10:00 - 12:00

Build the 1-page strategy to visualise your Digital Journey - ITMWKS-3101

Patrick Bikar , CUSTOMER SOLUTIONS ARCHITECT.SALES, Cisco
Pim Van Riet, BUSINESS SOLUTIONS ARCHITECT.SALES, Cisco
April Bilbrey, BUSINESS SOLUTIONS ARCHITECT.SALES, Cisco

In this interactive workshop, you'll learn how represent your digital strategy on one page and exchange best practices with IT leaders from other companies. We'll start by unpacking the typical business and operational drivers and discuss the driving role of IT for each driver. Then we'll discuss how IT can drive business innovation through rapid iterations and Design Thinking. This practical workshop will enable you to build your own Digital Journey Dashboard, and go back to your organisation with an impressive deliverable to help bridge the gap between Business and IT.

12:45 – 14:45

Storytelling for Leaders - ITMWKS-3103

Chris Morsley, Executive Coach - CEO CMC Global, CMC Global

Learn how to communicate naturally, connect with people and motivate them into action. Master how to tap into your storytelling instincts to be clear, concise and compelling. Session will be delivered by Chris Morsley, a professional actor and executive coach in leadership communication. During the presentation the audience will learn how:

- Movie directors keep audiences on the edge of the seat.
- The key elements of storytelling are instinctive and natural
- Leaders influence and persuade using storytelling structure through real examples.

Storytelling can replace or enhance the standard sales model in a way that makes connecting and influencing more natural and authentic.

15:15 – 18:00

IT Management Customer Spotlight and Welcome Mixer - Driving Technology Innovation seamlessly in Complex Environments - ITMGEN-3030

More details coming soon

11:10 - 11:40   **IT Management Program 2020 Welcome and Opening - ITMGEN-3000**

Colin Seward, DIRECTOR.MGMT-IT
Oren Seliger, PROGRAM MANAGER.PROJECT/PROGRAM MGMT-IT, Cisco
Marissa Brown, PROGRAM MANAGER.PROJECT/PROGRAM MGMT-IT, Cisco

Welcome and kick-off for the IT Management Program at Cisco Live Barcelona 2020

11:40 - 12:20   **Reinventing Cisco: A view from the CIO's office - ITMGEN-3001**

Jacqui Guichelaar, SVP.CIO, Cisco

When Chuck Robbins took the reins at Cisco in 2015, he immediately put in place a plan to radically remake the company around software and the cloud. Attend this session to learn from Cisco's Chief Information Officer Jacqui Guichelaar, how IT is enabling the digital transformation at Cisco. Gain glimpses into the operating model, Jacqui and her leadership team have designed, that is centered business stakeholder satisfaction. Guichelaar will provide insights on setting expectations and managing cultural change while responding to today's business user demands of simplicity, agility and cloud-like responsiveness.

12:20 - 13:00   **Protecting What's Now and What's Next - Security Solutions for the Enterprise - ITMGEN-3002**

Jeff Reed, SVP.PRODUCT MANAGEMENT, Cisco

IT organizations want to support digital business and create a secure foundation for transformation, enable expansion to the Cloud, embrace SD-WAN and deliver a mobile experience for users and customers. CISOs want to be the department of Yes, but that's hard with active adversaries, a crippling talent shortage and thousands of vendors in a crowded market. This session will look at ways to get ahead of the curve, including the roles of visibility and automation as part of a platform approach to security. Also discussed will be the security considerations for businesses transitioning to a multicloud environment. Additionally, this session will discuss the importance of zero trust security solutions for protecting the workforce, workload and workplace.

13:00 - 14:00   **IT Management Day 1 Lunch Break - ITMGEN-3003**

Join us in ITM Central for networking and refreshments

14:00 - 14:40   **Embracing disruption! Cloud and Infrastructure Strategies for Today's Changing Landscape - ITMGEN-3004**

Radhika Chagarlamudi, DIRECTOR.MGMT-IT, Cisco

Today, IT organizations face mounting challenges to transform — to accelerate the enablement of new capabilities, improve and unify customer experiences, reduce costs, and respond to new business demands. In this session, Cisco IT's Head of Global Infrastructure, Radhi Chagarlamudi, will share how Cisco is reacting to meet those challenges by embracing disruption through relentless automation, data-driven decision making, a multi-cloud model, and by altering the core principles of how we manage our global infrastructure. You will also hear key aspects of what we are doing to re-train our existing engineers and to attract and retain talent toward a software-centric environment. This session will be filled with insights you can apply to your own transformation strategy regardless of company size, geographic reach, or industry.

