

**Event location: Pacific Ballroom 14 & 15, Marriott Marquis San Diego Marina**

**7:00 AM – 7:45 AM** ACE Breakfast

**7:45 AM – 8:15 AM** ACE Opening

**8:15 AM – 9:30 AM** ACE Keynote: Ignite Your Life with John O’Leary

**9:30 AM – 9:45 AM** Break

**9:45 AM – 10:00 AM** Welcome and Introductions

Pat Cicala

**10:00 AM – 11:00 AM** Keynote

**Time to Get Back to ITAM Foundational Basics – What CXOs need to Know**

Luke Marples Director, IT Asset Management Global Business Solutions at Walmart

A highly success ITAM practitioner at some of the world’s largest companies will share his thoughts on how to start and or restart an ITAM program that adds value to the businesses within his organization. While foundational in nature, specific areas of focus will be on driving business value and facilitation of CXO initiatives. Many lessons learned as well as innovative methodologies will be addressed in this presentation.

**11:00 AM – 12:00 PM** Keynote

**Panel Discussion: Beware of URLs and EULAs! – ITAM Now Requires Contract Management**

Panel Members:

Lori Bott CPSM, CSAM, Supply Chain Supervisor of Asset Management at Marathon Petroleum Corporation

Brian Alan Calhoun, Managing Partner at Calhoun, Bhella & Sechrest, LLP

IAITAM has targeted the ever-increasing organic growth of non-negotiated, non-executed IT agreements with both Master and embedded URLs attached as one of the top dilemmas for organization in 2019 and beyond. In this expert and experienced panel discussion we will explore this new and dangerous trend from a Legal, ITAM Practitioner and IT Provider perspective.

**12:00 PM – 1:00 PM** Executive Luncheon

**1:00 PM – 2:00 PM** Keynote

**GDPR in the USA – Is your Organization Ready?**

Lydia de la Torre, Privacy Fellow at Santa Clara

The Facebook Cambridge Analytica breach and the knowledge that the company was selling private information to companies might mean that Congress will consider a version of the European Union’s General Data Privacy Regulation (GDPR). The access points and data requirements will place this squarely in the ITAM space. With this and other privacy concerns at top of mind worldwide, an expert in GDPR “like” activities will lead this Keynote. It will focus on how the new California data protection law maps against the GDPR that exists including, but not limited to, congressional proposals being considered currently in Washington.

**2:00 PM – 3:00 PM** Birds of a Feather With all Speakers

Moderated by Pat Cicala