



28th Annual
**SPRING
PRICING**
Workshops &
Conference

EXPANDING
THE SCOPE OF PRICING

**MAY 2-5, 2017
MIAMI, FLORIDA**

The Hilton Miami
Downtown Hotel



PRICINGSOCIETY.COM



#PPSMIA

FOUNDED:
1984 by Eric Mitchell

MEMBERS: 4,813

COMPANIES: 653

GLOBAL PRESENCE:
75 Countries/6 Continents

EVENTS:
5 Major Annual
Pricing Conferences

OFFERINGS:

- Certified Pricing Professional
- Pricing Training Workshops
- Over 30 Online Pricing Courses

OTHER SERVICES:

- 16 Annual Publications
- Pricing Whitepapers
- Case Studies
- Webinars
- Annual Salary Survey

EXPANDING THE SCOPE OF PRICING MIAMI, FLORIDA MAY 2-5 2017

28th Annual Spring Pricing Workshops & Conference

The Voice of the Pricing Profession

Since 1984, PPS has been focusing on bringing the pricing discipline's foremost thought leaders to our conferences, workshops and online courses, so our members can gather for learning, networking and sharing experiences.

In addition to our world-class training and live events, we publish the monthly **Pricing Advisor** Newsletter and the quarterly **Journal of Professional Pricing**, covering the latest topics and expert advice in the field. We are solely dedicated to nurturing the ever-growing community of pricing professionals.

The Most Trusted Resource in the Pricing World

The PPS network includes more than 4,800 active members worldwide from more than 600 leading companies in 75 countries. Currently, we produce five major annual pricing conferences in Asia, Europe, North and South America. Each conference assembles the finest specialists in the world to deliver the latest best practices, innovative trends and strategic skills in the pricing field. PPS also offers dozens of full-day training workshops every year, taught by leading pricing principals and experts.



Kevin Mitchell

KEVIN MITCHELL
President, Professional
Pricing Society

On behalf of the entire Professional Pricing Society team, I am thrilled to announce the program for our **28th Annual Spring Pricing Workshops & Conference**.

We have heard your feedback.

PPS Members worldwide have asked us to focus on using Data to improve analysis, change management, partnering with Sales and other departments, and transforming their departments. Our Spring Conference will give you lots of great information and takeaways on these issues and many more. Please join us for a wonderful event filled with networking opportunities, great presentations, and connections to new ideas, all designed to help you and your company solve the problems you face.

We are happy to return to Miami since our last event in South Florida was

way back in 2008. PPS Events are the biggest and best places to network, benchmark, learn, and train. We hope that you will join us and well over 500 of your peers at the Hilton Miami Downtown to increase your pricing and revenue management acumen.

We are featuring 12 full-day workshops on May 2-3, 2017 so you can get in-depth information on Core Pricing Skills, Pricing New Products, Corporate Strategy, Procurement Tactics, Partnering with Sales, and many more. These workshops are also worth credit towards the Certified Pricing Professional designation.

The Latin America Summit is another great opportunity. Join this special session on May 3 for Strategies, Tactics, and insights specifically designed for South America, Central America, and Mexico.

Conference Keynotes and four concurrent Breakout sessions are featured on May 4-5. Topics will include Competition, Capitalizing on Data, Working with Pricing Software, Winning with Customers, Building Pricing Departments and many more.

We have Workshops, Keynotes and Pricing Practitioners, Tools & Techniques, Pricing Experts, and Sales Enablement / CPQ breakout tracks all designed for you with your views in mind with great opportunities for networking, new initiatives, best practices, and great experiences. No other conference will provide you with more practical ways to improve your pricing, revenue management, margin enhancement, and profitability initiatives. I look forward to seeing you in Miami!

CPP - A Mark of Distinction for Pricers Worldwide

PPS workshops are the foundation for the Certified Pricing Professional (CPP) designation, a multi-stage training curriculum designed to support, educate and elevate the global pricing professional. The CPP program has grown to become a mark of distinction for pricers worldwide, improving their knowledge and careers.



CONTENTS

Workshops	6
Conference At-A-Glance	18
Keynote Presentations	20
Breakout Sessions	22
Conference Information	28
Sponsors	30

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EXPIRES MARCH 24 2017! REGISTER TODAY!

PRICING TRAINING

CERTIFICATION WORKSHOPS & ONLINE COURSES

Top 5 Benefits of CPP Pricing Education:

- 1 Best Practices from Top Pricing Experts
- 2 Comprehensive Pricing Training
- 3 Develop an Internal Pricing Culture
- 4 Rigorous Certification Process
- 5 Bring Your Pricing Function In-House

For More Information about the Certified Pricing Professional program please email cpp@pricingsociety.com or visit the PPS website: pricingsociety.com and click on **Pricing Training - Certified Pricing Professional (CPP) or Online Pricing Courses**.

PPS is Proud to Offer an Exclusive **Certified Pricing Professional Designation (CPP) Badge** to our members that have successfully earned their certification!



CERTIFIED PRICING PROFESSIONAL

THE INDUSTRY-STANDARD PROFESSIONAL PRICING CERTIFICATION

The PPS **Certified Pricing Professional (CPP) Program** is academically sound and based on real business experience. The content is delivered via Live Workshops on 4 continents and Online Pricing Courses accessible from anywhere in the world.

The CPP curriculum covers core competency areas of price setting, psychological influences to price acceptance, price-variance and discount management, pricing strategy and tactics, and organizational pricing-function development and improvement.

PROGRAM FRAMEWORK

The framework provides a sequence you should take to receive a well-rounded education in pricing. If you're pursuing the CPP designation, you can take any of the Online Pricing Courses or Live Workshops you choose, following this framework.

- LEVEL 100 -

Foundations of Pricing

Foundation courses which should be taken first

- LEVEL 200 -

Price Setting

- LEVEL 300 -

Price Variance Management

- LEVEL 400 -

Behavioral and Psychological Aspects of Pricing

- LEVEL 500 -

Pricing Electives

- LEVEL 600 -

Pricing and Corporate Strategy

LINKEDIN BADGE DISPLAYS

THE WAY TO DISTINGUISH PRICING EXPERTISE ON YOUR PERSONAL PAGE - **HERE'S HOW...**

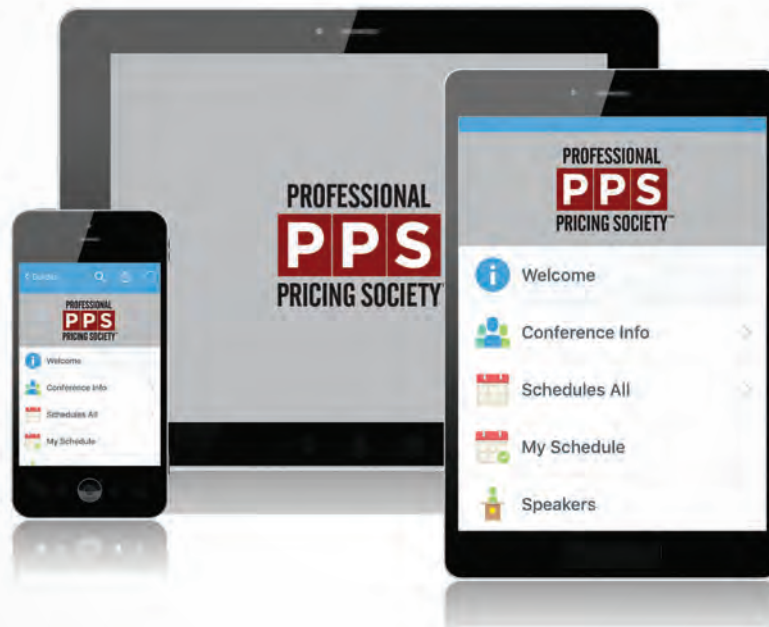
*Note, neither a license number nor date of completion are necessary to retrieve the Badge.

- 1 Ensure that all Certified Pricing Professionals are verified through PPS*. Either join the exclusive CPP LinkedIn Group or send a direct email to PPS Membership to cherica@pricingsociety.com.
- 2 Click on the exclusive embed link, given to CPPs that have successfully completed all course work.
- 3 Copy and paste the link to your personal LinkedIn page.
- 4 Share with your networks so that everyone can view your new Badge!

OUR CONFERENCE IS MOBILE.



CONFERENCE MOBILE APP



For Apple, Android, Blackberries, & Kindles:

STEP 1: If the **"PPS Mobile App"** is already installed on your device, go to step 3. Otherwise, go to your device's app store.

STEP 2: In the app store, search for **"PPS Mobile App"**. Download and install the **"PPS Mobile App"**.

STEP 3: Once the app is installed, download the **"PPS Spring 2017 - Miami"** guide.

YOU ARE READY TO GO!

WS1

LEVEL 500 WORKSHOP

PRICING AND SELLING:

Strategies and Tactics to Win with 21st Century Procurement

Are you tired of purchasing agents winning while your margins continue to erode? Do you feel helpless when faced with procurement tactics that grow more challenging each year? Then this Workshop is for you!

Across industries, procurement organizations are becoming more sophisticated and assuming a more pivotal role in buying decisions. Many suppliers, however, have not adapted their pricing strategy or prepared the sales team to win with this new more skilled, aggressive buyer. A 21st century procurement organization presents substantial challenges and opportunities for suppliers. For unprepared suppliers, it can mean lower margins, declining sales and unhappy salespeople.

Learn how to adapt your pricing and selling strategies to win with 21st century procurement. Come join us and learn firsthand from instructors who have worked in and teach Global Procurement and Strategic sourcing!

PRESENTED BY:



**LYDIA M.
DI LIELLO, MBA**

Founder and Principal,
Capital Pricing
Consultants LLC

Lydia is the founder and principal of Capital Pricing Consultants LLC, a Revenue Management consultancy dedicated to achieving sustainable increased profitability for clients through strategic, operational and tactical recommendations. She brings more than 23 years of global revenue management and pricing expertise to her clients having served Fortune 50 and startup companies. Lydia is a member of the Board of Advisors for the Professional Pricing Society and is a frequent contributor to pricing industry publications and social media including *The Pricing Advisor* and *The Pricing Journal*.



