

European Roadshow – Madrid, Spain

September 20 | 2023

Hosted in Madrid by Telefonica at Telefonica Building Gran Via Auditorio Espacio
Fundación Telefónica Fuencarral Street 3, Floor 2

From operational overload to strategic value

Wednesday September 20	
08:30-09:00	Registration & refreshments
09:00 – 09:10	Welcome Javier de la Plaza Poza , Chief Commercial Officer Telefónica Global Solutions Pablo Cilotta , Senior Director Southern Europe, South & Central America & Africa - Business Development & Advisory, World Commerce & Contracting Sally Guyer , Global CEO, World Commerce & Contracting
09:10-09:40	Opening address: From operational overload to strategic value <p>The turmoil experienced in the last 3 years has tested every business, every process, and every assumption as we've reinvented work and commerce. As economic uncertainty lies ahead, it will be more important than ever for the CCM community to step up and contribute value. Our 2021 Benchmark data tells us that "increasing strategic value and demonstrating relevance is the #1 priority for managers, yet they report that they spend their time on low-value transactional activities that do not enable them to deliver value.</p> <p>Sally Guyer, Global CEO, World Commerce & Contracting Tim Cummins, President, World Commerce & Contracting</p>
09:40-10:15	Keynote panel discussion: collaboration across stakeholders to achieve sustainability goals <p>Given the global uncertainty we are currently witnessing, the reputational environment, and risk with supply chain disruption, if we are going to realize sustainability goals it will take a cohesive approach between the strategic functions of an organisation. This panel will bring cross-industry and cross-functional leaders together to uncover how they can collaborate best.</p> <p>Jorge Villaverde, CTO & Head of Sustainability Go to Market in Spain, Capgemini Spain Jose María Bolufer Francia, Head of ESG Customer & Business Development Global Sustainability Department, Telefónica Chaired by Sally Guyer, Global CEO, World Commerce & Contracting</p>
10:15-10:45	The contract management role in external and internal business relationships <p>Pedro Sala Valdes, Global B2B Customer Management, Telefonica Global Solutions</p>
10:45-11:15	Networking Coffee Break

<p>11:15-12:15</p>	<p>Speed tech demo</p> <p>There has never been a greater need for investment in contract technology - but how do you assess the right one for you? What questions do you need to ask? How do you differentiate between providers?</p> <p>Our Contract Tech Gurus are here to help answer these questions in our Speed Tech Demo session. Each contract tech provider will do a demo presentation for 5 minutes followed by a quick fire round of questions from our tech gurus who will ask the all-important questions you need to be thinking about.</p> <p>Tech Guru: Daniel Garcia-Viso, Lead Solution Consultant, EMEA, DocuSign Tobia La Marca, Senior Enterprise Account Manager, Conga Adrien Grenat, Director-Presales, Sirion</p> <p>Business Gurus: Beatriz Aznar, Chief of Staff, Group Contract Management Office, Eviden Pedro Sala Valdes, Global B2B Customer Management, Telefonica Global Solutions Eduardo López Berzal, Contract Manager, DSB</p> <p>Moderated by Matthew Tizzard, Head of Region- EMEA, World Commerce & Contracting</p>
<p>12:15 – 12:40</p>	<p>In-Conversation - The power of AI on contracting</p> <p>Are you ready to harness the power of artificial intelligence in contracting? This in-conversation with Maria Jesus Gonzalez-Espejo and Sally Guyer, will explore the exciting possibilities and challenges of AI in the contracting domain. From improving efficiency and risk management to enabling data-driven decision-making, delve into the potential benefits of AI. Find out how can AI transform your contracting processes and drive better outcomes.</p> <p>Maria Jesus Gonzalez-Espejo, Artificial intelligence Expert; CEO, Instituto de Innovación, Legal & Innovation in Law Studies Alliance Sally Guyer, Global CEO, World Commerce & Contracting</p>
<p>12:40 – 13:10</p>	<p>Skills & career 2023: getting in shape</p> <p>WorldCC research reveals three big challenges and together, we need to address them.</p> <ol style="list-style-type: none"> 1. Across industries, executives report a significant skills gap and a shortage of suitably qualified recruits. 2. Practitioners perceive a lack of career path and question how they can advance. 3. Universally, operational overload is creating stress and constraining value delivery. <p>As your professional association, WorldCC is the leader in helping you tackle these challenges. Our extensive learning and development offerings, backed by unrivalled market insights and research, are already equipping thousands of practitioners with the skills and knowledge needed to fill gaps, raise status and master operational overload.</p> <p>Tim Cummins, President, World Commerce & Contracting</p>

	Beatriz Antona , Group Head Contract Management and Legal Transformation Officer, Eviden
13:10-13:15	Closing remarks Sally Guyer , Global CEO, World Commerce & Contracting Tim Cummins , President, World Commerce & Contracting