14:40 - 15:20	**Intelligent Collaboration - ITMGEN-3005** Coming Soon

15:50 - 16:30	**Establishing and Leading an Analytics-Driven Organization - ITMGEN-3006** Shanthi Iyer, VP.DATA & ANALYTICS, Cisco Cisco is transforming to a customer lifecycle value-based business with intelligent products, and data and analytics are foundational to transform at scale and speed. In her presentation, Shanthi Iyer, Cisco's Chief Data Officer, will share how Cisco is building a data-driven, customer-centric culture and capitalizing on its analytics strategies to compete and win in the marketplace. Hear from Shanthi about how artificial intelligence, edge telemetry and predictive forensics have propelled Cisco to make vital product improvements, reveal customer insights and propensities, capture market opportunities faster, improve operations and lower costs. Learn and hear examples of Cisco's journey to unleash the power of real-time analytics to be the catalyst that disrupts business models and drives transformation.

16:30 - 17:30	**Leadership is Not A Thing - ITMGEN-3007** Ashley Goodall, SVP.HUMAN RESOURCES, Cisco Discover through in-depth stories and research perhaps the most damaging lie that holds us back from performing our best at work—the idea that leadership is a thing. The audience will walk away with a view of leadership from the real world and essential questions to ask themselves about what it means to lead others.

09:00 - 10:00

Accelerating Success through Certifications and Automation with the New Network - ITMGEN-3009

Susie Wee, SVP.CTO, Cisco

To keep pace with the complexity of rapidly transforming industries, infrastructure engineers and application developers must creatively evolve to continue to drive their companies through digital transformation, ushering them to embrace a new way of doing networking.

Whether it is securing their infrastructure and data, realizing insights from new applications or building connections to empower teams, the transformation workforce must maintain their sharp edge and learn new skills at a rapid pace. Transformation can be messy and complicated, or it can be automated and differentiated - a game changing advantage.

Join Susie Wee, SVP and CTO of Cisco DevNet, as she speaks to the rising opportunities of automation on digital transformation. Join her and the DevNet Team to learn how to prepare your company to take advantage of business shifts at scale and how your customers will benefit from automation. See the real-world examples in action and join the transformation of the new network!

10:00 - 10:40

Orchestrating Transformation - ITMGEN-3010

James Macaulay, DIRECTOR.BUS DEV, Cisco
Joel Barbier, DIRECTOR.BUSINESS OPERATIONS, Cisco

In this session, James Macaulay and Joel Barbier, co-authors of the new book Orchestrating Transformation: How to Deliver Winning Performance with a Connected Approach to Change, will share key findings from two years of research by the Global Center for Digital Business Transformation, an IMD and Cisco initiative, on why transformation programs succeed and fail, and how the concept of "orchestration" can unlock successful execution in how companies change.

11:10 - 11:50

Security in IT - ITMGEN-3011

Randy Jewell, DISTINGUISHED ENGINEER.INFORMATION SECURITY ENGINEERING, Cisco

Coming Soon

11:50 - 12:50	**What Will Leadership Look Like in The Age of AI - IT Management Guest Speaker - Herminia Ibarra - ITMGEN-3012**

Herminia Ibarra, Charles Handy Professor of Organizational Behavior, London Business School

Today's breakneck pace of technological change has an immense impact on leaders—and as a result, on their organizations' capacity to transform. All too often, executives remain stuck in outdated mindsets and modes of operating, even when they recognize the need to reinvent themselves.

Leadership expert Herminia Ibarra shows how you can reinvent yourself and increase your impact by:

- redefining your job so that your contributions are less routine and operational and more strategic and transformational,

- expanding your network so that you connect to and learn from a bigger range of players inside and outside your firm, and,

- being more playful with your sense of self so that you grow beyond your old (and possibly outdated) communication styles and ways of contributing.

With colorful stories and vivid research insights, Ibarra shows how the most effective way to change is through action, not reflection, and how to apply a growth mindset to our own leadership capacities.

13:00 - 14:00	**IT Management Day 2 Lunch Break - ITMGEN-3013**

Join us in ITM Central for networking and refreshments

14:00 - 15:30	**ITM Power Session Pack - Security and Data Center - ITMGEN-3014**

Dave Jones, ARCHITECT.INFORMATION SECURITY, Cisco Systems, Inc.
Shyam Chudasama, IT Project Manager, Cisco Systems, Inc.
Joe DeSanto, MEMBER OF TECHNICAL STAFF.IT ENGINEERING, Cisco

ITM Power Session #1: Evolution of Cisco IT infrastructure with Cisco HyperFlex

Deploying & Managing infrastructure at scale while reducing complexity and cost has always been a challenge for IT departments, but what if you could incorporate compute and storage into one platform and use a single management plane to administer and grow your environment? Meet Cisco HyperFlex, a hyper-converged platform that allows Cisco IT to improve consistency and agility in application deployments at scale. Learn about what Cisco IT's use cases are in deploying HyperFlex, what we gained

from the experience of installations throughout the globe, and how we manage it all leveraging Cisco Intersight.