**CHRISTOPHER
D. PROVINES,
MBA**

CEO, Value Vantage
Partners

Chris is CEO of Value Vantage Partners and an award-winning adjunct professor at Rutgers University where he teaches pricing strategy, global procurement and other courses in the Business School. He is an expert in the practical application of value-based pricing and selling as well as strategies to effectively engage customer procurement organizations in value creation and exchange. Chris received his MBA from Rutgers University and is on the board of advisors for the Professional Pricing Society and numerous technology companies.

ATTENDEES WILL LEARN:

- What 21st century buyers really want from their suppliers
- Five key procurement goals that should be considered in your value selling and pricing strategy
- How to adapt pricing strategy based on procurement's supplier segmentation model and strategic sourcing strategies

MORNING BREAK 10:15 am-10:45 am
LUNCH 12:00 pm-1:00 pm
AFTERNOON BREAK 2:15 pm-2:45 pm

WS2

LEVEL 600 WORKSHOP

PRICING AND CORPORATE STRATEGY:

The Value-Based Pricing Framework for Getting Pricing Done Right

Pricing challenges and decisions arise early and often. List prices, discounting, new product development, account management, and international variations are just a short list of key pricing challenges facing modern corporations. How should executives organize and manage the pricing function?

In *Pricing and Corporate Strategy*, Tim J. Smith, Ph.D. will share how leading firms are integrating different pricing and price management techniques throughout the corporation to maximize both growth and profitability. We will discuss the culture, structure, and process for getting pricing done right. *Pricing and Corporate Strategy* will clarify the areas where technology can accelerate progress and where managerial judgement calls are fundamentally required.

This workshop applies concepts from the fields of economics, consumer behavior, business selling, product lifecycles, and competitive dynamics in order to provide executives with a well-rounded view of pricing in business markets. Executives attending this course will be able to identify routes to improve their pricing practices and avoid traps leading to pricing disasters.

Pricing and Corporate Strategy concludes with the Value-Based Pricing Framework for managing pricing in a modern corporation developed through both academic research and executive interviews and proven by some of the world's most profitable and growth oriented firms.

PRESENTED BY:



TIM J. SMITH, Ph.D., CPP

Founder and CEO, Wiglaf Pricing

Tim J. Smith, Ph.D., CPP is the founder and CEO of Wiglaf Pricing, an Adjunct Professor of Marketing at DePaul University, the Academic Advisor to the PPS Certified Pricing Professional (CPP) program, and the author of ***Pricing Done Right: The Value-Based Pricing Framework Proven Successful by the World's Most Profitable Companies*** (2016) as well as the globally leading textbook ***Pricing Strategy: Setting Price Levels, Managing Price Discounts and Establishing Price Structures*** (2012). At Wiglaf Pricing, he has worked with Fortune 500 companies through startups in Helping Executives Manage Price Better™.

MORNING BREAK	10:15 am-10:45 am
LUNCH	12:00 pm-1:00 pm
AFTERNOON BREAK	2:15 pm-2:45 pm

ATTENDEES WILL LEARN:

- Corporate structure templates for organizing pricing departments and driving informed pricing decisions
- Areas where pricing decisions processes can be made into corporate routines
- The Value-Based Pricing Framework for integrating pricing into corporate strategy across business unit

WS3

LEVEL 100 WORKSHOP

CORE PRICING SKILLS

Strategically, pricing has a direct impact on a firm's profitability, long-term sustainability and innovativeness, brand and corporate image, marketing and distribution effectiveness, as well as management of customer relationships. Profitable pricing is purposeful and proactive in co-creating the perception of value with customers. This interactive workshop provides an in-depth overview and fundamental orientation for the development and management of perceived-value pricing strategies and tactics. Core skills in the science of price perception, product and customer profitability analysis, establishing and communication of perceived value, setting pricing policies as well as re-engineering the pricing process will be presented.

PRESENTED BY:



LILLIAN L. CHENG

Partner, Cheng,
Monroe & Associates

Lillian is an advisor and researcher in pricing and marketing strategy. She has taught at several universities and her research interests are in marketing channels, marketing strategy and pricing. She has worked with various international businesses including Internet start-ups, luxury brand companies and high-tech firms. Lillian currently teaches marketing and pricing at the National University of Singapore and works with companies globally. She is co-author of ***Relativity: The Science of Price Perception*** with Kent B. Monroe, (forthcoming), published by Business Expert Press.



KENT B. MONROE

Partner, Cheng,
Monroe & Associates

Kent B. Monroe brings decades of research and practical experience to training seminars designed to explain and illustrate successful pricing strategies and tactics. He defined the conceptual foundations of behavioral price research and has published in the most reputable business and marketing journals in the world. Kent is also the author of ***Pricing: Making Profitable Decisions***.

MORNING BREAK 10:15 am-10:45 am
LUNCH 12:00 pm-1:00 pm
AFTERNOON BREAK 2:15 pm-2:45 pm

ATTENDEES WILL LEARN:

- To set prices for a firm's offerings
- How to set appropriate pricing policies
- To understand how prices convey information and intention

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WS4

LEVEL 300 WORKSHOP

MAXIMIZE YOUR PROFIT POTENTIAL WITH AN OUTSIDE-IN VALUE CRUSADE

Customers do business with you for one reason—because your offerings drive bottom-line financial value to their business better than the alternatives. When you understand how you deliver value to customers, you can align your organization to maximize profits, discover hidden pricing potential and build strong partnerships with your key accounts.

The essential first step is determining how your customers make money coupled with business improvements your offerings deliver. The mistake too many organizations make is relying on their internal view of value rather than engaging in customer conversations to co-create the best possible offering. Armed with this knowledge, you can build offering tiers that provide customer choice, price to value using metrics that support your positioning, and provide sales with the value tools to improve customer conversations.

PRESENTED BY:



CHRIS MITCHELL

Vice President of
Global Initiatives,
Holden Advisors

Chris has over 25 years of experience in sales tactics and strategy development; sales management consulting; marketing alignment; sales process and performance improvement. She has been devoted to marquis brands in healthcare, information services, logistics, transportation, office imaging, professional services and the manufacturing industries resulting in measurable increased performance. Prior to joining Holden Advisors, Chris spent over a decade at Huthwaite with a strong focus of delivering outstanding value with diverse, globally-based teams and distribution networks. Chris is a graduate of The Ohio State University's Max M. Fisher College of Business.



ELLEN QUACKENBUSH

Senior Value Expert,
Holden Advisors

Ellen Quackenbush is Senior Value Expert at Holden Advisors. In this role, Ellen brings the outside-in customer thinking into product and services design, pricing, value communications and sales positioning, aligning the organization around delivering customer value and building strong partnerships with key accounts. She has over two decades of consulting and strategic planning experience working with product development, marketing and executives to build solutions that customers want and will pay for. Ellen holds an MBA from the MIT Sloan School of Management and an undergraduate degree from Smith College.

ATTENDEES WILL LEARN:

- How to build a map of your customer's business
- How to identify key stakeholders for value-based messaging
- How to achieve price-value alignment
- How to strengthen customer relationships via value conversations

MORNING BREAK 10:15 am-10:45 am
LUNCH 12:00 pm-1:00 pm
AFTERNOON BREAK 2:15 pm-2:45 pm

WS5

LEVEL 200 WORKSHOP

PRICING NEW PRODUCTS:

Developing a Pricing Strategy that Captures Your Product's Value

There are 4 common mistakes made when pricing new products:

- People think pricing is just the price level
- Decision making omits voice of the customer
- Pricing decisions are made too late
- Important stakeholders are not included in the process

Each of these mistakes can result in a sub-optimal pricing strategy that can affect the success of your new product, something that you certainly want to avoid!

This one-day workshop will cover the steps necessary for Pricing New Products, covering the 4 common mistakes and including a method for uncovering the attributes most important and highly valued by your potential customers to assist in developing your value based pricing strategy. Garnering on 15 years of experience, this session is designed for you to leave with actionable steps to follow for Pricing New Products in your business.

PRESENTED BY:



HOLLY KRAFFT

Vice President, Analytics & Strategic Pricing, RELX Group

Holly Krafft is Vice President of Analytics & Strategic Pricing at RELX Group. She leads three internal consulting teams across the four businesses that are part of RELX Group. Before leading these teams, Holly led the development of pricing strategies for LexisNexis Europe as the businesses migrated from print to online as well as sales, sales management, marketing management, and operational pricing at LexisNexis. Holly earned her B.S. in Applied Sciences from Miami University and attended Harvard Business School's Global Leadership Program for Strategy and Leadership.

MORNING BREAK	10:15 am-10:45 am
LUNCH	12:00 pm-1:00 pm
AFTERNOON BREAK	2:15 pm-2:45 pm

ATTENDEES WILL LEARN:

- The elements of a pricing strategy that should be considered
- The information you will need to make your decisions
- The ideal timing of each decision
- The colleagues that should be included in the decision

WS6

LEVEL 500 WORKSHOP

PARTNERING WITH SALES:

Best Practices for Price Execution

Your pricing team can set great targets and recommendations for pricing moves, but success always comes down to sales' ability to execute these recommendations. Each negotiated deal has the potential for the price to be dropped. Often it's dropped unnecessarily or far deeper than needed. Additionally, when a business decides to raise price, the execution skills of business leaders, marketing and sales are critical for success. Too often price increases fall far short of expectations. Whether sales discounted price or were unable to increase price, the business assumes the competitive and market dynamics were not favorable when the real reason is often weak execution.

This workshop covers proven strategies, best practices and tactics the business, marketing and sales teams need in order to successfully negotiate a deal with no or minimal price decreases and to effectively implement price increases. It covers the critical role of the pricing team in encouraging and guiding sales towards these best practices.

