

**Baker
McKenzie.**

DOING BUSINESS
GLOBALLY
IN THE DIGITAL AGE

NOVEMBER 7, 2017 | CHICAGO

AGENDA

**Baker McKenzie
Chicago Office**



**DOING BUSINESS
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Time	Session Title	Location
8:30 am	Registration and Breakfast	30 th Floor
9:00 am	Morning Keynote Presentation and Plenary Session	30 th Floor
11:30 am	Luncheon	30 th Floor
	Breakout Panel Sessions (choose one panel per session)	50 th & 51 st Floors
12:30 pm	Session I: 12:30 pm to 1:30 pm	
	Session II: 1:40 pm to 2:40 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	50 th Floor

PLENARY SESSION

30th Floor Conference Room



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Time	Session Title	Speakers
9:00 am	Welcome	Regine Corrado Managing Partner Baker McKenzie – Chicago
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: Eduardo Andrade Senior Vice President, Global Compliance & Ethics Officer, Associate General Counsel, The Priceline Group Inc. Talita Erickson General Counsel – Americas, Barilla America, Inc. Bob Kress Managing Director, Accenture Security and Global Quality & Risk Officer, Accenture Valerie Marsh Lead Counsel – Corporate & Finance, General Motors Karen Sewell Division Counsel – Global Privacy, AbbVie
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

Eduardo Andrade

Senior Vice President, Global Compliance & Ethics Officer, Associate General Counsel, The Priceline Group Inc.

Brent Bidjou

CIPP/US, Counsel, Data Privacy, Pearson North America

David Callaway

Baker McKenzie – Palo Alto

Brian Hengesbaugh

Baker McKenzie – Chicago

Teresa Michaud

Baker McKenzie – San Francisco

Inns Center & East Conference Room

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

Michael Hatfield

Chief Counsel, Global Business Services, Mondelēz International

Kevin O'Brien

Baker McKenzie – Washington DC

Training Room

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

Darcy Down

Baker McKenzie – Chicago

Lindsay Martin

Baker McKenzie – Chicago

Jim Tu

Managing Counsel, Senior Director, Data & Technology Practice Group, McDonald's Corporation

Phil Zadeik

General Counsel, Weber-Stephen, LLC

São Paulo/ Mexico City Conference Room

SESSION II

1:40 pm – 2:40 pm



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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

Inns Center &
East Conference
Room

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

Reza Nader

Baker McKenzie – New York

Taylor Reid

Baker McKenzie – Palo Alto

Training Room

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

Neil O'Flaherty

Baker McKenzie – Washington DC

Karen Sewell

Division Counsel – Global Privacy,
AbbVie

São Paulo/
Mexico City
Conference
Room

SESSION III

2:50 pm – 3:50 pm



DOING BUSINESS
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Panel Name

Speakers

Room

Digital Currency and Technology Transformation in Financial Services: Challenges and Opportunities

- Technology underlying cryptocurrencies and blockchains
- FinTech compliance: Key regulatory considerations and initiatives
- Financial institutions enforcement trends

Matt Kluchenek

Baker McKenzie – Chicago

Sam Kramer

Baker McKenzie – Chicago

Kimberly Prior

Baker McKenzie – Miami

Jerome Tomas

Baker McKenzie – Chicago

Inns Center &
East Conference
Room

Rules of Engagement: Managing Risk For Consumer-Facing Businesses

- 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

Pamela Church

Baker McKenzie – New York

Arlan Gates

Baker McKenzie – Toronto

Brian Hengesbaugh

Baker McKenzie – Chicago

Matt Revord

Senior Vice President, Chief Legal

Officer, General Counsel and

Secretary, Potbelly Sandwich Shop

Harry Valetk

Baker McKenzie – New York

Training Room

Managing Data Risks in Complex Investigations

- 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

Jeff Srulovitz

Vice President & Chief Business

Integrity Officer, Head of Global

Security, Mondelēz International

Peter Tomczak

Baker McKenzie – Chicago

São Paulo/
Mexico City
Conference
Room

SESSION IV

4:00 pm – 5:00 pm



DOING BUSINESS
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Panel Name	Speakers	Room
The Impact of Technology on Work and the Workplace <ul style="list-style-type: none">Employees and independent contractors: Is the law keeping up with technology?Data privacy challenges resulting from more technology and more dataOffice space and real estate implications as companies go digitalGlobal employment considerations and industry trends	Amy de La Lama Baker McKenzie – Chicago Michael Rehtin Baker McKenzie – Chicago Richard Steiner Director and Managing Counsel, Real Estate Law, Walgreens Kerry Weinger Baker McKenzie – Chicago	Inns Center & East Conference Room
Navigating US Export Controls and Sanctions in the Digital Age <ul style="list-style-type: none">Risks associated with electronic communications, from intracompany emails and communications, to storage of data and cloud computingCommon compliance pitfalls related to electronic sales and export transactionsUsing technology to mitigate export controls and sanctions compliance risks	Kerry Contini Baker McKenzie – Washington DC Matt Jenkins Corporate Counsel, Premier Farnell Bart McMillan Baker McKenzie – Chicago Lise Test Baker McKenzie – Washington DC	Training Room
Autonomous Technology and Automated Driving: Legal Challenges and Trends <ul style="list-style-type: none">Artificial intelligence, machine learning and autonomous technology: Liability and its impact on developmentRegulatory overview and updates for autonomous vehicles and softwareOverview of cybersecurity related challenges	Adam Aft Baker McKenzie – Chicago Catherine Muir Baker McKenzie – Washington DC George Peters Assistant General Counsel – Commercial Affairs, Fiat Chrysler Automobiles Michael Stoker Baker McKenzie – Chicago	São Paulo/ Mexico City Conference Room