more. Join this session to hear what this company learned from this transformative experience across their GTM teams and how you can apply their best practices to your organization.</p> <p>Prasad Varahabhatla, Sr. Director, Sales and Data Operations at Philips</p> <p>INDUSTRY: Life Science</p>	<p>Shaping an Agile Finance Journey: Strategies to Overcome Complexity, Shift Mindsets, and Drive Value Fidelity's founder, Edward C. Johnson II, was inspired by "taking intelligent risks rather than following the crowd". Hear how that ambition carries through today as Fidelity continuously evolves for improved outcomes. Faster and more accurate decisions are made with confidence due to cross-functional collaboration, quick pivots when disruptions occur, and visibility into business drivers and risks. Discover how Fidelity mapped a plan to align people, data, and processes for its vision of agile finance.</p> <p>Monica Gibbons, Director of Project Management, Enterprise Technology Finance at Fidelity</p> <p>INDUSTRY: FSI</p>
<p>7:00pm -9:30pm</p>	<p>Celebration Party at San Jose Tech Museum</p>			

Thursday June 23, 2022 | Day Two: Morning Keynotes

1

A New Era of Business Agility – The Autonomous Enterprise

Ana Pinczuk, Anaplan CDO with Andrew Byers, Financial Planning & Analysis Lead at Simon Property Group & Tim Bishop, Managing Director, Goldman Sachs



2

Bonnie St. John Paralympic Ski Medalist, Rhodes Scholar, Best Selling Author & Former White House Official
Featured Speaker



3

The Key to Your Success with Anaplan by Erin Siemens, Anaplan CCO with James Sloan, CFO at Swire Coca-Cola, USA



4

Customer Awards



8:00am - 4:15pm	Registration Desk Open			
8:00am - 9:00am	Breakfast [Expo Hall]			
8:30am – 8:50am	Partner Success Theater [Expo Hall]			
9:00am - 11:15am	<p>Morning Keynotes:</p> <ul style="list-style-type: none"> • A New Era of Business Agility – The Autonomous Enterprise by Ana Pinczuk, Anaplan CDO with Andrew Byers, Financial Analysis Lead at Simon Property Group • Bonnie St. John, Paralympic Ski Medalist, Rhodes Scholar, Best Selling Author & Former White House Official – Featured Speaker • The Key to Your Success with Anaplan by Erin Siemens, Anaplan CCO with James Sloan, CFO at Swire Coca-Cola, USA • Customer Awards 			
11:15am - 12:15pm	Lunch [Expo Hall]			
11:15am - 12:15pm	<p>Women in Leadership Lunch featuring Bonnie St. John hosted by Deloitte *RSVP required</p>			
11:45am – 2:15pm	Partner Success Theater [Expo Hall]			
Afternoon Breakouts	Platform	Supply Chain	Sales & Marketing	Finance & Workforce

Afternoon Breakouts	Platform	Supply Chain	Sales & Marketing	Finance & Workforce
<p>12:25pm -1:10pm</p>	<p>From Zero to 100: Using Intuitive Workflows and High-Impact Solutions Take planning processes to a new level of speed. Learn how to unlock data at high speeds using integrated workflows, collaboration features, and high-impact solutions. Plus, get a sneak peek of upcoming platform capabilities to design, build, connect, and track your business processes.</p> <p>Jonathan Goldsmith, Lead Analyst, Anaplan CoE at Nvidia</p> <p>INDUSTRY: Tech</p>	<p>Connecting for Competitive Advantage: How Google Drives Cost Effective Planning Across the Business Managing a global network of suppliers to stock thousands of components with the technology that drives the web is a daunting task. Learn how collaborative planning, forecasting, and replenishment (CPFR), managed on the Anaplan platform, helps one technology giant collaborate better and drive continuous improvement in the supply chain, allowing it to stock its data centers with the technology that drives the web.</p> <p>Jeff Elliott, Program Manager at Google Hardware</p> <p>INDUSTRY: Tech</p>	<p>VMware's Road to RevOps: from Sales Planning to a RevOps Transformation As sales and operations leaders look to make revenue more predictable, many are turning to a revenue operations framework. For one large Bay Area Anaplan customer, that's become their natural next move. In this session, you'll learn the steps they've taken to build this framework, starting by optimizing sales planning. Prior to Anaplan, this organization battled the usual problems with manual sale planning that hampered the sales organization's performance. By improving their sales planning efforts with Anaplan, this company adapted to evolving market conditions, capitalized on revenue potential, and optimized the capacity of its sales resources.</p> <p>Brent Corbett, Sr. Director, Sales Operations at Vmware</p> <p>INDUSTRY: Tech</p>	<p>Transformation is a Journey--not a Destination: The Vision for Modern Finance What if you could forecast change, take steps in advance to capitalize on it, and improve growth projections—all while creating a culture centered on winning? One customer is leading the way in creating a winning culture and will share how they achieve operational agility through organization-wide alignment of people, processes, and technology—and how you can do it, too.</p> <p>Hwa Tsao, VP Strategic Finance, Head of Corporate FP&A at ServiceNow</p> <p>INDUSTRY: Tech</p>

