

**Baker  
McKenzie.**

**DOING BUSINESS  
GLOBALLY**  
**IN THE DIGITAL AGE**

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NOVEMBER 7, 2017 | CHICAGO



# AGENDA

**Baker McKenzie  
Chicago Office**



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NOVEMBER 7, 2017 ■ CHICAGO

Time	Session Title	Location
8:30 am	Registration and Breakfast	30 <sup>th</sup> Floor
9:00 am	Morning Keynote Presentation and Plenary Session	30 <sup>th</sup> Floor
11:30 am	Luncheon	30 <sup>th</sup> Floor
	Breakout Panel Sessions (choose one panel per session)	50 <sup>th</sup> & 51 <sup>st</sup> 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	
	<b>Note: There is a 10 minute intermission between each panel session.</b>	
5:00 pm	Cocktail Reception	50 <sup>th</sup> Floor

# PLENARY SESSION

30<sup>th</sup> Floor Conference Room



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Time	Session Title	Speakers
9:00 am	Welcome	<b>Regine Corrado</b> Managing Partner Baker McKenzie – Chicago
9:15 am	<b>Keynote Presentation</b> <i>Where's the Growth? Transformative Opportunities for Transformative Times</i>	<b>Jim Carroll</b> Global Futurist, Trends and Innovation Expert
10:30 am	<b>Panel Discussion:</b> <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.	<b>Moderator:</b> <b>Brian Hengesbaugh</b> Baker McKenzie – Chicago  <b>Panelists:</b> <b>Eduardo Andrade</b> Senior Vice President, Global Compliance & Ethics Officer, Associate General Counsel, The Priceline Group Inc. <b>Talita Erickson</b> General Counsel – Americas, Barilla America, Inc. <b>Bob Kress</b> Managing Director, Accenture Security and Global Quality & Risk Officer, Accenture <b>Valerie Marsh</b> Lead Counsel – Corporate & Finance, General Motors <b>Karen Sewell</b> 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
<p><b>The Perfect Storm on Data Privacy and Security: More Data, More Regulation, More Enforcement</b></p> <ul style="list-style-type: none"><li>What companies are doing to prepare compliance in this quickly evolving regulatory landscape</li><li>Impact of global regulatory changes in key geographies such as Europe, China and the US</li><li>Counter-measures you may (and should not) attempt against cyber criminals</li><li>Responding to data-theft incidents in a way that does not put your company in Congress's cross-hairs</li><li>Navigating the data privacy class-action minefield</li></ul>	<p><b>Brent Bidjou</b> CIPP/US, Counsel, Data Privacy, Pearson North America</p> <p><b>David Callaway</b> Baker McKenzie – Palo Alto</p> <p><b>Brian Hengesbaugh</b> Baker McKenzie – Chicago</p> <p><b>Teresa Michaud</b> Baker McKenzie – San Francisco</p>	<p><b>Inns Center &amp; East Conference Room</b></p>
<p><b>Supply Chain Collaboration in a Digital World: Risks and Rewards</b></p> <ul style="list-style-type: none"><li>Market practices: How digitalization is transforming the supply chain and best practices in project tracking, coordination and dealing with disruptive technologies</li><li>Advantages and risks of a fully integrated supply chain</li><li>Ensuring supply chain integrity, including legal protections against human rights violations, counterfeit goods and gray market products</li><li>Managing the growing threat of trade secret theft</li><li>Criminal and regulatory actions involving supply chain conduct</li></ul>	<p><b>Christina Conlin</b> Baker McKenzie – Chicago</p> <p><b>Reagan Demas</b> Baker McKenzie – Washington DC</p> <p><b>Peter George</b> Baker McKenzie – Chicago</p> <p><b>Michael Hatfield</b> Chief Counsel, Global Business Services, Mondelēz International</p> <p><b>Kevin O'Brien</b> Baker McKenzie – Washington DC</p>	<p><b>Training Room</b></p>
<p><b>Maximizing Tech and Data in Cross-Border M&amp;A Deals</b></p> <ul style="list-style-type: none"><li>Valuation: Identifying and assessing the target's tech and data assets and impact on purchase price</li><li>Due Diligence: Determining how tech and data are developed, collected, retained, used and shared</li><li>Drafting and Negotiating: Defining ownership and sharpening transfer of tech and data assets in purchase agreement</li><li>Closing and Integration: Driving value and managing compliance from the tech and data integration</li></ul>	<p><b>Darcy Down</b> Baker McKenzie – Chicago</p> <p><b>Lindsay Martin</b> Baker McKenzie – Chicago</p> <p><b>Jim Tu</b> Managing Counsel, Senior Director, Data &amp; Technology Practice Group, McDonald's Corporation</p> <p><b>Phil Zadeik</b> General Counsel, Weber-Stephen, LLC</p>	<p><b>São Paulo/ Mexico City Conference Room</b></p>

## SESSION II

1:40 pm – 2:40 pm



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Panel Name	Speakers	Room
<b>The Rising Importance of Safeguarding Trade Secrets in the Digital Age</b> <ul style="list-style-type: none"><li>▪ The growing value and vulnerability of trade secrets</li><li>▪ Insights from 400+ multinational corporate executives and senior officials on trade secret protection</li><li>▪ Trade secret protection in Europe and China</li><li>▪ Best practices for preventing trade secret theft in the US and overseas</li></ul>	<b>Jochen Herr</b> Baker McKenzie – Munich <b>Shih Yann Loo</b> Baker McKenzie – Hong Kong <b>Jay Utley</b> Baker McKenzie – Dallas	<b>Inns Center &amp; East Conference Room</b>
<b>Taxation of the Digital Economy</b> <ul style="list-style-type: none"><li>▪ Evolving norms for imposing taxing jurisdiction in the digital age</li><li>▪ Rethinking profit attribution and transfer pricing</li><li>▪ Alternative taxation regimes for the digital economy</li><li>▪ Responding to the OECD Base Erosion and Profit Shifting project</li></ul>	<b>Michael Liu</b> Baker McKenzie – Palo Alto <b>Reza Nader</b> Baker McKenzie – New York <b>Taylor Reid</b> Baker McKenzie – Palo Alto	<b>Training Room</b>
<b>MedTech in the Digital Age</b> <ul style="list-style-type: none"><li>▪ Evolution of focus on patient and personal data driven by advances in technology and value data</li><li>▪ Impact of GDPR and other privacy laws</li><li>▪ Complexities that arise with cloud providers and other third party providers</li><li>▪ Current congressional and FDA regulatory developments impacting digital health and other MedTech products</li></ul>	<b>Amy de La Lama</b> Baker McKenzie – Chicago <b>Peter George</b> Baker McKenzie – Chicago <b>Neil O'Flaherty</b> Baker McKenzie – Washington DC <b>Karen Sewell</b> Division Counsel – Global Privacy, AbbVie	<b>São Paulo/ Mexico City Conference Room</b>



## SESSION III

2:50 pm – 3:50 pm



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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



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