

The background of the entire image is a vibrant, out-of-focus night scene of Las Vegas. It features a prominent neon sign with a large red star and the word 'LOVE' in neon letters. The scene is filled with various colorful lights, including blue and yellow bokeh, creating a lively and iconic atmosphere.

END 2 END BUSINESS TRANSFORMATION

Las Vegas

BRAND USER DAY | 3DEXPERIENCE FORUM
May 16th | Caesar's Palace

ROLL WITH US.

Digital Continuity Across the Enterprise

THURSDAY | MAY 16TH, 2019 | 8:30A START

Join ENOVIA, NETVIBES, EXALEAD & 3DEXCITE to understand how the BUSINESS of doing BUSINESS is TRANSFORMED by the 3DEXPERIENCE Platform.

We'll take a comprehensive look at collaborative decision making, planning for ALL, collateral management, immersive experiences, analytics, marketing, communication & all points in-between.

8:30-10:15A ROMAN BALLROOM III

We'll begin the day with a common plenary session featuring key speakers from the Brands & fueled by coffee alongside continental breakfast.

**10:45A Breakout Tracks begin in rooms:
ROMAN BALLROOM III & CAPRI**



AGENDA

Roman Ballroom III

10:45-11:05A

What's New / R2019x

Michael Mark, Director ENOVIA
Center of Excellence

Learn about the latest enhancements from ENOVIA, to help better plan, organize, and execute your definition of success

11:05-11:35A

Transforming Traditional BOM Management into Model-based Engineering

Garth Coleman | VP Marketing, ENOVIA

Whether you are design-centric, item-centric, or some kind of in-between, we will showcase and demonstrate the new Product Release Engineer role combined with our new digital product definition architecture, all nicely orchestrated through a new web-based user experience for implementing changes and releasing your products.

11:35-12:00P

Multi-CAD POWER'BY

Rick Hahn & André Wu |
Portfolio Marketing Sr. Mgrs, ENOVIA

There are many challenges working with different MCAD and ECAD formats within the same product design. The POWER'BY strategy unlocks the full potential of true multi-CAD design, including file-based MCAD. This session will demonstrate multi-CAD design in action on the latest release of ENOVIA on the 3DEXPERIENCE platform.

12A-1P LUNCH & NETWORKING

Boxed Lunch Served to Attendees



1:00-1:30P

Project & KPI Management & Intelligence

John Mallett | ENOVIA
COE Solution Consultant
Jean Marc Finsterwald | EXALEAD
Senior Technical Sales

What's on the to-do list today? What is urgent? What will have the most impact? Stop managing by memory and gut, and learn how to provide global teams with accurate, realtime information to keep design deliverables on track as you respond to ever-shrinking product lifecycles.

1:30-2:00P

Quality and Issue Management & Intelligence

Darcy Sheerin | Quality Management Senior Solution Consultant ENOVIA

Without a systematic approach for quality management, problems can quickly progress into product recalls, lower levels of customer satisfaction, higher overall costs, shrinking revenues, or even legal troubles. This session will cover the comprehensive, real-time and digitally connected capabilities of the 3DEXPERIENCE platform and ENOVIA that helps companies transform their quality challenges and turn quality into a competitive advantage. Also see advanced Issue Intelligence Analytics at work.

2:30-3:45P

3DEXPERIENCE Deployment Panel

Susan Lenzi (Moderator)
Director, ENOVIA Customer Ecosystem
- Mark Erenberger | Collins Aerospace
- Alex Samhat | Broadcom
- Chetan Vidhate | DS Support
- Michael Mark | Dir. Center of Excellence ENOVIA
- Jerry Proudfit | Digital Innovation - R&D DSM Design & Development Leader

4:00P-6P

Happy Hour & Final Thoughts

ALL Move to Roman Ballroom III

Digital Continuity Across the Enterprise

THURSDAY | MAY 16TH, 2019

Capri

10:45-11:20A

Marketing Transformation

Dominic Kurtz | CEO, 3DEXCITE

Creatives and marketers face a specific set of challenges today. They must create more content, with more reach, for less money and in shorter time-frames against increasingly difficult KPIs. Marketing is a discipline that crosses all industries and touches every product in the marketplace and that's why Dassault Systemes has set out to disrupt this space.

11:20-12:00P

The Quantum Mechanics of Marketing Experience

Tom Acland | Dir. Strategy, 3DEXCITE

The separation of media, commerce and product was set for the industrial age. During the information age, the democratization of computing and communication brought media and commerce back together. Now, in the *Age of Experience*, information & product are becoming one. When product and media become entangled, magical things happen.

12A-1P LUNCH & NETWORKING

Boxed Lunch Served to Attendees



1:00-1:30P

Upstream Thinking with NETVIBES

Garrett Flanagan | Senior Technical Specialist NAM, NETVIBES

Grow your competitive advantage by making sure your new products exceed customer expectations. We'll show you how Product Planning, R&D, Quality, and Competitive Intelligence can leverage the masses of information found on the web, in the context of the 3DEXPERIENCE platform, to enrich your ideation from its inception.