Afternoon Breakouts	Platform	Supply Chain	Sales & Marketing	Finance & Workforce
<p>1:25pm -2:10pm</p>	<p>Scale and Simplify in the Cloud: Increase Agility with Data Integrations and the Public Cloud Unlock the scale and speed of the cloud. Join us to learn how Anaplan helps you securely access, analyze, and manage third-party data at scale for faster planning and agile decision making.</p> <p>Angshuman Das, Lead Enterprise Architect at Mattel</p> <p>Brent Orr, Senior Business Analyst at Intuit</p> <p>INDUSTRY: CPG, Tech</p>	<p>Planning in an Omnichannel Business: Erin Condren's Multi-dimensional Forecasts Drive Decisions Manufacturers and retailers are experiencing massive shifts in consumer preferences, supply chain complexity, and economic unpredictability as we move away from the pandemic and into a potential recession. Join us in this breakout session to hear how a leading organizational and planning products company navigates today's challenging business environment with Anaplan. You'll learn how they're now able to plan at the outermost edges of their business with a single, reliable source of truth in a complex, omnichannel business model. They'll also share how they use multi-dimensional forecasts that track changing signals in real time and identify collaborative solutions and coordinate production, sales, marketing, and planning like never before.</p> <p>Thomas Luna, SVP Supply Chain at Erin Condren</p> <p>INDUSTRY: CPG, Retail</p>	<p>The Art & Science of Sales Planning: Optimizing Territories & Quotas Virtually all sales leaders agree that sales planning is important. Far fewer will claim their organizations do it well. One of the largest high-tech sales organizations in the world will share how they developed a pioneering approach to optimizing their territories and quotas, even as they experienced rapid organizational growth. By pairing the AI-driven capabilities of Amazon Forecasting with Anaplan, this company improved territory design and target-setting efforts, creating a ripple effect that drives sales performance and increases forecast accuracy. Whether this is your first time deploying a territory or quota solution, or if you're looking to apply best practices to your approach, this session will impart practical advice you can implement today.</p> <p>INDUSTRY: Tech</p>	<p>The Next Mile in Planning: Do You Know What (and Who) it Takes to Get the Work Done? Every event your organization experiences—a new business model, a change in price, a spike in demand—has a ripple effect across your workforce capabilities, capacity, and costs. Add in the pressures you have around talent—scarcity, skills gaps, location flexibility, and rising wages—and you have a planning problem that can seem daunting. Two Anaplan customers in diverse businesses will share their experiences in workforce planning and the key data you need to ensure the right workforce to deliver on your business and financial objectives.</p> <p>Dominic Riggott, Resource Planning Manager at E.ON</p> <p>Asslam Umar Ali, Principal Performance Management at Fortescue Metals Group</p> <p>INDUSTRY: Energy & Utilities</p>
<p>2:30pm</p>	<p>Expo Hall Closes</p>			