PRESENTED BY:



JOANNE SMITH

President, Price to Profits Consulting

Joanne Smith is the author of *The Pricing and Profit Playbook* (Bradley Publishing - October 1, 2013), and the former DuPont Corporate Head of Marketing, Pricing and Customer Loyalty.

She achieved her B.S. from Drexel University and completed Advanced Marketing and Sales Courses with Kellogg School of Management Program. She is a certified Six Sigma Champion.

MORNING BREAK
LUNCH
AFTERNOON BREAK

10:15 am-10:45 am
12:00 pm-1:00 pm
2:15 pm-2:45 pm

ATTENDEES WILL LEARN:

- How pricing can partner with sales to improve price realization
- Behaviors for influencing customers and the market
- How to make your smartest price discounting decisions including considering non-price alternative moves

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WS7

LEVEL 200 WORKSHOP

DOLLARIZING DIFFERENTIATION VALUE

The dollarization of differentiation value is at the heart of value-based pricing. Join this one-day workshop to learn the 6 steps of value-based pricing and to discover a realistic approach to the science and art of dollarization. You will discover multiple case studies and go through short dollarization exercises. At the end of the workshop you will learn how to operationalize dollarization in your business and your culture. Participants receive a signed copy of Stephan's latest book called ***Dollarization of Differentiation Value***.

PRESENTED BY:



STEPHAN M. LIOZU, CPP

Chief Value Officer, Thales Group

Stephan M. Liozu is Chief Value Officer of the Thales Group (www.thalesgroup.com) and Chief Marketing Officer of Thales Inc. in the USA. He is also an Adjunct Professor & Research Fellow at the Case Western Reserve University Weatherhead School of Management. He authored three books, ***Dollarizing Differentiation Value*** (2016), ***The Pricing Journey*** (2015) and ***Pricing and Human Capital*** (2015). Stephan holds a Ph.D. in Management from Case Western Reserve University (2013), an MS in Innovation Management from Toulouse School of Management (2005), and an MBA in Marketing from Cleveland State University (1991). He is a Certified Pricing Professional (CPP).

MORNING BREAK

10:15 am-10:45 am

LUNCH

12:00 pm-1:00 pm

AFTERNOON BREAK

2:15 pm-2:45 pm

ATTENDEES WILL LEARN:

- The 6 steps of value-based pricing
- The science and art of dollarization
- What to dollarize and when to use numbers in value-propositions

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WS8

LEVEL 300 WORKSHOP

HOW TO DRAMATICALLY GROW PROFITS THROUGH IMPROVED PRICING

This one-day workshop will focus on helping Pricing professionals significantly grow profitability for the organization. How? We do that by sharing a systematic approach to uncovering opportunities for pricing improvement for immediate execution and sustainable long-term profitability. By the end of this workshop the participants will have the inside knowledge and be on track to make a notable and quantifiable impact on their organization's success.

PRESENTED BY:



PAUL HUNT

President, Pricing Solutions

Paul started Pricing Solutions in 1995

and over the course of his 20+ year pricing career he has had the pleasure of working with leading companies across the globe. He has helped companies with such pricing issues as: bundling/unbundling, competitive pricing, customer categorization, new-product pricing, perceived value, price complexity vs. simplification, pricing policy, price structure, price wars, price/volume relationship, pricing culture implementation, and value-added pricing. Paul earned his MBA in Marketing and Organizational Behavior from Ivey Business School at Western University.



SCOTT MILLER

Senior Consultant, Pricing Solutions

Scott Miller is a Senior Consultant

at Pricing Solutions Ltd with 10+ years in Pricing and Business Management Consulting. Scott specializes in Pricing Management and Optimization Analytics helping clients achieve best-in-class pricing and profitability management capabilities through big data and predictive analytics. He has managed projects in a number of industries including telecommunications, financial/banking and manufacturing sectors. Scott is a Certified Management Accountant and earned his B.S. in Biology from University of Waterloo.

MORNING BREAK
LUNCH
AFTERNOON BREAK

10:15 am-10:45 am
12:00 pm-1:00 pm
2:15 pm-2:45 pm

ATTENDEES WILL LEARN:

- How to quickly and efficiently identify quick wins
- How to revitalize a legacy based pricing structure
- How to create a pricing architecture that your sales force can sell

WS9

LEVEL 400 WORKSHOP

CUSTOMER VALUE INSIGHTS AND PRICING STRATEGY:

Building a Strong Foundation

When seeking to develop value-based pricing strategies many practitioners overlook a fundamental question: how should customer value be defined? Typically they allow value to be defined by whatever methodology is used to research it. Choosing the wrong approach is equivalent to building a house on a crumbling foundation: the whole basis for pricing and offering strategy will crumble. Leading firms carefully address this question as well as several others.

Rather than reviewing a set of market research reports to highlight what was right or the risks of taking them at face value, this workshop will aim at providing the audience with powerful instruments to critically analyze the results, and generate relevant insights for profitable price actions. The core of the workshop will be types of analyses practitioners perform that should be at the foundation of any research effort aimed at assessing customer value perception.

PRESENTED BY:



CHRIS D'ALFONSO

Managing Director,
KPMG Strategy

Chris D'Alfonso is a commercial strategy and pricing expert with more than 30 years of experience. Chris has led more than 175 engagements spanning economic value propositions and offering structures, product-based and solution-based pricing, as well as transactional pricing process and policy management. Chris' deep expertise in Strategic Pricing has helped his clients structure value-based key account deals with several B2B corporations around the globe. Chris earned his BS Mechanical Engineering from Rensselaer Polytechnic Institute and MBA from Questron School of Business at Boston University.



EDOARDO POLI

Director, KPMG
Strategy

Edoardo Poli has more than 14 years working experience in consulting with experience in industrial manufacturing, retail, consumer goods, agro-chemical, financial services. Edoardo has specialized in pricing strategy and developed the KPMG UK pricing analytics capabilities. His area of focus are Pricing, Growth Strategy, Benefits and Value Realization, Data Analytics, Financial Analysis, M&A commercial due diligence. Edoardo earned his BA in Engineering from Politecnico di Milano, Master in Management of Production from Chalmers Tekniska Högskola, and MBA from Duke University's Fuqua School of Business.

MORNING BREAK
LUNCH
AFTERNOON BREAK

10:15 am-10:45 am
12:00 pm-1:00 pm
2:15 pm-2:45 pm

ATTENDEES WILL LEARN:

- A clear understanding of who the customer really is and what he/she values
- The ability to accurately understand and measure the customer value
- Products and services well-structured to target specific customer groups

WS10

LEVEL 600 WORKSHOP

START STRONG!

Change Management for Pricing Movers

Time and time again pricing initiatives start, stall and fall apart. We continually read and listen to new ways we can optimize price and margin performance, but seem to have our hands tied when the rubber meets the road. The missing puzzle piece for many Pricing Professionals today is an active change management program. Applying a proper change management program provides the necessary foundation for any type of transition, no matter the scale. During the 'Start Strong! Change Management for Pricing Movers' workshop, participants will learn how to create and implement a change management program in order to build organizational commitment and capability, and gain long lasting traction in the volatile world of pricing.

PRESENTED BY:



JUSTIN BANTA

Manager,
Ernst and Young

Justin Banta is a Manager in Ernst and Young's Pricing practice, and has extensive experience with leading change management efforts. Change management is a consistent aspect in his projects and proves to be a key foundational element to success. Justin holds an MBA from DePaul University.



KRISTA DITTMAR

Manager,
Ernst and Young

Krista Dittmar is a Manager in Ernst and Young's Pricing practice, and has extensive experience with leading change management efforts. Major industries of focus include Industrial Products, Automotive, and Aviation. Offerings including Pricing Strategy, Analytics, Operating Models and Technology/Tools. Krista holds an MBA from The University of Texas at Austin.

MORNING BREAK
LUNCH
AFTERNOON BREAK

10:15 am-10:45 am
12:00 pm-1:00 pm
2:15 pm-2:45 pm

ATTENDEES WILL LEARN:

- How to follow a systematic approach for handling change management
- How to recognize and manage the organizational stages of change
- How to clearly articulate a business case, objective and vision for the change
- How to gain sponsorship and engage key stakeholders throughout a change initiative
- How to manage resistance and barriers to change

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WS11

LEVEL 500 WORKSHOP

CHANNEL PRICING:

Incenting Win-Win Channel Partner Behavior

Channel Pricing is one of the most complex and under-represented areas of pricing. In this workshop, George Faris and Ben Blaney will outline ways for pricing people to approach this thorny subject. Many organizations in different verticals struggle with pricing into and through channels. The session will teach a new fundamental framework for companies to organize around coherent thinking.

Activities will include mapping of channels and identifying conflict, and data supports channel decision making.

With the presenters' experience in industry, plus their vision and creativity, this session will translate real-world problems into perspectives applicable in any environment.

PRESENTED BY:



**BEN
BLANEY, CPP**

Strategic Consultant,
PROS

Ben Blaney is a Strategic Consultant at PROS. Prior to that, he was Director of Commercial Excellence for ESAB, a \$2B division of Colfax Corporation where he was responsible for strategy, execution and measurement of all aspects of commercial excellence. Ben holds a Bachelor's degree from the University of Exeter, holds the PRINCE2 and PMP certifications in Project Management, and is a certified Lean Six Sigma Black Belt. He is also a Certified Pricing Professional.



GEORGE FARIS

Strategic Consultant,
PROS

George Faris is a Strategic Consultant at PROS. His areas of expertise include sales effectiveness solutions, price optimization, revenue management and analytics. George's industry focuses include Manufacturing, Distribution, Services and Healthcare. George holds a B.S. in Marketing from Northern Illinois University and an MBA from Saint Xavier University.

