

# technology intelligence summit 2024

As organizations continue to accelerate their adoption of public cloud and SaaS, they run more, and more expensive software in increasingly hybrid environments.

ITAM teams are focusing more on a broader view of licensing models and constraints, and how best to leverage existing licensing entitlements to optimize software license costs in the cloud. And FinOps teams, well-versed in optimizing cloud costs, are taking software running in the cloud in their purview.

Flexera's Technology Intelligence Summit helps lift the silos of knowledge between the on-premise and cloud and SaaS experts and brings industry leaders together to discuss future needs and the potential to optimize the value of technology.

## Join Flexera's virtual Technology Intelligence Summit 2024

In North America on April 9, 9:30 a.m. CDT  
In Europe April 11, 1:00 p.m. BST/2:00 p.m. CEST

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## Agenda

**APRIL 9  
AMERICAS  
(CDT)**

9:00 AM	Platform open to attendees
9:30 AM	<b>Welcome</b> <i>Cyndi Tackett, SVP Marketing, Flexera</i>
9:40 AM	<b>The power of Technology Intelligence</b> How ITAM and FinOps teams shine a light on the blind spots in a hybrid IT estate <b>Announcement: Nominations for the Technology Intelligence Awards now open</b> <i>Jim Ryan, CEO, Flexera</i>
10:10 AM	<b>Kindred spirits unite</b> Optimize value and sustainable IT practices by integrating ITAM and FinOps <i>Stephen White, VP Analyst, Gartner</i>

**Gartner**

10-Minute Break

Attendees will now split into one of two tracks: Executives or Practitioners

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## Agenda (cont.)

APRIL 9  
AMERICAS  
(CDT)

	Executive track	Practitioner track
10:50 AM	<p><b>Industry experts panel</b> <i>Beth Kaminski, IT Asset Program Manager, Dart Container</i> <i>Kelly Beyer, Software Acquisition and Asset Management Assistant Director, General Motors</i> <i>Kimberly Floss, FinOps / Global Cloud Platform Enablement &amp; Migrations, PepsiCo</i> <i>Cyndi Tackett, SVP Marketing, Flexera</i></p>	<p><b>The cost and risk of software running in the cloud</b> <i>Josh Fraser, SVP, Presales, Customer Success &amp; Support, Flexera</i></p>
11:20 AM	<p><b>IT priorities – Trends in 2024 and beyond</b> <b>Driving positive change despite rising IT costs and resource strain</b> <i>Becky Trevino, Executive Vice President of Products, Flexera</i></p>	<p><b>Fireside chat with Cardinal Health</b> <i>Kristin Rummer, IT Strategy &amp; Governance Manager, Cardinal Health</i> <i>Nancy Abercrombie, Sr. Manager, Customer Programs, Flexera</i></p>
11:50 AM	<p><b>Partner industry trends and collaboration</b> <i>Ron Brill, President &amp; Chairman, Anglepoint</i> <i>Brian Hibner, SVP of Alliances and Services, Flexera</i></p>	<p><b>ITAM and FinOps capabilities that help you drive business value</b> <i>Steve Schmidt, VP of Product Management, Flexera</i></p>
12:20 PM	<p><b>Closing remarks/recap</b> <i>Cyndi Tackett, SVP Marketing, Flexera</i></p>	<p><b>Closing remarks/recap</b> <i>Nancy Abercrombie, Sr. Manager, Customer Programs, Flexera</i></p>

SECURE YOUR SPOT

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## Agenda

**APRIL 11  
EUROPE  
(BST)**

12:30 PM

Platform open to attendees

1:00 PM

**Welcome**

*Catherine Picknell, Senior Director, Global Integrated Marketing, Flexera*

1:10 PM

**The power of Technology Intelligence**

How ITAM and FinOps teams shine a light on the blind spots in a hybrid IT estate

**Announcement: Nominations for the Technology Intelligence Awards now open**

*Jim Ryan, CEO, Flexera*

1:40 PM

**Kindred spirits unite**

Optimize value and sustainable IT practices by integrating ITAM and FinOps  
*Stephen White, VP Analyst, Gartner*

**Gartner**

10-Minute Break

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## Agenda (cont.)

APRIL 11  
EUROPE  
(BST)

	Executive track	Practitioner track
2:20 PM	<p><b>Industry experts panel</b> <i>Rachel Ryan, First Vice President – Global Head of IT Asset Management, Danske Bank</i> <i>Julia Veall, IT Asset Management – Senior Manager, Vodafone</i> <i>James Day, Head of Software Asset Management, NatWest Group</i> <i>Catherine Picknell, Senior Director, Global Integrated Marketing, Flexera</i></p>	<p><b>The cost and risk of software running in the cloud</b> <i>Josh Fraser, SVP, Presales, Customer Success &amp; Support, Flexera</i></p>
2:50 PM	<p><b>IT priorities – Trends in 2024 and beyond</b> <b>Driving positive change despite rising IT costs and resource strain</b> <i>Becky Trevino, Executive Vice President of Products, Flexera</i></p>	<p><b>Fireside chat with Siemens Energy</b> <i>Brian Recchi, IT Value Center Head - Enterprise Experience &amp; Operations, Siemens Energy</i> <i>Nancy Abercrombie, Sr. Manager, Customer Programs, Flexera</i></p>
3:20 PM	<p><b>Partner industry trends and collaboration</b> <i>Ron Brill, President &amp; Chairman, Anglepoint</i> <i>Brian Hibner, SVP of Alliances and Services, Flexera</i></p>	<p><b>ITAM and FinOps capabilities that help you drive business value</b> <i>Steve Schmidt, VP of Product Management, Flexera</i></p>
3:50 PM	<p><b>Closing remarks/recap</b> <i>Catherine Picknell, Senior Director, Global Integrated Marketing, Flexera</i></p>	<p><b>Closing remarks/recap</b> <i>Nancy Abercrombie, Sr. Manager, Customer Programs, Flexera</i></p>

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