ITM Power Session#2: Device Posture: Starting the Journey to Zero Trust

We live in a time where, when it comes to technology & security, the world is no longer black and white, and the threat landscape we're dealing with continues to expand. Add into the mix the notion of Zero Trust - cutting off access unless you are absolutely certain about the who and the what – and we're faced with a whole different set of challenges.

As IT leaders, how do we deploy security controls that are scalable and effective within the constraints of our current environment and systems, whilst keeping our users informed and productive? Getting to Zero Trust isn't a case of dropping a new model in and switching it on. It takes time. This session will focus on the principles and methods used to deliver a scalable posture solution for end user device access, as a step within that Zero Trust journey.

ITM Power Session#3: How to move to the cloud without making the news (for the wrong reasons)

The goal of this session is to give you the tools you need to securely use the cloud with your most important data. This presentation will outline the key items needed to securely use the cloud and how to bring them together as TrustedServices.
In order to push everything into the cloud we must push our security perimeter to the endpoint. Endpoints are targeted. There are (at least) two endpoints in every cloud operation, the end user client endpoint and the cloud provider(s).
To make the cloud a viable solution for your most important data, you will need to tie the security controls you place on these endpoints into one integrated system which we call a TrustedService.

Key items are:

- _IT Managed client endpoints
- _Application Encryption at the Cloud Provider
- _BYoK to the cloud provider (Bring your own (encryption) key)
- _Cloud Provider Guard rails and Governance

We will close off by pulling together all those key items into one consumable solution for your end users, which we call Federated device posture.

14:00 - 16:00	**What Should We Do if Leadership Is Not a Thing? - ITMWKS-3104**
	El Cavanagh-Lomas, EMEAR VP Human Resources, Cisco

*Attendees should be people leaders who have previously attended Ashley Goodall's keynote presentation Leadership Is Not A Thing. *

Leaders must ask themselves, "Why would someone choose to follow me?" In Ashley Goodall's keynote, Leadership Is Not A Thing, you discovered why it's important to ask yourself this question and identify an answer. In this workshop, you will apply the content covered in his keynote to your life as a leader through a series of activities and discussions. You will leave the workshop with a deeper understanding of yourself, techniques to coach your team on their strengths, and team actions that cultivate safety and trust so every team member can perform at their best each day.

14:00 - 16:00	**Storytelling for Leaders - ITMWKS-3103**
	Chris Morsley, Executive Coach - CEO CMC Global, CMC Global
	Learn how to communicate naturally, connect with people and motivate them into action. Master how to tap into your storytelling instincts to be clear, concise and compelling. Session will be delivered by Chris Morsley, a professional actor and executive coach in leadership communication. During the presentation the audience will learn how:
	• Movie directors keep audiences on the edge of the seat. • The key elements of storytelling are instinctive and natural • Leaders influence and persuade using storytelling structure through real examples.
	Storytelling can replace or enhance the standard sales model in a way that makes connecting and influencing more natural and authentic.

09:00 – 09:50   **IT Management Exclusive - Conversation with Wendy Mars - ITMGEN-3015**

Wendy Mars, SVP.EMEA, Cisco
Jacqui Guichelaar, SVP.CIO, Cisco

This session is exclusively for ITM attendees. Wendy will touch on topics such as leadership, common customer challenges and how to be successful in this fast-paced economy. We will then open it up for questions so that you can get answers directly from Wendy on the topics that are top of mind for you and your peers.

09:50 - 10:30   **Product Development Orchestration - ITMGEN-3016**

Desmond Murray, VP.INFORMATION TECHNOLOGY, Cisco

Bringing quality new products to customers quickly is vital in this rapidly evolving technology and consumption model landscape. Desmond Murray, Vice President IT will talk about how Cisco is transforming the product design and development experience for its 20,000+ engineers across Engineering and Supply Chain. This session will help you understand how advanced data platforms, analytics and connected business processes can be used to improve product designs, productivity, and bring profitable products to market at scale.

11:00 - 11:40   **Building a Culture of Innovation in the Post - Digital Era - ITMGEN-3017**

Bailey Szeto, VP.INFORMATION TECHNOLOGY, Cisco

Is technology evolving faster than the speed of light? Sometimes it feels that way! 5G, WiFi 6, AI/ML, IoT, VR/AR, Quantum Computing, Block Chain...the list goes on! And fast - paced technology evolution requires an IT workforce that can keep up. But how do you foster a culture of innovation? Join us to learn what Cisco and other companies are doing – and how you can ensure your team is well positioned for the next era of digital transformation.