MORNING BREAK
LUNCH
AFTERNOON BREAK

10:15 am-10:45 am
12:00 pm-1:00 pm
2:15 pm-2:45 pm

ATTENDEES WILL LEARN:

- A way of incenting "win-win" channel partner behavior
- A framework for measuring channel partners
- How to maintain appropriate differentiation between and within channels

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PPS
PRICING SOCIETY™

PRICING

PODCAST



The industry's podcast for pricing professionals

CONFERENCE AT-A-GLANCE

THURSDAY, MAY 4

TIME	EVENT	SPEAKERS
7:00am-8:00am	REGISTRATION/BREAKFAST	
8:00am-8:15am	Welcome and Networking	Kevin Mitchell, PPS President
8:15am-9:15am	KEYNOTE PRESENTATION: Breaking the Cycle of Destructive Competition	Thomas Nagle, Senior Advisor, Monitor Deloitte
9:15am-10:00am	SPONSOR HALL NETWORKING BREAK	
10:00am-11:00am	KEYNOTE PRESENTATION: A Saleswoman of Pricing: Even the Best Automated Pricing Systems Must Be Adopted by Human Beings	Karen Berg, Vice President, Global Pricing & Inventory Strategy, InterContinental Hotels Group
11:00am-12:00pm	KEYNOTE PRESENTATION: Telling Stories With Data	Steve Haggett, Vice President, Revenue Management, Iron Mountain
12:00pm-1:00pm	NETWORKING LUNCHEON	
	BREAKOUT SESSION	BREAKOUT SESSION
	Pricing Practitioners Track This track features professionals in the pricing field sharing best practices – what has worked, what has not and how the challenges were resolved.	Pricing Experts Track This track features Advisors in the pricing field sharing methods that will inform participants how to be more effective at both the strategic and tactical level covering many diverse pricing topic areas.
	Tools & Techniques Track This track features content pricing experts sharing their expertise in how to address barriers to success that organizations face implementing pricing strategies.	CPQ / Sales Operations Track This track features professionals in the pricing field delivering their configure price quote (CPQ) solutions, as a key way to scale their business and maintain growth, without sacrificing customer satisfaction and retention.
1:00pm-2:00pm	Show What You Know: Communicating With Pricing Infographics Kathleen Fogelson, Senior Manager, Pricing AICPA	Mapping Your Pricing Structure: How to Build an Efficient and Effective Pricing Organization Tonya DeWeese, Vice President, Strategic Consulting, PROS
	Connecting Pricing and Assortment for Pricing Success that Breaks Silos Doug Bennett, Senior Vice President, Custom Analytics and Marketing Performance, Nielsen	CPQ: Technology to Support the Entire Sales Process Dave Clement, Manager, Simon-Kucher & Partners
2:00pm-2:30pm	SPONSOR HALL NETWORKING BREAK	
2:30pm-3:30pm	Metrics That Get Your Leadership's Attention Hillary Gretton, CPP, Business Process Manager, Becton Dickinson	Identifying and Capturing Price Improvement Quick Hits for Immediate Impact Brian Mundy, Director, Management Logic
	Price Realization: Best Practices for Measuring, Implementing and Maximizing Impact Greg Ambrogio, Director, Sales Enablement and Productivity, PROS	The Successful Transition to a Subscription/Consumption Based Pricing Model Amit Kumar, Director, PwC
3:30pm-4:30pm	A New Approach for Stopping Third-Party Unauthorized Sellers Whitney Gibson, Partner, Vorys, Sater, Seymour and Pease LLP	Where to Look for Pricing Value Opportunities Bernard Kang, Executive Director, Ernst and Young
	Driving Growth in Subscription Businesses Abde Tambawala, Director, Simon-Kucher & Partners	Deal or No Deal: Transforming Your Deal Desk to a Growth Engine Sudipto Banerjee, CPP, Principal, The Boston Consulting Group
4:30pm	CONFERENCE RECEPTION	

FRIDAY, MAY 5

TIME	EVENT	SPEAKERS
7:00am-8:00am	REGISTRATION/BREAKFAST	
8:00am-9:00am	KEYNOTE PRESENTATION: Winning With Your Customers: Getting Your Fair Share	Keith Pigues, Founder and CEO, Luminas Strategy
9:00am-10:00am	SPONSOR HALL NETWORKING BREAK	
10:00am-11:00am	KEYNOTE PRESENTATION: Building the Pricing Muscle in a Large Global Company	Sharad Chadha, General Manager Pricing, Global Services, GE Healthcare
11:00am-12:00pm	KEYNOTE PRESENTATION: Is Sales the New Pricing?	Brad Soper, Partner, Simon-Kucher & Partners
12:00pm-1:00pm	NETWORKING LUNCHEON	
	BREAKOUT SESSION	BREAKOUT SESSION
	Pricing Practitioners Track	Pricing Experts Track
	Tools & Techniques Track	CPQ / Sales Operations Track
1:00pm-2:00pm	Manageable Empowerment: Price Corridors for B2B Negotiations Nick Nalepa, Pricing Director, Michelin North America	Consistent to Proactive: Using CSM to Evolve Your Pricing Worldview Garth Hoff, CPP, Director, Pricing Strategy, IHS Markit
	Transforming Net Revenue Management to Become Consumer Goods Growth Champions Matt Beckett, Associate Director, The Boston Consulting Group (BCG)	Considerations to Choose the Right CPQ for You! Kunal Kothari, Manager, EY
2:00pm-2:30pm	SPONSOR HALL NETWORKING BREAK	
2:30pm-3:30pm	A Seat at the Table: Integrating Pricing into Corporate Strategy Debi Prickette, Director of Strategic Pricing, Emerson and Susan Long, Marketing Director, Emerson	Disrupting the Status Quo of Reactive Pricing Jeremy Pifer, Pricing Director, Hologic
	Value Portal for Dollarizing the Value of Products, Systems and Solutions Tom Wingren, Pricing Director, Wärtsilä Marine Solutions	Five Key Steps to Increase Sales Efficiency and Effectiveness Raj Chopra, CPP, Sr. Business Consultant, Vendavo
3:30pm-4:30pm	Pricing Professional Services: Capturing Value through Alternative Fee Arrangements Tracey Sherwood, CPP, Director of Strategic Pricing, Eversheds-Sutherland	Applying Machine Learning to Pricing: 3 Real World Case Studies Alexander Shartsis, CEO, Perfect Price
	Beyond the Waterfall: Making Durable Price Changes Scott Francis, President and Founder, Strategic Pricing Solutions	The Anatomy of a Request For Proposal: Pricing's Role on a Winning Team Saad Shahzad, Business Consulting Manager, Holden Advisors

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8:15 am

BREAKING THE CYCLE OF DESTRUCTIVE COMPETITION



THOMAS NAGLE
Senior Advisor,
Monitor Deloitte

Price competition is often most brutal in when two or three

companies share a market: Coke and Pepsi, FedEx and UPS, or even two gas stations across the street from each other. Drawing upon many years of experience, Dr. Nagle explains how companies with large market shares are drawn in to this vicious cycle, and more importantly how they can break these destructive cycles of price competition, becoming more profitable in the process.

ATTENDEES WILL LEARN:

- How replacing one-off price exceptions with discount policies that create “price integrity” makes an organization less vulnerable to the risk price wars
- How focusing competitive reactions on changing industry dynamics rather than on simply winning deals can discourage “irrational” price moves by competitors
- How prioritizing growth opportunities based upon margin potential, rather than volume potential, drives growth that is more sustainably profitable.

Thomas (Tom) Nagle, Ph.D. is an independent advisor to top management and a Senior Advisor on projects exclusively with the strategy practice at Monitor Deloitte. Dr. Nagle founded the Strategic Pricing Group (now part of Monitor Deloitte) in 1987 soon after publication of *The Strategy and Tactics of Pricing*—still the top-selling and the most widely-adopted text on pricing, soon to be relaunched in its sixth edition. He has extensive experience helping clients develop profitable pricing and value communication strategies, including innovative tactics for implementation. He developed many of what are now common analytical tools for pricing.

10:00 am

A SALESWOMAN OF PRICING:

Even the Best Automated Pricing Systems Must Be Adopted by Human Beings



KAREN BERG
Vice President,
Global Pricing &
Inventory Strategy,
InterContinental
Hotels Group

You’ve heard it for years – manual or cost-based pricing is “old school”; the results are not optimal. Automated Demand-based and Value-based pricing have been the latest path with merchandising as your vehicle. You’ve managed to convince the Executives to make a significant investment in a Pricing system, but the results are not being seen. Despite your best efforts of price automation, you learn that a human being still has veto rights over the “robot pricing system,” and are exercising those rights to the detriment of your ROI.

Pricing is a very emotional decision for the individual unit owner. By overriding your recommendations, they have reverted your company back to the dark ages of cost-based pricing. Learn from a real life hotelier’s pricing journey, how to “sell” the very un-sexy idea of automated price adoption.

ATTENDEES WILL LEARN:

- How pricing decisions can impact consumer price perception and profit
- How to help take the emotions out of pricing decisions
- Effective selling techniques of automated price adoption

Karen has 23 years of experience with IHG, having worked almost every job that exists at hotels. Karen’s most recent experience includes Revenue Management & Global Pricing Strategy and Above-Property Operations, working with franchisees who have total control of their unit pricing. This combination of experience allows Karen to share her learnings of selling automated price adoption. Karen earned her B.S. degree in Hotel, Restaurant & Institutional Management from Indiana University of Pennsylvania. Her background and passion are in the hotel industry.

11:00 am

TELLING STORIES WITH DATA



STEVE HAGGETT
Vice President, Revenue
Management, Iron
Mountain

The pricing function sits astride an

unprecedented volume of data, and new analytic tools enable increasingly granular decisions. However, when you’re in a competition with a long-lived company myth, data loses that battle. How do we convert our insights into action in the face of multiple strongly-held opinions?

We are designed to relate to stories. For thousands of years, we built our culture based on sharing stories. Stories are a powerful way to align large groups of people from different functions or regions. And stories are far more powerful when married to real data. When company mythology faces a compelling story, supported by fact, the story wins.

In this discussion, Steve will share observations on crafting stories with data that change minds.

