

**Baker
McKenzie.**

**DOING BUSINESS
GLOBALLY**

IN THE DIGITAL AGE

NOVEMBER 9, 2017 | DALLAS

AGENDA

The Tower at Cityplace



DOING BUSINESS
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Time	Session Title	Location
8:30 am	Registration and Breakfast	Oaklawn
9:00 am	Morning Keynote Presentation and Plenary Session	Joe C. Thompson Amphitheater
11:30 am	Luncheon	42 nd Floor
	Afternoon Panel Sessions (choose one panel per session)	
	Session I: 12:30 pm to 1:30 pm	
	Session II: 1:40 pm to 2:40 pm	
12:30 pm	Session III: 2:50 pm to 3:50 pm	
	Session IV: 4:00 pm to 5:00 pm	
	Note: There is a 10 minute intermission between each panel session.	
5:00 pm	Cocktail Reception	42 nd Floor

PLENARY SESSION

Joe C. Thompson Amphitheater



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Time	Session Title	Speakers
9:00 am	Welcome	Robert Albaral Baker McKenzie – Dallas David Kilpatrick President ACC Dallas-Fort Worth Chapter
9:15 am	Keynote Presentation <i>Where's the Growth? Transformative Opportunities for Transformative Times</i>	Jim Carroll Global Futurist, Trends and Innovation Expert
10:30 am	Panel Discussion: <i>Doing Business Globally in the Digital Age</i> Senior in-house executives provide insight on how they are overcoming the challenges of the digital revolution and offer strategies for improving your digital business model.	Moderator: Brian Hengesbaugh Baker McKenzie – Chicago Panelists: Harvey Ewing Chief Information Security Officer, Alkami Technology Lauren Leahy Chief Legal Officer, Pizza Hut Tim Leahy Chief Legal Counsel, AT&T International
11:30 am	Luncheon	

SESSION I

12:30 pm – 1:30 pm



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Panel Name

Speakers

Room

The Perfect Storm on Data Privacy and Security: More Data, More Regulation, More Enforcement

- What companies are doing to prepare compliance in this quickly evolving regulatory landscape
- Impact of global regulatory changes in key geographies such as Europe, China and the US
- Counter-measures you may (and should not) attempt against cyber criminals
- Responding to data-theft incidents in a way that does not put your company in Congress's cross-hairs
- Navigating the data privacy class-action minefield

David Callaway

Baker McKenzie – Palo Alto

Brian Hengesbaugh

Baker McKenzie – Chicago

Nick Linn

Vice President, NTT Data Services

Teresa Michaud

Baker McKenzie – San Francisco

Lakewood I

Supply Chain Collaboration in a Digital World: Risks and Rewards

- Market practices: How digitalization is transforming the supply chain and best practices in project tracking, coordination and dealing with disruptive technologies
- Advantages and risks of a fully integrated supply chain
- Ensuring supply chain integrity, including legal protections against human rights violations, counterfeit goods and gray market products
- Managing the growing threat of trade secret theft
- Criminal and regulatory actions involving supply chain conduct

Christina Conlin

Baker McKenzie – Chicago

Reagan Demas

Baker McKenzie – Washington DC

Peter George

Baker McKenzie – Chicago

Lauren Leahy

Chief Legal Officer, Pizza Hut

Bart Rankin

Baker McKenzie – Dallas

Lakewood II

Maximizing Tech and Data in Cross-Border M&A Deals

- Valuation: Identifying and assessing the target's tech and data assets and impact on purchase price
- Due Diligence: Determining how tech and data are developed, collected, retained, used and shared
- Drafting and Negotiating: Defining ownership and sharpening transfer of tech and data assets in purchase agreement
- Closing and Integration: Driving value and managing compliance from the tech and data integration

Adam Alexander

Senior Attorney – Compliance,
CommScope

Roger Bivans

Baker McKenzie – Dallas

Lindsay Martin

Baker McKenzie – Chicago

Carole Spink

Baker McKenzie – Chicago

Turtle Creek I

SESSION II

1:40 pm – 2:40 pm



DOING BUSINESS GLOBALLY

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Panel Name

Speakers

Room

The Rising Importance of Safeguarding Trade Secrets in the Digital Age

- The growing value and vulnerability of trade secrets
- Insights from 400+ multinational corporate executives and senior officials on trade secret protection
- Trade secret protection in Europe and China
- Best practices for preventing trade secret theft in the US and overseas