1:30-2:00P

A Day in the Life of a Marketer

Rob Kijanka | Technical Expert, 3DEXCITE

Take a journey into the life of a creative Marketer on the 3DEXPERIENCE platform. Dive into a business platform designed to foster a collaborative approach to product marketing, from a lifecycle perspective.

2:30-3:00P

CAD2AD

Rob Kijanka | Technical Expert, 3DEXCITE
Leverage Design, Engineering, or Manufacturing CAD Data to break silos and connect design ideation to marketing development resources immediately. Turn products into impactful, customer experiences. Shave months off the process from the start and decrease your time to market.

3:00-3:45P

Everyone's a Marketer

Networking panel with the Experts

4:00P-6P

Happy Hour & Final Thoughts

ALL Move to Roman Ballroom III

ALSO @THE FORUM

CxO Technology Insights: What's Next?

WEDNESDAY | MAY 15TH, 2019

11:00 AM - 3:30 PM

New innovative technology will help accelerate the 21st century Industry Renaissance. Gain insights into the next set of innovative technologies that will reduce the distance between virtual and real, and effectively help organizations succeed in the economy of the future.

AGENDA

- 11:00-11:30 **Harnessing Positive Disruption in Life Sciences to Achieve Patient-Centric Care**
Daniel Matlis | Founder & President Axendia
- 11:00-11:30 **Customer Case Study: CELLINK - Printing Life Simulations in Designing Robust Medical Devices**
Erik Gatenholm | Co-Founder and CEO CELLINK
Héctor Martínez, PhD | Co-Founder and CTO CELLINK
- 12:00-12:30 **Harnessing Positive Disruption in Life Sciences to Achieve Patient-Centric Care**
Daniel Matlis | Founder & President Axendia
- 12:30-2:00 **LUNCH**
- 2:00-2:30 **Artificial Intelligence and Analytics to Drive Industry Renaissance**
Morgan Zimmerman | CEO, NETVIBES/EXALEAD Dassault Systemes
- 2:30-3:00 **Industrial Renaissance: Marketing & the Connected Consumer**
Dominic Kurtaz | CEO 3DEXCITE Dassault Systemes
- 3:00-3:20 **Closing Remarks**
Eric Seiberling | North America GEO Marketing Leader Dassault Systemes

[More information [HERE](#)]



ALSO @THE FORUM

Keynote Speakers

TUESDAY | MAY 14TH, 2019



DAWN HUDSON Pepsi North America | Former CEO

Whether serving as CEO, Chief Marketing Officer, or Chairman of the Board, Dawn Hudson has led an impressive career spanning high-level posts in media, retail, consumer goods, consulting, and healthcare at some of the biggest corporations in the world including the NFL, PepsiCo, Lowe's Home Improvement, Allergan, PF Chang's, the LPGA, and NVIDIA. From "Super Bowl Babies" to the return of the "Pepsi Challenge," Hudson's track record of success is packed with groundbreaking ideas born of an ability to see what's around the corner and an expertise in crafting revenue-boosting competitive advantages. For her revolutionary work strengthening brands' positioning and marketing, tapping into culture change as fuel for innovative business strategies, and championing inclusive leadership and diversity,

WEDNESDAY | MAY 15TH, 2019



EMMITT SMITH Pro Football Hall of Fame Running Back & Businessman/Entrepreneur

Emmitt Smith is a professional football icon and one of the greatest to ever play the game. In his 15 seasons in the National Football League, Smith amassed many records that still stand today, including the most career rushing yards and the most career rushing touchdowns. Smith's impressive resume includes three Super Bowl championship rings and his induction into the Pro Football Hall of Fame in 2010. d championing inclusive leadership and diversity,

Currently, Smith has transitioned to the role of businessman and entrepreneur and runs several companies spanning real estate, construction and technology. Active in charitable outreach both in the Dallas area and on a national level, Smith founded Pat & Emmitt Smith Charities with his wife to provide unique experiences and educational opportunities to underserved youth.

[More information [HERE](#)]



ALSO @THE FORUM

HIGHLIGHTS

Evening Receptions

MONDAY, MAY 13TH | Welcome Reception
WEDNESDAY, MAY 15TH | Evening Reception

Demo Playground

MAY 14TH-15H
Featuring an End2End Industry Story:
TRANSFORMING THE PATIENT EXPERIENCE

Featuring Cross-Industry Demos:
DESIGN THINKING
ENGINEERING & SIMULATION
MANUFACTURING & OPERATIONS
MARKETING & SALES

More Presentations

TUESDAY, MAY 14TH - Sustainable Business:
Platform as a System of Operations and as a Business Model
Florence Verzelen | EVP, Industry Solutions, Marketing, Global Affairs
& Communications Dassault Systèmes

TUESDAY, MAY 14TH - Customer Presentation:
The Boeing Company
Lucia Chang | Director, Boeing Research & Technology,
Manufacturing Technology The Boeing Company

TUESDAY, MAY 14TH - Accenture Industry X.0 Update
Aidan Quilligan, Global Lead, Industry X.0 Practice Accenture

Hotel



CAESARS
PALACE

LAS VEGAS

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Cancelations can be made up to 72 Hours prior to scheduled arrival.

DON'T MISS IT...

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Please use the code:
3DXF19DC2 and receive a
\$200 discount