ATTENDEES WILL LEARN:

- How to help Sales leaders win more deals at better pricing
- How to align the CEO and key executives on pricing opportunities
- How to drive decisions on investments in pricing resources

Steve Haggett is Vice President, Revenue Management at Iron Mountain. He previously led pricing at Philips Healthcare and Quest Diagnostics, and was a pricing consultant with Holden Advisors. Steve comes to pricing through experience in Sales, from selling energy services in the Russian oil industry, in Finance, from the military jet engine industry, and in Commercial Lobstering, from offshore Maine. Steve earned his degree in Art from Williams College and an MBA from Harvard Business School.

8:00 am

WINNING WITH YOUR CUSTOMERS: Getting Your Fair Share



KEITH PIGUES
Founder and CEO,
Luminas Strategy

Companies have a healthy focus on their capabilities, products, and services, but not enough of a focus determining the impact of the customer value proposition. The needed question to bring in a balanced focused is: "Do your customers gain value, make more money, have a sincere benefit by doing business with you?"

This engaging, challenging and thought-provoking session will help you innovate in the area of customer value management using a new form of customer insight. Pricing professionals and leaders in all areas of the company will benefit from this shift in mindset.

ATTENDEES WILL LEARN:

- To understand customers' profitability and link it to your contribution
- To uncover your differential value and related growth opportunities
- To utilize customer and competitive insight to improve pricing decisions.

D. Keith Pigues is the Founder and CEO of Luminas Strategy. He is a globally recognized speaker and author, as well as a former C-suite executive and academic leader in higher education. He is the co-author of **Winning with Customers: A Playbook for B2B** (Wiley & Sons). Pigues earned his B.S. in Electrical Engineering and Marketing and his MBA from University of North Carolina at Chapel Hill.

10:00 am

BUILDING THE PRICING MUSCLE IN A LARGE GLOBAL COMPANY



SHARAD CHADHA
General Manager
Pricing, Global Services,
GE Healthcare

Creating a robust and sustainable pricing function from scratch in a complex global corporation is challenging. How can we overcome those challenges? The importance of a cross-functional team for pricing and executive buy-in for pricing success are both key focuses in the change management journey. Regardless of the size of your organization, Sharad will explain how to overcome organizational challenges, properly and honestly assess your pricing capabilities, and ramp up a growing pricing function that achieves results positively and quickly.

ATTENDEES WILL LEARN:

- Critical elements of a well-functioning pricing infrastructure to effectively set, get and net prices
- The importance of roles, responsibilities and decision rights along the core pricing processes
- How to create a dedicated cross-functional pricing team that partners effectively with the rest of the organization

Sharad is the General Manager Pricing, Global Services at GE Healthcare. Prior to this, he was the Senior Director of Integration M&A for Electrolux Major Appliances North America where he was also heading the pricing function. Sharad has held various leadership positions in Pricing, Marketing, Product Management, Finance, M&A and IT throughout GE Healthcare, Electrolux and ABB in both the U.S. and Europe. Sharad holds a Bachelor of Electrical Engineering and an MBA from the University of Wisconsin and an Executive Management certificate from Kellogg Northwestern University.

11:00 am

IS SALES THE NEW PRICING?



BRAD SOPER
Partner, Simon-Kucher
& Partners

Global trends suggest Pricing has evolved beyond the back office and into the sales front lines. Decades of Pricing professionalization has evolved the people, tools and processes surrounding Pricing and instilled historically unprecedented price discipline across industries. Looking ahead, we see a technology-fueled acceleration of this evolution that will further push the Pricing profession closer to our end customers. Whether Pricers lead or follow that change will be up to us.

ATTENDEES WILL LEARN:

- Executive perspectives on Sales Enablement and their demands of Pricing Organizations going forward
- How our profession has evolved to its present state, and where we are headed next
- How individuals can capitalize on future changes and keep their companies and themselves ahead of the curve

Brad is a Partner with Simon-Kucher & Partners. He leads Simon-Kucher's North American B2B and Sales Effectiveness practice areas in addition to being the head of the firm's Atlanta office. Brad's decades of consulting experience span a range of industries and functional areas with a focus on pricing strategy, sales effectiveness and pricing transformation programs. Prior to joining Simon-Kucher, Brad worked as a turnaround specialist for a major PE firm. Earlier in his career, he flew F-14 fighter aircraft for the US Navy. Brad earned a Bachelor of Science from the United States Naval Academy and an MBA from Harvard Business School.

BREAKOUT SESSIONS THURSDAY MAY 4

1:00 pm - 2:00 pm

Pricing Practitioners Track

SHOW WHAT YOU KNOW:

Communicating With Pricing Infographics



KATHLEEN FOGELSONGER
Senior Manager,
Pricing, AICPA

Are you looking for ways to get decision makers to pay attention to pricing data? Do you need a way to communicate pricing analytics to your sales reps and executives in a way that grabs their attention and clearly communicates the results? This session will integrate best practices in infographics into examples and case studies specific to pricing strategy and analytics. Successful pricing teams are integral to the entire company, and the ability to communicate information that is of value to decision makers is critical for this success.

ATTENDEES WILL LEARN:

- To present pricing data through infographics to audiences of all levels
- Case studies on using pricing infographics for analytics, communication and sales
- Concrete tactics that can be implemented

Pricing Experts Track

MAPPING YOUR PRICING STRUCTURE:

How to Build an Efficient and Effective Pricing Organization



TONYA DEWEESE
Vice President,
Strategic Consulting, PROS Companies

in every corner of the world grapple with how to structure their pricing organizations to maximize their revenue and profitability – and to deliver the results they've committed to their senior leaders. For each one, it varies according to the company's culture, products and customers. In this session, we will deliver specific insights along with information and a framework for developing a pricing infrastructure or Center of Excellence.

Participants will be guided with tools and reference materials that will help them prepare for the structure, measures and size of their team, along with a future roadmap for creating a highly effective organization.

ATTENDEES WILL LEARN:

- The best organizational construct based on their business model
- The most common metric and KPI's to ensure focus
- Challenges that may be impacting success

Tools & Techniques Track

CONNECTING PRICING AND ASSORTMENT FOR PRICING SUCCESS THAT BREAKS SILOS



DOUG BENNETT
Senior Vice President,
Custom Analytics and Marketing Performance, Nielsen

With nearly two-thirds of promotions being ineffective and manufacturers losing 8% of sales due to out-of-stock items, there is a need for more effective planning and in-store execution. One of the most important developments in today's pricing and promotion space is that assortment and pricing strategies no longer have to be made in silos. When we combine store observations, predictive models and financial simulations, it's easy to glean insights that inform the optimal in-store and promotional principles for brands and categories to deliver a better experience at the shelf.

During this session, Doug will share a case study on how one manufacturer drove strategy changes and developed specific retail customer business plans to make an impact.

ATTENDEES WILL LEARN:

- Why current pricing practices are struggling to keep up with changing store formats and shopper behaviors
- The steps to redefining their current practices around price, promotion and assortment in light of the connected shopper ecosystem
- How to successfully navigate the interconnectedness of assortment, space, price and promotion

CPQ/Sales Operations Track

CPQ:

Technology to Support the Entire Sales Process



DAVE CLEMENT
Manager, Simon-Kucher & Partners

You have optimized your pricing model but now need to get it into the field – what do you do? CPQ software is your solution for price optimization and supporting the entire sales process. During our breakout we will discuss key features and functionality of a CPQ platform, identify how CPQ can address key challenges companies have in the sales process, and discuss 'watch outs' when introducing and utilizing a CPQ platform.

ATTENDEES WILL LEARN:

- Why firms utilize CPQ software, including discussion on key features;
- How CPQ can address key challenges in the sales process
- To identify watch outs when utilizing a CPQ vendor

2:30 pm - 3:30 pm

Pricing Practitioners Track

METRICS THAT GET YOUR LEADERSHIP'S ATTENTION



HILLARY GRETTON, CPP
Business Process Manager, Becton Dickinson

Your pricing tool is installed, your data is flowing, but what do you do with those beautiful reports? A good Pricer not only understands their data but their customers' needs as well, and most importantly how both tie back to delivering on the company's goals and strategies. Leadership teams require metrics that can be easily absorbed so they can act quickly and strategically. Learn how to ask the right questions, send emails that get read, and put your pricing team in the fast lane.

ATTENDEES WILL LEARN:

- How to identify what data supports leadership needs and decision-making
- How to connect the dots between data and key players in your organization
- How to facilitate discussions with teams that can fortify your pricing communication

Pricing Experts Track

IDENTIFYING AND CAPTURING PRICE IMPROVEMENT QUICK HITS FOR IMMEDIATE IMPACT



BRIAN MUNDY
Director, Management Logic

What can you do to start improving your pricing as soon as tomorrow? This presentation will help you identify the potential short term price improvement opportunities within their organizations. Participants will learn how to gain an understanding and appreciation for how to quantify the potential impact of these opportunities, and how to use that information to gather the resources to support any pricing changes. Additionally, we will discuss some common tactical pricing opportunities that have affected many kinds of organizations as well as the methods, tools, and processes organizations have used to capture these opportunities in the past.

ATTENDEES WILL LEARN:

- How to identify great price improvement opportunities
- Methods for delivering on price improvement opportunities
- To break through a revenue-first mentality and gather buy-in

Tools & Techniques Track

PRICE REALIZATION: Best Practices for Measuring, Implementing and Maximizing Impact



GREG AMBROGI
Director, Sales Enablement and Productivity, PROS

The Price Realization metric is a key component in measuring the impact of a company's price effectiveness. There are many methods for measuring Price Realization and employing the most appropriate metrics for your business will ensure your pricing spotlight is shone on the areas that need the most attention or provide the most impact.

Participants will be provided with Best Practice Methods for measuring Price Realization and guided through the pros and cons for the various methods to help choose and employ the most appropriate method for their business.