Jochen Herr

Baker McKenzie – Munich

Shih Yann Loo

Baker McKenzie – Hong Kong

Jay Utley

Baker McKenzie – Dallas

Lakewood I

Taxation of the Digital Economy

- Evolving norms for imposing taxing jurisdiction in the digital age
- Rethinking profit attribution and transfer pricing
- Alternative taxation regimes for the digital economy
- Responding to the OECD Base Erosion and Profit Shifting project

Michael Liu

Baker McKenzie – Palo Alto

Taylor Reid

Baker McKenzie – Palo Alto

Lakewood II

MedTech in the Digital Age

- Evolution of focus on patient and personal data driven by advances in technology and value data
- Impact of GDPR and other privacy laws
- Complexities that arise with cloud providers and other third party providers
- Current congressional and FDA regulatory developments impacting digital health and other MedTech products

Amy de La Lama

Baker McKenzie – Chicago

Peter George

Baker McKenzie – Chicago

Ryan Johnson

Division Counsel, Stryker Corporation

Neil O'Flaherty

Baker McKenzie – Washington DC

Turtle Creek I

SESSION III

2:50 pm – 3:50 pm



DOING BUSINESS
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Panel Name	Speakers	Room
Rules of Engagement: Managing Risk For Consumer-Facing Businesses <ul style="list-style-type: none">▪ Navigating consumer protection, product compliance and other local regulatory risks when selling online▪ Key compliance challenges in direct marketing to consumers▪ Potential legal risks and pitfalls of monetizing your data▪ Managing your commitments in consumer-facing privacy statements▪ Social Influence Marketing over the web and the heightened impact of customer demanded transparency and sustainability	Heiko Burow Baker McKenzie – Dallas Arlan Gates Baker McKenzie – Toronto Brian Hengesbaugh Baker McKenzie – Chicago Lauren Leahy Chief Legal Officer, Pizza Hut Harry Valetk Baker McKenzie – New York	Lakewood I
Managing Data Risks in Complex Investigations <ul style="list-style-type: none">▪ Impact of location and method of data storage on a company's ability to quickly obtain and effectively analyze data in complex investigations▪ International data storage and privacy requirements▪ Strategic considerations including when the US government or a private entity may compel disclosure of data stored on a foreign server▪ Mitigating data availability risks presented by cloud and hosted data solutions	Hillary Brennan Baker McKenzie – Washington DC Michael Egan Baker McKenzie – Washington DC Peter Tomczak Baker McKenzie – Chicago	Lakewood II
Digital Currency and Technology Transformation in Financial Services: Challenges and Opportunities <ul style="list-style-type: none">▪ Technology underlying cryptocurrencies and blockchains▪ Key regulatory considerations and initiatives in FinTech compliance▪ Financial institutions enforcement trends	Matt Kluchenek Baker McKenzie – Chicago Sam Kramer Baker McKenzie – Chicago Kimberly Prior Baker McKenzie – Miami Jerome Tomas Baker McKenzie – Chicago	Turtle Creek I

SESSION IV

4:00 pm – 5:00 pm



DOING BUSINESS GLOBALLY IN THE DIGITAL AGE

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Panel Name

Speakers

Room

The Impact of Technology on Work and the Workplace

- Employees and independent contractors: Is the law keeping up with technology?
- Data privacy challenges resulting from more technology and more data
- Office space and real estate implications as companies go digital
- Global employment considerations and industry trends

Amy de La Lama

Baker McKenzie – Chicago

David Ellis

Baker McKenzie – Chicago

Jessica Kulkarni

Assistant General Counsel,
Bell Helicopter

Michael Rehtin

Baker McKenzie – Chicago

Lakewood I

Navigating US Export Controls and Sanctions in the Digital Age

- Risks associated with electronic communications, from intracompany emails and communications, to storage of data and cloud computing
- Common compliance pitfalls related to electronic sales and export transactions
- Using technology to mitigate export controls and sanctions compliance risks

Brian Cacic

Baker McKenzie – Toronto

Kerry Contini

Baker McKenzie – Washington DC

Lise Test

Baker McKenzie – Washington DC

Lakewood II

Autonomous Technology and Automated Driving: Legal Challenges and Trends

- Artificial intelligence, machine learning and autonomous technology: Liability and its impact on development
- Regulatory overview and updates for autonomous vehicles and software
- Overview of cybersecurity related challenges

Adam Aft

Baker McKenzie – Chicago

Catherine Muir

Baker McKenzie – Washington DC

Michael Stoker

Baker McKenzie – Chicago

Turtle Creek I