Afternoon Breakouts	Platform	Supply Chain	Sales & Marketing	Finance & Workforce
2:30pm	Expo Hall Closes			
2:30pm-3:15pm	<p>A Bridge Forward: Drive Clear, Confident Decisions with Intuitive Reporting and Analytics Get ready to turn data-driven insights into insights-driven action. In this session, see how teams across your organization can use seamless, connected reporting tools and enriched analyses to move from data and insights to actions and outcomes quickly and confidently.</p> <p>Michael Moore, Strategist, Enterprise Planning Architect at HP Inc.</p> <p>Robbie Phelps, Technical Architect at Outreach</p> <p>INDUSTRY: Tech</p>	<p>Connected Supply Chain and Operations Across the Enterprise Anaplan has enabled customers of all sizes to deliver top- and bottom-line results by connecting their planning processes. This interactive roundtable with three customers from around the world will highlight supply chain innovations across the integrated business planning landscape and feature advice from the leaders who have already done it.</p> <p>INDUSTRY: Automotive</p>	<p>Next-Level COEs: Building & Scaling Talent for High Performing GTM Teams What's your strategy for securing and organizing Anaplan talent? How do you balance work among partners, full time employees, and outside consultants? Join Meta (Facebook) and Autodesk to learn about their journeys to staffing and building an Anaplan Center of Excellence (COE) while fostering a team culture of innovation and success. Discover how leaders evolve their COEs over time, iterating and standardizing their approaches along the way. Then, explore the dramatic impact these nimble, scalable teams are making on sales and revenue success.</p> <p>Matthew Shields, Program Manager - Planning Tools at Meta</p> <p>Hayli Hay, Senior Manager, Anaplan Forecasting & Planning at Autodesk</p> <p>INDUSTRY: Tech</p>	<p>The Rise of Agile Finance: How a Financial Services Company Pivots to Changing Market Conditions Dealing with the rapid pace of disruption and maximizing investments in the face of change requires flexible financial processes and agile thinking. But how do you transform your business into an agile financial organization? Hear how an Anaplan Financial Services customer transformed the way they work—and how you can succeed in the new world of finance.</p> <p>INDUSTRY: FSI</p>

Afternoon Breakouts	Platform	Supply Chain	Sales & Marketing	Finance & Workforce
<p>3:30pm-4:15pm</p>	<p>Take Control of Your Plans with the Anaplan UX Streamlined planning has never been faster (or easier!) with the Anaplan UX. In this interactive session, you'll join Anaplan UX experts to learn how to put the power of planning in the hands of your business users. Discover how to remove friction, boost cross-functional collaboration between teams, and keep the right people in the planning driver's seat at all times.</p> <p>Jacqui Cliffe, UX Transformation Manager at DaVita</p> <p>INDUSTRY: Life Sciences</p>	<p>Aligning ESG and Supply Chain Goals: Fireside Chat with Nextracker and Vita Coco Supplier collaboration is key to creating a resilient supply chain. It ensures profitability and contributes toward one leading consumer product company's sustainability goals. Learn how Anaplan is supporting more collaborative and results-oriented processes through integrated supply and procurement planning.</p> <p>Anant Sonawane, Supply Chain Business System Analyst at Nextracker</p> <p>Peter He, Operations Analytics Manager at Vita Coco</p> <p>INDUSTRY: CPG</p>	<p>Cisco, Autodesk, and NextRoll's Approaches to Driving Growth by Aligning Sales and Finance Planning A clear, accurate picture of expected revenue aligns sales and finance and drives better operational decisions throughout the business. Join Cisco, Autodesk, and NextRoll as they share their journey to more effective, collaborative sales and finance planning, and hear how cross-functional leaders can turn the relationship between sales and finance into a competitive advantage. Learn how you can achieve more accurate sales forecasts and drive long-term growth through tighter collaboration.</p> <p>Sam Shapiro, Manager, Sales Finance at NextRoll Matt Kasold, Finance Manager at Cisco Amy McVicar, Manager, Product Management at Autodesk</p> <p>INDUSTRY: Tech</p>	<p>Finding Your Relevance: Leveraging Insights to Drive Predictable Growth and Hit Strategic Targets Market pressures and disruptive events are forcing you to rethink your business operations. At the same time, internal pressures to drive growth make the need to align finance and operations with corporate strategy even more critical. These pressures demand new skillsets and new ways of thinking. Learn from three organizations that have gained agility, prepared for the next unexpected disruption, and fostered a culture of opportunity.</p> <p>Arun Kalra, Head of FP&A at PJT</p> <p>Josh Baker, VP, Corporate Operations at PJT</p> <p>INDUSTRY: FSI, Services</p>
<p>4:15pm</p>	<p>Thanks for joining us! See you in San Diego — June 5-7, 2023</p>			

Anaplan Live!

Customer speakers

Keynote speakers

Deloitte.

Discovery

Goldman Sachs

MARS


NVIDIA.


SIMON®

 | **Coca-Cola**
SWIRE COCA-COLA, USA

Breakout speakers

Platform

Sales & Marketing

Supply Chain

Finance & Workforce



Davita

 **Fortescue**
The New Force In Iron Ore

intuit. **LinkedIn**

nu


NVIDIA.

 **Outreach**

 **AUTODESK**

 **CISCO** **LUMEN®**

 **NextRoll**

PHILIPS **vmware®**

 **erincondren**

Google

 **nextracker.**


NVIDIA.

VITA
COCO

Advance  **ciena**

e-on  **Fortescue**
The New Force In Iron Ore

 **Fidelity**
INVESTMENTS

servicenow



PJT