ATTENDEES WILL LEARN:

- The Best Practice Price Realization methods
- The pros and cons of the various methods
- Guidance in choosing the method to employ for their business

CPQ/Sales Operations Track

THE SUCCESSFUL TRANSITION TO A SUBSCRIPTION/CONSUMPTION BASED PRICING MODEL



AMIT KUMAR
Director, PwC

Companies making the strategic choice of migrating their software business model from a traditional perpetual license to a subscription license-based software-as-a-service (SaaS) product are doing so to drive stronger long-term relationships and business growth. Transition to Subscription/Consumption pricing is critical and there are implications across Configuration Management, Pricing and Quoting.

Understand key CPQ considerations for transforming the business model from traditional to subscription/consumption model, including "hot spots" across quote to cash process areas.

ATTENDEES WILL LEARN:

- How to make a strategic choice in moving to a SaaS product
- Key transition points to incorporate with your CPQ software
- How to identify 'hot spots' across quote to cash process areas

3:30 pm - 4:30 pm

Pricing Practitioners Track

A NEW APPROACH FOR STOPPING THIRD-PARTY UNAUTHORIZED SELLERS



WHITNEY GIBSON
Partner, Vorys, Sater, Seymour and Pease LLP

Unauthorized sellers who sell diverted products on eBay and other third party online marketplaces are causing many problems for retailers and manufacturers. They take away revenues from legitimate sellers who are selling through authorized channels and drive legitimate sellers to ignore Minimum Advertised Price (MAP) policies and MSRP that are in place. This can result in legitimate sellers stopping investing resources, time and energy in promoting commonly diverted products when they realize their stores have become only showrooms for customers to eyeball products before purchasing them at a lower price online. These three effects result in a loss of profits and brand reputation for brands and legitimate sellers. In this session, Whitney Gibson will share how to prevent unauthorized sellers from going below the MSRP through intentional strategy and systems in place.

ATTENDEES WILL LEARN:

- How to identify the negative effects of unauthorized sellers
- How to discuss definitive steps that can be taken to stop unauthorized sellers
- How to prevent immunity from liability under the First Sales Doctrine

Pricing Experts Track

WHERE TO LOOK FOR PRICING VALUE OPPORTUNITIES



BERNARD KANG
Executive Director, Ernst and Young

Pricing is rising as a topic of conversation in both corporate boardrooms as well as the popular press as companies like Uber have raised laymen's awareness of more sophisticated pricing models. So where should you look for pricing opportunities in your organization? Is it in the leading edge of technology and behavioral science? Is it deeper in the weeds of your foundational commercial and order to cash processes? Join this discussion to hear perspectives on this question and examples of where to find value opportunities along the spectrum. Apply a framework to identify and prioritize areas in which to develop pricing value capture opportunities.

ATTENDEES WILL LEARN:

- Where to find value opportunities in their business
- A framework to capitalize on value areas
- Tools to enhance your unique value proposition

Tools & Techniques Track

DRIVING GROWTH IN SUBSCRIPTION BUSINESSES



ABDE TAMBAWALA
Director, Simon-Kucher & Partners

Driving growth in subscription models is becoming incredibly popular as many businesses rush to join the digital "subscription economy." Yet for every successful Netflix or Salesforce or LinkedIn, there are dozens who bite the dust. What separates the leaders from the stragglers? In the subscription economy, acquiring new subscribers, monetizing relationships, increasing subscriber engagement, and driving loyalty is the name of the game. In this session, we will demystify the design of successful pricing models, review what the key challenges to developing pricing models are and share our experience on how to align market demands, organizational goals, and customer experience requirements for your pricing and packaging strategy.

ATTENDEES WILL LEARN:

- Tools, frameworks and best practices to achieve acquire, monetize and retain customers
- How to optimize for total customer value
- Key performance indicators to measure success

CPQ/Sales Operations Track

DEAL OR NO DEAL: Transforming Your Deal Desk to a Growth Engine



SUDIPTO BANERJEE, CPP
Principal, The Boston Consulting Group

Traditionally, deal desks have been tasked to bring discipline to the deal review process. In doing so, companies have added better scrutiny to deals while enhancing margins and speed of deal making. Most companies, however, have failed to transform the deal desk to a "growth engine." This growth comes from proactively recommending products and services with every deal opportunity and could be considered an up-sell, cross-sell, solution packaging, or a creative deal. To enable this, robust opportunity identification and sizing techniques provide a view on which products and services to recommend and to which customer.

In this session, learners will walk through a case study on a company who enhanced the deal desk and transformed it into a growth engine.

ATTENDEES WILL LEARN:

- The objectives and core capabilities of a deal desk
- How to scrutinize the deals currently being made to find opportunities for growth
- How to transform a traditional deal desk function of passive deal reviews to a growth engine

1:00 pm - 2:00 pm

Pricing Practitioners Track

MANAGEABLE EMPOWERMENT:

Price Corridors for B2B Negotiations



NICK NALEPA
Pricing Director,
Michelin North
America

The empowered B2B sales force is a wonderful thing, but now the leadership realizes that the customer pricing empowerment has produced is becoming dispersed across like accounts and a loss of strategic control threatens. How does the pricing manager bring back pricing discipline without revoking the empowerment the sales force now craves or losing the business gained? A proven example of the application of a proven technique will spark your thinking on how to keep your sales professionals empowered and your achieved prices consistent and profitable.

ATTENDEES WILL LEARN:

- Rules for the consistent segmenting of B2B customers
- The price corridor technique to govern B2B negotiated outcomes
- How to measure progress and protect gains

Pricing Experts Track

CONSISTENT TO PROACTIVE:

Using CSM to Evolve Your Pricing Worldview



GARTH HOFF, CPP
Director, Pricing
Strategy, IHS
Markit

Customer Success Management (CSM) is an organizational focus on the customer experience with the goal of maximizing retention and Lifetime Value. Value Pricing seeks to maximize revenue and profitability based on customer willingness-to-pay. Merging these two concepts creates a powerful new pricing point of view that might change the way you think about the relationship between you and your customer. This presentation will take you on a multi-year journey of how IHS Markit moved from baseline to consistent, and how a broader or non-traditional view of pricing is required to upgrade your team from a back office function to a front office strategic asset.

ATTENDEES WILL LEARN:

- The Past: how IHS Markit took steps create a consistent framework; aligning pricing around product portfolio, commercial models, segmentation, tools, processes, and governance
- The Present: how improved data and visibility (analytics) has helped to create clarity of purpose
- The Future: why CSM-centric pricing strategy might be the next big thing for pricing

Tools & Techniques Track

TRANSFORMING NET REVENUE MANAGEMENT TO BECOME CONSUMER GOODS GROWTH CHAMPIONS



MATT BECKETT
Associate
Director, The
Boston Consulting
Group (BCG)

Companies today, both B2B and B2C, face a world of slower growth, more competition, and tougher customer negotiations. Successful companies are strengthening a full arsenal of net revenue management skills – not just changing direct prices, but also price-pack architecture, mix management, discounting effectiveness, and customer / channel investment strategy. Equally important, and more challenging, the highest impact teams have become change champions within their organizations, building credibility and influence across functions. Hear examples of how B2B and B2C companies are successfully transforming their net revenue management practices to become company growth champions.

ATTENDEES WILL LEARN:

- To think about net revenue management more broadly than 'pricing changes'
- Real-world success stories from both B2B and B2C companies
- Key lessons for building internal organizational buy-in

CPQ/Sales Operations Track

CONSIDERATIONS TO CHOOSE THE RIGHT CPQ FOR YOU!



KUNAL KOTHARI
Manager, EY

The best of sales and pricing strategies have unrealized benefits due to inefficiencies in sales operations. Organizations are increasingly considering the pivotal role Configure, Price, Quote (CPQ) solutions play in boasting sales effectiveness & top line growth. As organizations have started to realize benefits of using CPQ, there is growing interest in understanding the process of choosing the right CPQ vendor. In this session, we will uncover the right steps to pick your CPQ.

This process begins with rigorous data driven assessment of strategic objectives followed by prioritization of unique drivers that have most impact to free cash flow. Highest level of CPQ maturity can be achieved via seamless integration of CRM, CPQ and ERP considering best practices for processes, data governance and system integration.

ATTENDEES WILL LEARN:

- How to choose the right CPQ solution
- The top 3 ways to get value from CPQ
- Best practices to architect CPQ with CRM and ERP

2:30 pm - 3:30 pm

Pricing Practitioners Track

A SEAT AT THE TABLE: Integrating Pricing into Corporate Strategy



DEBI PRICKETTE
Director of
Strategic Pricing,
Emerson



SUSAN LONG
Marketing
Director, Emerson
Pricing

professionals see the entire landscape of their business: customers, products, revenues, profit – and pain points. How do we leverage these insights and influence our corporate strategies? Beyond traditional pricing strategies, your skills of segmentation and analysis lead to a deeper understanding of your business. Learn how to communicate that understanding in formats and messaging that other functions in your organization will value and adopt. Through real-world examples, gain ideas on how to develop a pricing community within your company, and earn “a seat at the table.”

ATTENDEES WILL LEARN:

- How to leverage traditional pricing disciplines to influence corporate growth and profit strategies
- Effective communication strategies with stakeholders from Finance to Field Sales
- How to build a pricing community within your company that leads to growth and impact

Pricing Experts Track

DISRUPTING THE STATUS QUO OF REACTIVE PRICING



JEREMY PIFER
Pricing Director,
Hologic

In evaluating internal pricing and contract processes, Hologic realized their National Accounts team was ill-equipped to effectively counter the pressure of beefed-up procurement departments, increased price transparency and health care regulation. Enter a new way of thinking: Jeremy joined the Hologic team and brought experience in health care pricing to disrupt the status quo of their understaffed and reactive team, turning the National Accounts team into a strategic organization that drives accountability and a commitment to sustained profitability and setting the company up for long-term success.

ATTENDEES WILL LEARN:

- To elevate the strategic influence of pricing and contract teams
- To enable defensible pricing in an environment of increasing transparency
- To align cross-functional teams through tools and reporting

Tools & Techniques Track

VALUE PORTAL FOR DOLLARIZING THE VALUE OF PRODUCTS, SYSTEMS AND SOLUTIONS



TOM WINGREN
Pricing Director,
Wärtsilä Marine
Solutions

For many people the most difficult part of building a value model for dollarization is identifying and then quantifying value drivers.

