



Everest Group Engage 2024 Attendee Prospectus

September 30 – October 2, 2024 | Dallas, TX





Everest Group Engage is a premium-experience educational and networking event

Everest Group Engage is the number one event focused on tech & business services from the number one tech & business services research firm.

Learn more at events.everestgrp.com/engage2024

2024 Theme

**The Pragmatic Edge:
Designing Your Future**

Conference Dates

September 30 – October 2, 2024

Cost

**\$1,999 for Enterprise
Attendees***; \$4,999 for Service
Provider Attendees

*Enterprise members get one (1) complimentary ticket and preferred pricing for additional registrations

Demographics

**Senior executives from
relevant business functions**

300+ attendees

from global business services, sourcing,
vendor management, and shared
services functions

20+

Everest Group
Analysts



Why attend Engage?

Conference theme

The Pragmatic Edge: Designing Your Future



Navigating the future

Technology, the economy, and workplace cultures are creating a **dizzying array of fundamental challenges** that keep many of today's business leaders on their heels in reaction mode. This has never been truer for business leaders like you.



Strategic synergy

The event is called Engage for a reason. Together, we will roll up our sleeves and collaboratively design a plan to **uncover the most impactful opportunities** and confidently seize them.



Your blueprint for business success

Everest Group Engage addresses these challenges head-on via a unique and deeply engaging experience leveraging the **collective energy, insight, and problem-solving focus** of our analysts, your teams, and global experts in the ecosystem.

Every attendee will identify the leading edge of their own organization's capabilities and learn specific, practical steps they can take to **push the edge of those capabilities further** with confidence.

[LEARN MORE AND RESERVE MY SEAT](#)



What you will learn

The action-oriented content and networking sessions will blend practical solutions for today's challenges with a clear spotlight on emerging opportunities, including:

1

Practical uses for AI and emerging technologies to increase output and efficiency in your daily operations



2

The emerging GBS and sourcing operating models that are positively impacting top- and bottom-line



3

Cost optimization and avoidance plans to insulate your operations



4

Tools to engage and clearly align to your CEO's priorities



5

How to align resourcing models (humans and technology) with breakthrough practices



Case studies from **leaders who are succeeding**



Speakers

Deepa Abi
Head of North America GBS,
The Kraft Heinz Company

Rod Bourgeois
Managing Partner,
DeepDive Equity Research, LLC

Nick Kadochnikov
Associate Clinical Professor, Data
Science Institute, **University of
Chicago**

David Rickard
Partner, Customer Experience,
Everest Group

Deanna Adler
Vice President, Global Business Services,
Kellanova

Jane Connell
SVP & CIO, **Verizon**

Karen Koch
Global Service Centers Lead, **Cargill**

Bob Safian
Founder, **The Flux Group**

Rohitashwa Aggarwal
Partner, Global Business Services,
Everest Group

Ronak Doshi
Partner, Information Technology Services,
Everest Group

Deborah Kops
Executive Advisor, Everest Group &
Principal, **Sourcing Change**

Eric Simonson
Managing Partner, **Everest Group**

Achint Arora
Partner, Pricing Assurance, **Everest Group**

Susanne Dreyer
Vice President, Global Head of Shell
Business Operations, **Shell**

Bharath M
Vice President, Global Business Services,
Everest Group

Abhishek Sharma
Managing Partner, Pricing Assurance,
Everest Group

Jimit Arora
Managing Partner, **Everest Group**

Amy Fong
Partner, Sourcing and Vendor
Management, **Everest Group**

David Palmieri
Managing Director, Head of Global
Business Services & Product Engineering
Excellence, **Experian**

Rita N. Soni
Principal Analyst, Impact Sourcing &
Sustainability, **Everest Group**

Peter Bendor-Samuel
Founder & CEO, **Everest Group**

Wayne Heiler
Manager, IT Vendor Management,
Toyota

Rahul Sen
VP, Global Outsourcing Management,
Wolters Kluwer

Ricky Sundrani
Partner, Pricing Assurance, **Everest
Group**

Harold Bolton
Global Procurement Director Strategic
Sourcing and Vendor Management -
Outsourcing Category, **UPS**

Shirley Hung
Partner, Business Process Services
Everest Group

Dawn Tiura
President & CEO, **Sourcing Industry
Group**

Advisory Board

The Engage agenda and experiences are shaped by a panel of global industry leaders



Rob Bradford

VP of Global Business
Services (GBS)



Suzanne Dreyer

Global Head / VP Shell
Business Operations



Shelly Hoover

SVP, Global Service
Delivery



Karen Koch

Head of GBS



Sarah Pascual

AVP, Strategic Sourcing



Doris Raimundi

SVP, Global Support
Services



Rodrigo Reygadas

Head of Global Service
Center, Mexico



Mitul Rustagi

VP, Global Finance
Center Of Excellence



Kent Scott

GM Business Operations
& Programs, Customer
Experience & Success

Selection of Advisory Board members as of January 2024

Who will attend

Enterprise GBS, sourcing, procurement, shared services and customer experience leaders with the following titles will benefit from attending:



