



Key Account
Management Forum

25th Anniversary Conference

The Past and Future of KAM:
Addressing Strategic and
Operational Challenges

27-28 October 2022

Introduction and welcome

Following our 25 year track record of research and thought leadership in KAM, we are delighted to announce the programme of this unique conference for key account managers and senior business development executives.

Conference programme

Day 1 - Strategic Issues in Key Account Management

Registration and Coffee - 09:00

Session 1 - 10:00-11:00

The Past and Future of Key Account Management

Dr Javier Marcos - Cranfield School of Management
Mark Davies - Cranfield School of Management

Session 2 - 10:30-11:30

Macroeconomic Environment Analysis: Implications for Managing Key Accounts

Dr John Glen - Cranfield School of Management

Session 3 - 11:50-12:50

Enhancing the Impact of Key Account Management Programmes

Hajo Rapp - Global Leader in Sales and Account Management TUVSUD
Director Strategic Account Management Association

Session 4 - 14:00-15:00

Strategic Customer Analysis

Christoph Senn - Professor of Marketing, INSEAD
Co-Director of the Marketing and Sales Excellence Initiative (MSEI)



Session 5 - 15:15-16:15

Working with Procurement's Strategic Agenda

John Viner-Smith - Director Amplius Partners and Visiting Fellow, Cranfield School of Management

Session 6 - 16:30-17:30

Futures Thinking: Sustainability Policy and Economic Disruption

Hardin Tibbs - CEO at Synthesys Strategic Consulting

Gala Dinner

Celebration of the 25th Anniversary of the Forum. Dress code: business/formal.
Awards for the Winning Key Account Management Programme and Key Account Managers.

Day 2 - Leading Practices for Managing Key Accounts

Registration and Coffee - 09:00

Session 7 - 09:30-10:30

Implementing Key Account Management with the Triple FiT Canvas

Nico Smit - Director, Rebullution and Visiting Fellow, Cranfield School of Management and Rotterdam School of Management

Session 8 - 10:45-11:45

Embedding Sustainability into your Total Value Proposition for Strategic Customers

Sharon Jackson
Founder, European Sustainability Academy (ESA)
Associate Faculty, Cranfield School of Management

Session 9 - 11:45-12:45

"Everything as a Service" Economies & Implications for Key Account Management

Friedrich Neumeyer - Chief Executive Officer
Synchron



Keynote speaker biographies

Dr Javier Marcos - KAM Forum Director Cranfield School of Management



Javier is Associate Professor of Strategic Sales Management and Negotiation and Director of the Key Account Management Forum.

Javier brings a unique combination of practical and theoretical knowledge being a practicing manager, instructor and an active researcher. His expertise, firmly grounded in business and informed by the latest research, focuses on professional selling, sales and key account management, and executive education and development.

Mark Davies - KAM Forum Deputy Director Cranfield School of Management



Mark is a Visiting Fellow, providing assistance for businesses that want to bring leading edge Capabilities into the way they Manage Customer Relationships. He also facilitates the Cranfield Key Account Management Forum, a Forum that brings together leading academics with business leaders in blue chip organisations.

Specialist research focus areas include Sales Strategy Development, Innovation in Sales, Segmentation of the Customer Base, Key Account Management, and Consultative Selling.

Dr John Glen - Visiting Fellow, Cranfield School of Management CIPS Economist



John is a Visiting Fellow at Cranfield School of Management. He has worked extensively in the area of executive education in the UK and globally.

John regularly comments on UK and global macro-economics and the finance of football on BBC radio and television having given more than 75 interviews in the last three years and has published over 30 commissioned reports for a variety of corporate clients and more than 50 academic and conference papers, his major academic interest being in the area of housing and health economics.



Hajo Rapp - Global Leader in Sales and Account Management TÜVSUD Director Strategic Account Management Association



Hajo Rapp is Global Leader in Sales and Account Management at TÜVSUD at TÜV SÜD AG a 25.000 employee organization delivering Testing-, Inspection- and Certification-Services globally. He serves as a Member of the Executive Committee of the Board of Directors at SAMA in Chicago (USA), within the Consulting Committee Sales Excellence Magazine published by Springer (Germany), and as visiting lecturer at Reutlingen University (Germany) within their Master of Arts Program on Strategic Sales Management.

Prior to joining TÜV SÜD he was Head of Account Management and Market Development Boards at Siemens.

