

Large Company CEO Roundtable Agenda September 12-13, 2023

InterContinental: Minneapolis - St. Paul Airport
5005 Glumack Drive, Minneapolis, MN

Day 1 – September 12, 2023

- 2:00 PM: Registration
Altitude - floor 12
- 2:45 PM: Welcoming Remarks
Altitude - floor 12
- 3:00 PM: **Topic 1: The AI Revolution: Navigating the Transformative Power and Implications of Artificial Intelligence**
Altitude - floor 12

Featured Speaker: Asha Saxena, *Founder and CEO, Women Leaders in Data and AI*
- 4:00 PM: Break
- 4:15 PM: Networking Discussion Workshop
Venture, Horizon, Odyssey – all located on floor 2

Join your non-competing peers in NAW's exclusive facilitated networking groups to discuss ideas, share solutions, and find answers to key issues that can be directly applied to your business.
- 5:45 PM: Break
- 6:00 PM: Reception – Drinks & Dialogue
Altitude - floor 12
- 7:00 PM: Dinner and Facilitated Workshop
Altitude - floor 12
- 9:00 PM: Evening Concludes

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Day 2 – September 13, 2023

- 7:30 AM: Breakfast and **Government Relations Update**
Altitude - floor 12
Featured Speaker: Brian Wild, *Chief Government Relations Officer, NAW*
- 8:15 AM: Break
- 8:30 AM: **Topic 2: Maximizing Profits: Pricing Strategies and Market Dynamics within Today's Economy**
Altitude - floor 12
Featured Speakers:
Chris Michaud, *Senior Director, Simon-Kucher & Partners*
Jeb Wilson, *Partner, Simon-Kucher & Partners*
- 9:30 AM: Break
- 9:45 AM: Networking Discussion Workshop
Venture, Horizon, Odyssey – all located on floor 2
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- 11:15 AM: Break
- 11:30 AM: **Topic 3: Nurturing Talent Resilience: Building a Robust Talent Pipeline and Retaining Top Performers**
Altitude - floor 12
Featured Speaker: Jason Young, *Author, Speaker and Consultant*
- 12:30 PM: Lunch and Networking Discussion Workshop
Venture, Horizon, Odyssey – all located on floor 2
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- 1:30 PM: Closing Remarks & Adjournment

Topic 1: The AI Revolution: Navigating the Transformative Power and Implications of Artificial Intelligence

Amidst the disruptive wave of artificial intelligence, wholesaler-distributors must strategically navigate the integration of AI technologies to optimize supply chains, streamline operations, and enhance customer experiences. Balancing these innovations with the preservation of organizational culture, employee engagement, and ethical considerations becomes pivotal as we explore new frontiers.

Featured Speaker:



Asha Saxena, *Founder and CEO of Women Leaders in Data and AI*

Asha Saxena is a strategic and innovative leader with a track record of building successful technology companies over the past 30 years. She is the author of the bestselling book “The AI Factor – How to Apply Artificial Intelligence and Use Big Data to Grow Your Business Exponentially” and the Founder and CEO of Women Leaders in Data and AI, a global leadership organization bringing senior leaders together to create a fair digital world with parity and equity.

Asha is a partner at CEO Coaching International, a company focused on founding, building, turning around, and selling successful businesses. She is also an adjunct professor at Columbia University, teaching graduate classes on Management Consulting, Entrepreneurship and Big Data Analytics, and served as Entrepreneur-in-Residence at Columbia Business School.

In the past, Asha served as the CEO of Aculyst, a healthcare data analytics company, built an e-commerce platform for 3,000 dealers nationwide, and was the President and CEO of Future Technologies. This company provided data analytics solutions to Fortune 1000 companies and was recognized at the World Economic Forum as a “Global Growth Company for 2007.”

Asha earned her BS in Computer Science from Bangalore University in India, an MS in Data Science from Southern Methodist University, and underwent management training at MIT and the London Business School.

Topic 2: Maximizing Profits: Pricing Strategies and Market Dynamics within Today’s Economy

Amidst fluctuating market dynamics and competitive pressures, distribution leaders must adeptly navigate pricing strategies to optimize profitability. By analyzing customer behavior, embracing

dynamic pricing models, and leveraging real-time market insights, executives can drive revenue growth while maintaining customer loyalty, ensuring their organizations thrive in the complex and fast-paced economic landscape.



Chris Michaud, Senior Director, Simon-Kucher & Partners

Chris Michaud is a Senior Director based out of Simon-Kucher's Chicago office. Chris specializes in sales force transformations, including sales go-to-market strategies, segmentation, organization and role design, incentive design, and sales enablement.

Chris brings 20 years of sales effectiveness global experience across industry and consulting, with cross-vertical experience in B2B industries, including construction, chemicals, distribution, industrials, and software/technology. In addition to management consulting, Chris has executive experience in Sales Operations and Enablement across various B2B organizations.

Chris has guided executives and managers in how to successfully drive sales effectiveness from strategy through execution. His engagement leadership includes developing sales go-to-market strategies and operating models, designing selling roles and structures, creating incentive plans, and sales enablement to grow and adapt to changing market conditions. A native of Chicago, Chris graduated cum laude with a Bachelor of Science in Finance from Butler University.



Jeb Wilson, Partner Simon-Kucher & Partners

Jeb is a Partner in Simon-Kucher's Chicago office. His project work focuses on topline growth strategy and commercial excellence for clients in the automotive and industrial products sectors. He has more than 15 years of consulting experience working with sales, marketing, and pricing organizations primarily in B2B companies, and his areas of focus include customer segmentation, sales strategy and execution, new market entry, channel analysis, go-to-market planning, and new service model design.

Jeb has a Bachelor of Engineering degree from Vanderbilt University and an MBA from the University of Maryland. Prior to joining management consulting, Jeb served as a Captain in the U.S. Air Force.

Topic 3: Nurturing Talent Resilience: Building a Robust Talent Pipeline and Retaining Top Performers

Uncover proven methods to foster professional growth, ensuring a steadfast workforce that thrives and delivers enduring organizational success.



Jason Young, Author, Speaker and Consultant

Jason Young has been called a “rare breed” when it comes to developing leaders and customer service initiatives.

As a former senior-level manager at Southwest Airlines, Young learned the value of a successful workplace culture. During his 10-years with the airline consistently rated No. 1 in customer service and employee satisfaction, he was a key driver in creating and developing the company’s innovative training programs for its successful leadership and customer service culture that have become renowned in the business world today.

Capturing the innovative strategies and tactics he created at Southwest Airlines, Young offers insights and practical information that can be implemented immediately. His keynote presentations and training programs are in demand for audiences of all types—from senior level executives to front line employees.

Young’s messages reach to the core of every audience member with his unique style and engaging presentation skills. Participants are treated to a compelling experience that will change the way they view themselves, their customers, and the company for which they work.