C-suite leadership

- COO
- CPO
- CFO
- CIO
- CDO
- Chief Customer Experience Officer



Global business services

- Head of Global Business Services
- Sr Director GBS Strategy & Bus. Development
- Director & COO
- Executive Vice President, General Counsel, Corporate & Legal Affairs
- VP GBS Control and Planning
- Head of Workforce Strategy



Sourcing & vendor management

- Chief Procurement Officers
- IT sourcing leaders
- VPs of indirect procurement
- Heads of outsourcing CoEs
- VMO and supplier management leaders
- Category leaders for professional services, BPO, and technology



Customer service & delivery

- Chief Customer Officer
- Head of Customer Experience
- Head of Customer Service
- Head of Service Delivery
- Head of Customer Operations

Who will attend

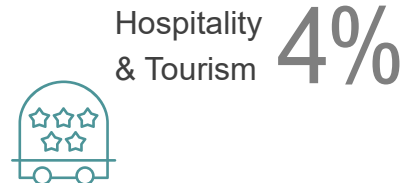
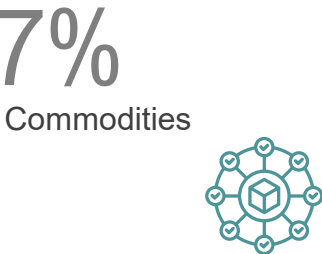
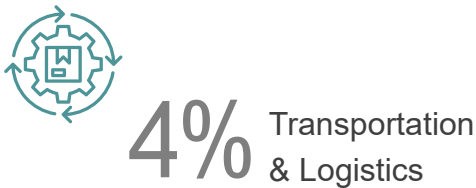
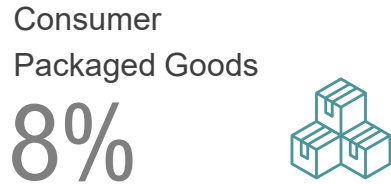
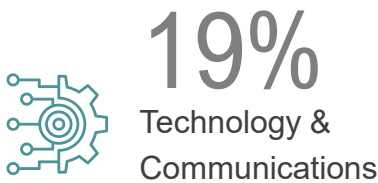
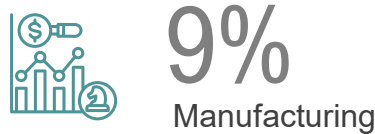
Everest Group engages senior-level decision-makers across all key functions in business services and sourcing. Attendees from Global 1,000 enterprises will attend with teams of 2-3 leaders from GBS, sourcing, vendor management and tech services functions represented.

Attendee role level



Source: Everest Group Database 2023-24

Attendee industry



Content themes

1

Practical uses for AI and emerging technologies in your daily operations



2

Emerging GBS & sourcing operating models and their efficacy



3

Cost optimization and avoidance



4

Plans for delivering customer and employee value



5

How to align resourcing models (humans and technology) with breakthrough practices



6

Tools for managing change and stakeholders



6

Tips for developing your personal/professional brand



8

Strategies for developing your team/organization



9

Case studies from leaders who are succeeding



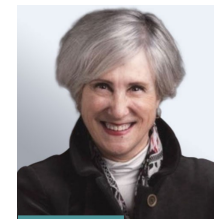
Conference chairs and key sessions



Rohitashwa Aggarwal
Partner, Global Business Services
Everest Group



Amy Fong
Partner, Sourcing &
Vendor Management
Everest Group



Deborah Kops
Principal, Sourcing Change
and Executive Advisor,
Everest Group

Keynote & Strategic Breakout sessions include

Keynote: Gain Advantage Operating at the Pragmatic Edge

Unlocking Greater Value from GBS - What's the Magic Equation?

Practical Uses for AI and Emerging Technologies in Your Daily Operations

Building Blocks of a Successful GBS - Creating an Efficient GBS Organization

Keynote: Five Future-Proof Strategies for Growth (Yours and Your Organizations')

Rationalize Portfolios and Diversify the Supply Base

Pricing Masterclass: Understanding the Levers for Value in Technology and Services

Reimagining GBS footprint - Scaling and sustaining talent model in a distributed world

Keynote: Opportunities and Pitfalls in Captive, Hybrid, and Outsourced Models

Partnerships of Value: Envisioning the VMO of the Future

Adopting XLAs and Outcome-Based Pricing to Eliminate the "Watermelon Effect"

Sustainability in the Tech-Enabled Business - How Leaders are Taking Action

Agenda at-a-glance

The comprehensive agenda mixes visionary keynotes, pragmatic action sessions, enlightening case studies, and useful networking sessions to ensure a balanced and complete learning experience.