Christoph Senn - Professor of Marketing, INSEAD Co-Director of the Marketing and Sales Excellence Initiative (MSEI)



Christoph Senn is an Adjunct Professor of Marketing at INSEAD and Co-Director of the INSEAD Marketing and Sales Excellence Initiative (MSEI). His passion is about helping organizations build high-value business relationships.

At INSEAD, Christoph teaches in open enrolment and custom Executive Education Programs. He frequently conducts research and transfer projects in cooperation with leading companies, such as ABB, BASF, Coca-Cola, DSM, Evonik, Geberit, General Electric, Hoffmann-La Roche, Konica-Minolta, Maersk, Microsoft, Pfizer, Rusal, Schindler, Sonos, Swiss Re, Tetra Pak, Vodafone, WMF, and Zebra.

John Viner-Smith - Director Amplius Partners Visiting Fellow - Cranfield School of Management



John Viner-Smith is an experienced commercial leader who specialises in helping companies to improve their commercial outcomes, through transforming sales and procurement negotiation process, strategy and tactics.

John has a wealth of experience and a track record of leading projects with leading organisations in the consumer goods, financial services, energy, retail and professional services industries such as KPMG, BP and JPMorgan to increase value through commercial excellence on a global basis. Having held leadership roles in procurement and sales functions, John is able to bring both perspectives to bear on meeting his client's challenges and practical solutions that reflect his broad experiences.

Hardin Tibbs - Chief Executive Officer Synthesys Strategic Consulting



Hardin Tibbs has 30 years' experience helping organizations anticipate future strategic conditions. He is a professional futures researcher and strategic analyst. He has worked with major companies, government agencies, and non-profit organizations in the USA, Europe, Australia and South-East Asia, on topics ranging from car technology for Nissan to food policy for the UK government.

Before becoming a professional futurist he was a consultant at Arthur D. Little, Inc. in Cambridge, Massachusetts. He then joined Global Business Network (GBN) in California. Hardin consults, writes, presents and teaches on future-related topics and he is a skilled facilitator.

Nico Smit - Director of Rebullution Visiting Fellow - Cranfield School of Management



Nico Smit is consultant and boardroom partner with a passion to realise new business results through sale leadership, digital acceleration and organisation professionalisation. Nico is founder of Rebullution based in the Netherlands.

Previously, Nico Smit led the Industry Marketing and Business Development organisation for the energy market at Cisco Systems. He led the organisation to high value customer relations including top tier partner eco-system positions with co-innovation programs.

Throughout his career, Nico has focused on leading organisations through transformational change, with focus on the customer and relevance to the business.

Sharon Jackson - Founder European Sustainability Academy (ESA) Associate Faculty - Cranfield School of Management



Sharon Jackson, founder and CEO of European Sustainability Academy, Crete and Associate Faculty at Cranfield School of Management, Cranfield University.

Sharon teaches business managers and directors how to combine fundamental business good practice and wealth creation with corporate responsibility as a core facet of global sustainability. Her programmes are designed to stimulate innovative and profitable business through aligning values based leadership with organisational sense making. Before embarking on a teaching and research career, Sharon worked for 15 years in global commerce in senior roles in the electronic component sector, developing international business through global distribution and supply chains.

Friedrich Neumeyer - Chief Executive Officer



Dr. Friedrich ("Fritz") Neumeyer joined Synchron as CEO in 2020 and has overall responsibility for the company's global strategy, organization, culture and operations. Under Fritz's leadership, Synchron remains focused on delivering best-in-class after-sales service solutions for the world's leading manufacturers, empowering them to evolve their service businesses while increasing financial performance and customer loyalty.

Prior to Synchron, Fritz served as the CEO of German ERP vendor proALPHA and served in global leadership roles at SAP and Software AG, after beginning his career at McKinsey.

Timings

Day 1 - 27 October 2022

Registration at 09:00, first session will begin at 10:00 and finish at 17:30, followed by Gala Dinner at 19:00

Day 2 - 28 October 2022

Starts at 09:00, first session will begin at 09:30 and finish with lunch at 13:00

Conference fees

Cranfield KAM Forum Members: FREE (excluding accommodation - £108.50)

Non-Members: £695 plus VAT (including accommodation) [Book Here](#)

Location

Cranfield Management Development Centre (CMDC)

College Road

Cranfield

Bedfordshire

MK43 0AL

Booking

For further information and to register for the conference, please contact:

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