11:40 - 12:55   **The 8 principles of successful optimists - IT Management Guest Speaker - Mark Stevenson - ITMGEN-3018**

Coming Soon

13:15 - 14:15   **IT Management Day 3 Lunch Break - ITMGEN-3020**

Join us in ITM Central for networking and refreshments

| 14:15 - 15:45 | **ITM Power Session Pack - Collaboration and Networking - ITMGEN-3021** |

Dipesh Patel, ARCHITECT.IT ARCHITECTURE, Cisco
Jamie Mcgregor, ENGINEER.IT ENGINEERING, Cisco Systems, Inc.
Ervin Carrillo, ENGINEER.IT ENGINEERING, Cisco Systems, Inc.
Mwiza Munyandamutsa, MANAGER.MGMT-IT, Cisco Systems, Inc.

ITM Power Session #4: Cisco Multicloud Backbone - securely inter-connecting clouds

Today, the demand for enterprise networking extends well outside conventional borders of the traditional enterprise networks. It must change from communication patterns centralized around internal DC to more disperse utilization of the "Cloud" and various Cloud Services and Offerings. As industry trends have shifted, so must our Enterprise Network. To do this Cisco IT has built CloudPorts in or near Carrier Neutral facilities which enable optimized connectivity to Cloud resources and allow to quickly & securely interconnect clouds. Security is key in the solution and the Next-Generation Firewalls enhance security visibility and controls on the interconnects. We believe Cisco IT is addressing possible answers to both networking and security challenges and our blueprint provides Cisco enterprise with an intelligent global network fabric architecture connecting anyone, anywhere to any application or service with excellent experience, reliably, securely and seamlessly.

ITM Power Session #5: Deploying SD-WAN and SDA at Scale

Cisco is embracing intent-based networking using Cisco DNA controller managed approach to automate and assure our network. Utilizing Cisco DNA-Center and Cisco SD-WAN we have gained greater insight into our global infrastructure. In this session we will cover various items, such as how we our approaching deployments of our Cisco SDA and SD-WAN across our Cisco IT infrastructure. We will also touch on our journey of how we setup for success from embracing SAFe agile framework and using the NetDevOps way. We will also walk through our very own Cisco IT DNA-Center and vManage to showcase some of the features that we are taking advantage of from the use of templates, orchestration and looking at post implementation with DNA-Center assurance. We will share some of our experiences and lessons learnt with some tips and tricks for you to take back to incorporate yourself.

ITM Power Session #6: Cognitive Collaboration

Collaboration is key to getting work done, decisions made quickly and effectively. The way we live and work have changed. Cisco IT has transformed the workplace to meet the demands of a changing world.

Come find out how Cisco IT is meeting the demands of a changing world. We will share how we are:

- Navigating global teams
- Transitioning from on-prem to cloud
- Bringing our workforce along on the journey through change management
- Leveraging application integrations reduce context switching

14:15 - 16:15	**Learn how to build a successful network automation team with DevNet - ITMWKS-3105** Amanda Whaley, DIR.SOFTWARE DEVELOPMENT, Cisco Eric Thiel, MANAGER.SOFTWARE DEVELOPMENT ENGINEERING, Cisco As IT organizations try to find ways to streamline operations, increase security, and better serve end users, many are struggling with finding the right engineers to build or enhance tools to automate the repetitive tasks. Join us to discuss the common problems that arise when building out an automation team, and then as a group brainstorm common IT pain points. We will then discuss several of the most common use cases, and how your existing teams could begin solving them right away using Cisco platforms and free DevNet resources, and how you can help develop critical skills within your team with the help of the new DevNet Certifications.
14:15 - 16:15	**Orchestrating Transformation: Learnings from the Front Lines of Executing Digital Change - ITMWKS-3106** James Macaulay, DIRECTOR.BUS DEV, Cisco Joel Barbier, DIRECTOR.BUSINESS OPERATIONS, Cisco The workshop session will address the following questions, and present case examples or case studies for each: 1. What is happening with digital disruption across industries and value chains? 2. How are disruptors using business model innovation and creating new forms of value that explain the rapid market shifts we are seeing? 3. What are the organizational capabilities that disruptors possess, and that incumbents must emulate? 4. Why are large incumbents struggling with their own transformation? What are best and next practices the successful exceptions are using? How are successful incumbents responding,and constantly reinventing themselves? 5. What does this mean for Cisco? How is Cisco responding by transforming itself?