How do you ensure that your sales team is aware of values in your products and solutions? That they are able to identify, dollarize and communicate Values to your Customer? That your R&D are defined market-acceptable value drivers for coming products?

Over the last few years, Wärtsilä Marine Solutions has been developing a comprehensive value based management system for value modelling products and solutions called Value Portal. Value Portal consists of different Value Cards from which the sales persons can find most important information from the value perspective: value drivers, customer benefits and a formula for Dollarization. This enables the sales person to build case specific value models and is a key enabler to recognize and understand the values from products and solutions.

ATTENDEES WILL LEARN:

- How to centralize value information into one place
- How to dollarize the value of products and solutions
- How Value portal is integrated into sales process and CRM

CPQ/Sales Operations Track

FIVE KEY STEPS TO INCREASE SALES EFFICIENCY AND EFFECTIVENESS



RAJ CHOPRA, CPP
Sr. Business
Consultant,
Vendavo

During the last year and a half, the high tech industry (semiconductors, OEM's, distribution & software industries) has seen a spate of new deals and mergers totaling more than \$150 billion in the U.S. alone. Post-merger, the unified sales team is now tasked with selling additional products & solutions from each of the pre-merger companies. This brings on additional challenges of product training and understanding the value proposition of products. With the new information and cross-sell options, sales representatives must be prepared at the time of negotiation and able to identify the synergy that exists for each sales opportunity. Pricing effectiveness and sales efficiency are two leading ways a company with new set of challenges can ensure sustained profitable growth. Join this session to learn about 5 practical steps based on real world examples of how to achieve pricing effectiveness & increase sales efficiency of a newly merged company.

ATTENDEES WILL LEARN:

- Steps you can take today to increase the sales efficiency of the sales teams to increase win-rates and reduce quote cycle times.
- How to sell effectively to increase the top line revenue and preserve the bottom-line
- What the best-in-class companies are doing to arm the sales with the right set of information

3:30 pm - 4:30 pm

Pricing Practitioners Track

PRICING PROFESSIONAL SERVICES:

**Capturing Value
through Alternative
Fee Arrangements**



**TRACEY
SHERWOOD, CPP**
Director of
Strategic Pricing,
Eversheds-
Sutherland

The hourly model isn't dead, but it is on life support. Service firms (those who propose Alternative Fee Arrangements) and Clients (those who perceive benefits from AFAs) have much to gain from exploring this hot topic. Though not well understood, AFAs are an opportunity to match need and value with creativity. Pricing professionals in service firms, including law, accounting, architectural, design and even SaaS providers find AFAs to be a differentiator. Clients increasingly request AFAs for budgetary, planning and risk management purposes. Please join me for an in depth presentation and discussion of the issues and opportunities to capture value with Alternative Fee Arrangements.

ATTENDEES WILL LEARN:

- How to know if an AFA is right for me
- What I need to know before I offer an AFA about AFA structures and terminology
- How to design structures that capture value

Pricing Experts Track

APPLYING MACHINE LEARNING TO PRICING:

**3 Real World
Case Studies**



**ALEXANDER
SHARTSIS**
CEO, Perfect
Price

You've heard a lot about machine

learning, but what does it actually do? In this session, Alexander Shartsis will provide 3 companies as case studies who applied machine learning on real data, and the impact to their businesses, people and processes. A special focus will be on the implementation and usage and how this can result in varying outcomes.

ATTENDEES WILL LEARN:

- How machine learning actually works.
- How one company increased revenue by 61% with machine learning powered pricing
- Why another company failed to leverage it, even when it worked

Tools & Techniques Track

BEYOND THE WATERFALL:

**Making Durable
Price Changes**



**SCOTT
FRANCIS**
President and
Founder, Strategic
Pricing Solutions

One of the first steps in any price-improvement journey is developing price waterfall. Companies identify services and discounts which are not included in an invoice price, and they calculate the amount of profit lost from those items. Getting control of and correcting those waterfall elements can improve profitability, but often that price improvement from managing the waterfall is elusive, or slowly fades away. This loss aversion affects your ability to manage the waterfall. In this session, Scott will share some easy-to-manage techniques for identifying underpriced customers and products and how to limit risk in implementing price changes.

ATTENDEES WILL LEARN:

- To use behavioral insights to better manage the waterfall
- To identify the customers and products that are underpriced and those that are at risk
- To implement price changes that increase profitability without sacrificing volume

CPQ/Sales Operations Track

THE ANATOMY OF A REQUEST FOR PROPOSAL:

**Pricing's Role on a
Winning Team**



**SAAD
SHAHZAD**
Business
Consulting
Manager, Holden
Advisors

You've been asked to help prepare a response to a high-stakes RFP for a large customer. The buyer is asking your team to "sharpen their pencil", and sales is ready to respond with a lower price. You think the price is well below where you think you should be on the deal, but you've had issues getting sales to listen. What can you do to help the RFP team win a profitable deal?

In this session, we will study a real-life example of an RFP response, dissecting the complexities that made up a winning and profitable value-based proposal. We will discuss how to detect and alleviate common issues that cause dysfunction in teams (pricing, sales, product and leadership), leading to a sub-optimal RFP response. Attendees will learn best practices and tools, such as value trade-off analysis and quantifying financial value, that facilitate team alignment that yields replicable profitable deals.

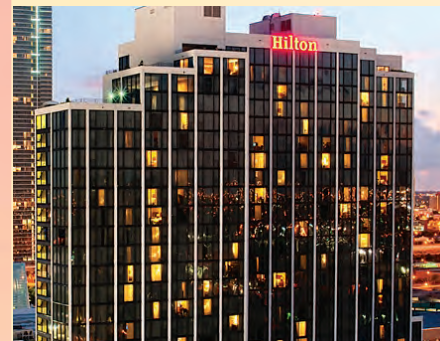
ATTENDEES WILL LEARN:

- How to leverage a Pricer's skill set to constructively contribute to the RFP response
- How to strengthen the probability of a more profitable outcome
- How to support the sales organization to effectively negotiate and achieve mutually profitable results

PPS 28th Annual SPRING PRICING Workshops & Conference

PROFESSIONAL
PPS
PRICING SOCIETY™

May 2-5, 2017
Miami, Florida



SPRING 2017 OPTIONS AND PRICES

OPTIONS	NON-MEMBER	MEMBER
1 CONFERENCE ONLY (May 4-5)	\$2,095\$1,795
2 CONFERENCE + 1-DAY WORKSHOP (or Latin American Summit).....	\$3,095\$2,795
3 CONFERENCE + Two 1-DAY WORKSHOPS (or Latin American Summit) ..	\$3,895\$3,595
4 CONFERENCE + Two WORKSHOPS + Online CPP Bundle	\$6,295\$5,995
5 CONFERENCE + One WORKSHOP + Online CPP Bundle	\$5,395\$5,095
6 Two 1-DAY WORKSHOPS ONLY (or Latin American Summit).....	\$2,495\$2,195
7 1-DAY WORKSHOP ONLY (or Latin American Summit)	\$1,895\$1,595

The 4th Attendee is FREE! When 3 people from the same firm register at the same time, the 4th registrant can attend FREE of charge.

Option 1 - Includes the PPS Conference on May 4th & 5th. All Non-PPS Members receive a complementary 6 month membership when a purchase is made at the non-member rate.

Option 2 - Includes one of the Full-Day CPP Workshops on May 2nd or 3rd and the PPS Conference on May 4th - 5th. Several combinations are provided for more flexibility and maximum benefit to you.

Option 3 - Includes two 1-Day Workshops on May 2nd & 3rd in addition to the conference on May 4th & 5th.

Option 4 - This package is designed to get your CPP Certification quickly without having to rely on subsequent budget approvals. The Package will allow you the opportunity to earn 6 CPP Credits. You will receive the

Full Conference on May 4th & 5th, 2 Full-Day Workshops of your choice on May 2nd & 3rd, plus 4 Online Pricing Courses of your choice, as well as the CPP Certification Exam package – which includes the complete study guide, online study sessions and extra reading materials.

Option 5 - This package is designed to get your CPP Certification quickly without having to rely on subsequent budget approvals. The Package will allow you the opportunity to earn 6 CPP Credits. You will receive the Full Conference on May 4th & 5th, 1 Full-Day Workshop of your choice on May 2nd or 3rd, plus 5 Online Pricing Courses of your choice, as well as the CPP Certification Exam package – which includes the complete study guide, online study sessions and extra reading materials.

INCLUDED WITH YOUR REGISTRATION

- Only Workshop Attendees who complete and pass the Post-Workshop Quiz will receive credits towards their CPP designation
- All Conference attendees will receive all of the conference presentations.
- Breakfast, refreshments and lunch are served during Workshops & Conference days.
- All Conference attendees are invited to the Conference Reception on Thursday afternoon, May 4, 2017.
- **4th Attendee Free** – When 3 people register from the same firm at the same time, a 4th person may register for the Conference free of charge.
- **PPS Member Discount** – For active Professional Pricing Society members. When registering several people at the Member rate, please make sure that you have one of the Corporate Membership plans to receive discounts for everyone. Individual Annual Membership in PPS is \$400. The Corporate 5 Member plan is \$1,000; Corporate 10 Member plan is \$1,500; Corporate 20 plan is \$2,500.

HOUSING INFORMATION

The wonderful **The Hilton Miami Downtown Hotel** is the host for the **PPS 28th Annual Spring Pricing Conference and Workshops**. Reservations should be made using the link provided on the PPS website: **pricingsociety.com/conferences/spring-pricing-workshops-conference**. The hotel will only hold the PPS block of rooms until April 10, 2017. That is about three weeks before the conference begins. We advise that you reserve your hotel room when you register for the conference or even before, if you are fairly certain that you will be attending.

PAYMENTS, SUBSTITUTIONS AND CANCELLATIONS POLICIES

You may make payment by wire transfer or electronic bank draft or credit card, or online at **pricingsociety.com/conferences/spring-pricing-workshops-conference**.