Monday, September 30, 2024

2 p.m.	Badge pickup opens
3 – 4:30 p.m.	Workshops
4:30 p.m.	Guest keynote
5 p.m.	Welcome reception

Tuesday, October 1, 2024

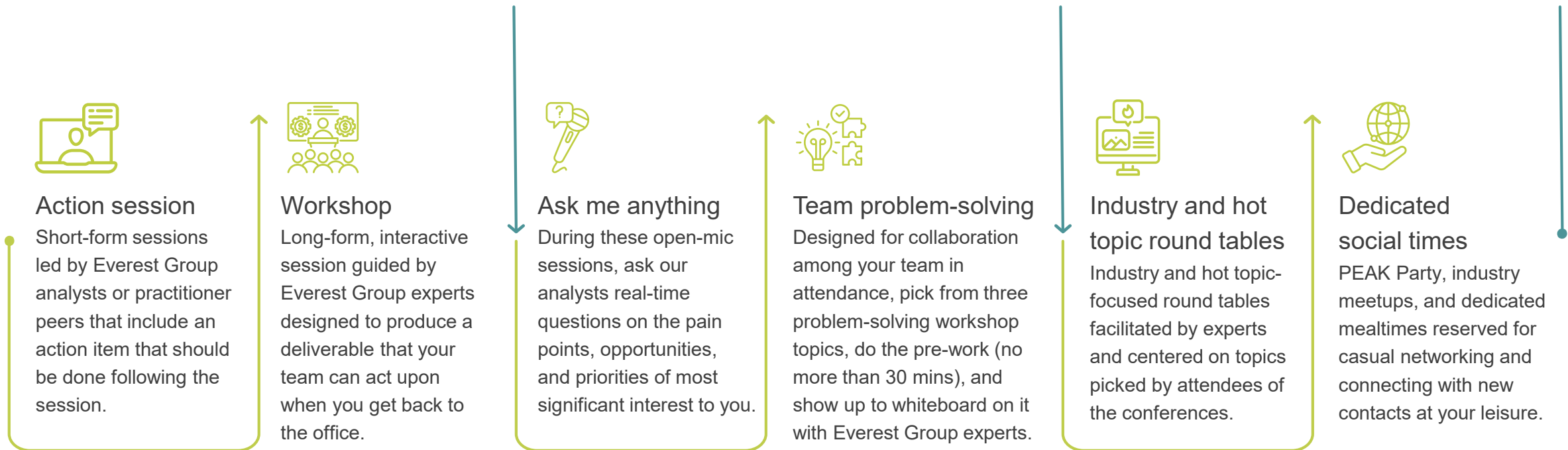
8 – 9 a.m.	Badge pickup and breakfast
9 – 10:30 a.m.	Welcome address and opening keynotes
10:30 a.m.	Coffee and networking break
11 a.m. – 12:30 p.m.	Action sessions, case studies, and ask me anything sessions
12:30 p.m.	Lunch
1:30 – 3 p.m.	Action sessions, case studies, and industry round tables
3 p.m.	Coffee and networking break
3:30 – 4:50 p.m.	Keynotes
5 – 6:30 p.m.	PEAK Party
7 p.m.	VIP dinner (invitation only)
8 – 10 p.m.	Hospitality suites

Wednesday, October 2, 2024

8 – 9 a.m.	Badge pickup and breakfast
9 a.m.	Keynote
9:30 a.m.	Facilitated topic and industry round tables
10:30 a.m.	Action sessions
11 a.m.	Coffee and networking break
11:30 a.m. – 12:30 p.m.	Action sessions and case studies
12:30 p.m. – 1:50 p.m.	Keynotes
2 p.m.	Main agenda concludes

Note: Agenda times are subject to change. Please bookmark events.everestgrp.com/engage2024 for updated information

Networking sessions will be featured prominently on the agenda



These networking and interactive sessions compliment the thought-leadership keynotes with formats designed to be fun and highly useful.




Appendix – About Everest Group




Everest Group at a glance



Founded in
1991



Research analysts
around the world with
offices in North America,
Europe, and India



Trusted partner to the world's largest
companies, Everest Group focuses on technology,
business processes, and engineering through the
lenses of talent, sustainability, and sourcing



90%
renewal rate


We provide our clients with business-critical
insights and guidance based on specialized,
focused data sets



800+
service
providers



7,000+
Global Business
Services (GBS) centers




350+
service delivery
locations




36,000+
outsourcing
contracts

140+
spend
categories

We provide our clients with
guided expertise driven by our
high-engagement culture




5,350+
research engagements in
the past 5 years, serving
the Global 2000



300+
analysts

We help clients become experts in their
organizations, make confident decisions,
and accelerate success outcomes



Our clients are global and diverse

8 of the 12 largest companies

10 of the 12 largest tech companies

7 of the 10 largest financial services
firms and healthcare companies

56%
Americas

29%
Asia

15%
Europe



Thank you!