You may substitute attendees at any time prior to the start of the conference with no penalty. You may cancel by April 10, 2017 and receive a refund, minus a 20% administration fee.

CODE OF CONDUCT

The **PPS 28th Annual Spring Pricing Conference and Workshops** offers the best forum to discuss pricing strategies and tactics worldwide. All attendees are hereby reminded that discussions in and around the event should not violate price fixing laws or international anti-competitive laws.

DRESS CODE

Attire is business casual. For your own comfort in meeting rooms, we recommend that you dress in layers.

#PPSMIA

EXPANDING

THE SCOPE OF PRICING



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PROS Holdings, Inc. (NYSE: PRO) is a big data software company that helps customers outperform in their markets by using big data to sell more effectively. We apply years of data science experience to unlock buying patterns and preferences within transaction data to reveal which opportunities are most likely to close, which offers are most likely to sell and which prices are most likely to win. PROS offers big data solutions to optimize sales, pricing, quoting, rebates and revenue management across more than 40 industries. PROS has completed over 800 implementations of its solutions in more than 55 countries. The PROS team comprises approximately 1,000 professionals around the world.



Ernst and Young is a global leader in assurance, tax, transaction and advisory services. The insights and quality services we deliver help build trust and confidence in the capital markets and in economies the world over. We develop outstanding leaders who team to deliver on our promises to all of our stakeholders. In so doing, we play a critical role in building a better working world for our people, for our clients and for our communities.



FPX is a SaaS company and market-leading provider of enterprise Configure-Price-Quote (CPQ) applications. FPX delivers a platform of cloud-based applications that enables large, global companies to sell complex products and services with incredible speed, efficiency and precision across all channels. The FPX enterprise CPQ application empowers companies to amplify their existing enterprise systems and commerce sites by optimizing and automating complex Quote-to-Order sales processes, including configuration, pricing, quoting, contract management, workflow, e-signature, and data management.



Holden Advisors is the leading consultancy and training firm in pricing and value-based selling. We help clients drive breakthrough business results by developing customer value insights that are used in the entire pricing process, from price setting to price negotiations. Our team delivers value-based global pricing strategy, analysis, processes, and backbone-building price negotiation tactics that drive real impact straight to the frontline of the customer buying experience.



The Kini Group provides easy access to advanced business analytics through its flagship solution, KiniMetrix. Applying the cloud-based SaaS, companies of all shapes and sizes leverage their sales transaction data to find insights for margin improvement quickly and intuitively. Our customers identify critical issues and opportunities related to sales performance, price/volume/mix, customer churn, price realization, and any other metric area they deem important to their business objectives.



KPMG delivers a globally consistent set of multidisciplinary services based on deep industry knowledge. Our industry focus helps KPMG professionals develop a rich understanding of clients' businesses and the insight, skills, and resources required to address industry-specific issues and opportunities. KPMG global member firm combined revenues totaled \$24.8 billion for the fiscal year ending September 30, 2014, a 6 percent increase in U.S. Dollars, or 6.3 percent in local currency terms.



Unique among our competitors, Monitor Deloitte combines a rich heritage of leading-edge strategic thinking and innovation with deep expertise in operations and implementation to amplify our impact. Joining strengths, we can better help you address your most complex business challenges, create new and lasting value, and achieve transformational growth, enabling you to lead and shape the future of the world.



Navetti's extensive expertise with large international manufacturing companies and their comprehensive pricing solutions are the foundation of their clients' success in improving revenue and margins through pricing management and optimization. Navetti PricePoint™ provides manufacturers with a new pricing methodology, delivering sustainable profit improvements. The solution is tightly integrated with other core IT-systems like ERP, Data warehouse, PDM and other systems.



Oracle offers a comprehensive and fully integrated stack of cloud applications, platform services, and engineered systems. With more than 420,000 customers—including 100 of the Fortune 100—in more than 145 countries, Oracle provides a complete technology stack both in the cloud and in the data center. Oracle's industry-leading cloud-based and on-premises solutions give customers complete deployment flexibility and unmatched benefits...



Price f(x) is an innovative software company created by experienced professionals. Our company is based on a firm belief that the majority of the business software applications in the marketplace are too complex, have too many features and buttons, too difficult to learn and take too long to implement. Our products are built to accomplish the same or more than those of our competition, but with much less complexity. They are based on an ultra modern and flexible technology, are intuitive, work smarter, feel better, and allow you to do things your way.



PriceSenz provides end-to-end Pricing Solutions for large and medium B2B Enterprises covering the entire lifecycle of Enterprise Pricing Transformation. PriceSenz's offerings encompass Pricing Strategy, Enterprise Business Integration, Solution Delivery and Pricing Change Management.



PRICING EXECUTIVE SEARCH
PROFESSIONAL AND EXECUTIVE RECRUITMENT

Pricing Executive Search is a recruitment consulting firm specializing in matching Pricing Talents with Pricing Career Opportunities in all industries, pricing functions - yield, revenue and profitability management, reimbursement and market access, actuarial, and consulting roles. The first "founded by Pricing Professionals for Pricing Professionals". Our competitive advantage resides in more than 10 years extensive cross-industry expertise and working experience in pricing developed by our team helping small, medium and large companies.



Pricing Solutions Ltd. specializes in 5 core services: pricing strategy, pricing management, pricing and value research, pricing training and pricing systems. The result: typical payback on an engagement is 10:1. Pricing Solutions Ltd. has developed a wide range of proprietary tools, processes and research techniques for studying and analyzing our clients' pricing problems. These tools and processes complement our philosophy.



Whether you want to develop value-based pricing, establish pricing controls, or embed a "best in class" pricing strategy, we can help you realize your full value potential. PwC's proprietary software tool 'Equation' analyses profitability, diagnosing areas for improvement; our specialist techniques provide insight into pricing structure and dynamics; and our operational insights identify roadblocks in translating pricing strategy into practice.



Quantiz is a pricing management consulting firm that uses Six Sigma and Process Excellence to enhance its analytical skills in order to develop differentiated services and solutions to improve our customers' sustainable growth and profitability. Based in Sao Paulo, Brazil, the company was founded and is managed by Frederico Zornig, who also leads the Latin America chapter of Professional Pricing Society.



The Simon School is the first and only business school to offer a specialized pricing track within the full-time MBA program. Our pricing students learn the fundamentals of value-based pricing, price discrimination, market research, and techniques for estimating demand and price elasticity. Our advanced pricing courses cover B2B pricing, pricing under capacity constraints, competitive strategic pricing, auctions and behavioral pricing.

SIMON • KUCHER & PARTNERS Strategy & Marketing Consultants

Simon-Kucher & Partners Strategy & Marketing Consultants has the world's largest and most experienced consulting practice dedicated to pricing and TopLine Power®. We have over 1000 employees on 5 continents. We have resolved complex pricing issues for more than 80 of the global Fortune 500 firms, and in the last three years we have conducted over 2,600 pricing projects.



Software Pricing Partners specializes in the pricing of software products. Every software company knows that pricing is the key to profitability, but they are of unsure how to license, package and price their solutions methodically. We help clients improve their pricing practices so they can increase revenues, improve deal pricing and deal structure, shorten sales cycles, and redeploy discount dollars.



Strategic Analysis Inc., a global business consulting firm, uses its core capability in competitive intelligence to develop pricing, pricing strategy and tactics, and price benchmarking throughout an industry's ecosystem to increase client profits. SAI drives its field-developed research to develop proactive, value-added results and recommendations for clients, and helps clients to better understand key opportunities and threats within their markets.



Strategic Pricing Marketing Group is a global firm dedicated to pricing and revenue optimization. SPMG's principal services remain strategic price consulting, research, corporate training and building pricing tools. Each assignment is executed by a professional team of subject matter leaders using advanced methodologies and techniques to meet the specific needs of the client.



Synchron Global Price Management software addresses the pricing challenges facing today's global B2B companies. Synchron's solutions help businesses gather and analyze price information. Using advanced analytics and a simple, flexible interface, customers can simulate, distribute and synchronize new prices across a global organization. By leveraging this unique cloud software, customers achieve substantial and immediate improvements to profitability and competitive position.



Vendavo is a leading provider of price management and optimization software for B2B companies worldwide. Vendavo Enterprise Pricing Suite solves pricing problems by providing true enterprise-wide control of the entire pricing process. It combines pricing science, best practices, and enterprise-class software to drive small improvements in average prices at every stage of the pricing process, delivering 10%-30% profit increases.



Vistaar is a leading provider of price management solutions that enable companies to achieve pricing best practices through price analytics, price optimization, price list management and deal management. Our technology solutions transform pricing operations into a strategic advantage for some of the world's largest manufacturers, distributors and service providers. Vistaar's operations include six offices across North America, Europe and Asia.



Vistex solutions equip clients' Sales and Marketing divisions with accurate knowledge of product pricing, return on investment, and revenue goals as they develop Go-To-Market strategies. Vistex solutions give organizations a complete view of their current products and revenue programs, and displays the information in a way that enables organizations to make better decisions about where and how to Go-To-Market successfully.



Vocatus is an international consulting firm that works with insights derived from behavioural economics and specialises in pricing research. Vocatus was founded in 1999 and has since won many awards for its innovative studies and practice-oriented concepts – including the global award for the project with the highest return on investment.



Wiglaf Pricing is the premiere project-based pricing strategy consultancy guiding leading global firms from a wide variety of industries to profitability and pricing stability. With productized, customizable services in price setting, discount management, organizational development/design, and training, Wiglaf Pricing was founded on the premise that not all needs are identical, and that true pricing excellence requires thought and strategy leadership.



Zilliant provides companies with data-driven guidance, enabling better pricing and sales decisions across the business. Zilliant applications are built on our optimization platform, leveraging company data to provide insights on pricing and sales that grow the top and bottom line. Our flexible SaaS model enables customers to quickly and confidently improve their financial performance by integrating into existing systems and processes.



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