

International Fleet Academy – Where are You? Advancing on the Mobility Continuum

Fleet Mobility Pre-conference - April 23, 2018, 12:30- 5:30pm*

Program Description

Where will the fleet/mobility industry be 10 years from now? We all realize that radical change is coming, in the form of more sharing, greater autonomy and an explosion of technology. More than ever, fleet professionals need education and peer networking to stay up to date on the mobility continuum and all it entails for the industry. Fleet Managers who don't embrace and lead mobility risk obsolescence.

Schedule:

12:15 - Networking Lunch by **MERCHANTS**
FLEET MANAGEMENT

12:45-1:30 - The Continuum: Mobility from Infancy to Reality

This session sets the scene for the day. Studies show the transformation of the global transportation market from vehicle acquisition to a larger and broader mobility-based future. Why do these studies influence global OEM's to spend billions of dollars developing technology and programs that allow for this transition? Why do these studies energize fleet management companies to increase investment in the development of processes that allow for flexible mobility alternatives? Let's look at some of this data, as organizations try to adapt to this trend. Are you and your company prepared for this reality?

Moderator:



Steve Higgs, Manager, Global & NA Regional Fleet Development
GM Fleet and Commercial

In Steve's General Motors career, he has lived in Scotland, Manchester and London within the UK responsible for retail Vauxhall dealer interaction. Steve and wife Kim have two daughters, Nicola and Stephanie. Nicola lives in London, England and Stephanie in Philadelphia.

Presenter:



Darin Walsh, Sr. Manager
Maven Fleet

Darin has been in the fleet industry for more than 19 years. He has held various positions with General Motors and in fleet management. Currently his role is working on strategies to manage and grow the fleet strategy for Maven. Darin started his career with General Motors in September 2013 as the Commercial Dealer Operations Manager. In this role, he was responsible for managing the Business Elite program. He was also the Manager of Business Development and Fleet Strategy, responsible for growing fleet conquest sales to the small and mid-size fleet customers. He designed, trained and developed the Business Development Manager role to execute this conquest strategy. Prior to General Motors, he was with Enterprise Fleet Management for 15 years where he held positions in sales and sales management.

1:30-2:15 - Keynote: How “Machine Learning” Will Lead the Future of Fleet Autonomy and Mobility

As the era of Machine Learning Autonomy rapidly approaches, the role of fleet management will be definitively impacted. The Senior Technical Product Manager for machine learning at Uber ATG will discuss how Uber positions itself in this era. What does the approach of autonomy mean to the fleet industry and how can a safety-first emphasis be preserved?

Moderator:



Heidi DiAngelo

Heidi enjoys every opportunity to bring international solutions to customers seeking to harmonize their fleets across multiple countries and regions. Heidi consults with global fleet managers and procurement leaders to deliver innovations which lower total cost of ownership, decrease administrative burden, and deliver value on a transatlantic scale. Heidi has been in the fleet management industry for nearly 15 years.

Presenter:



Steven Choi, Senior Technical Product Manager
Uber

Steven focuses on machine learning and autonomy at Uber Advanced Technologies Group, the firm’s autonomous cars and trucks unit. His team mission is to build out a fully autonomous system that works across the fleet. Prior to Uber ATG, Steven had 15-plus years of experience in autonomous system development at Google X and Northrop Grumman, building autonomous systems for vehicles, drones, and satellites. He also worked at Intel and AT&T and attended University of Illinois Urbana Champaign and University of Southern California.

2:15-3:00 - Changing Your Language: TCO to TCM (Total Cost of Mobility)

In this session you will learn what defines Total Cost of Mobility and how this new approach can change the way you manage your fleet - in the not so distant future. Are you wondering how you might employ alternative solutions to move your drivers from point A to point B (such as car sharing, use of public transportation, and ride hailing) to improve efficiencies and decrease cost? Come listen to examples for starting your own mobility strategy, join the live discussion, and walk away with the tools to help your company get started along the journey. (Group conversation on how YOU can make this shift in YOUR organization)

Moderator:



Mario Moses, Manager Procurement Fleet Americas
Bayer

Mario has been involved with Travel and Fleet since 1997. He has worked in sourcing with large pharmaceutical companies since 2005, has had a global focus since 2011. He joined Bayer in 2013.

Presenters:



Hans Damen, Partner
Fleet 360

Hans has served as Managing Partner of FleetVision since 2008. He started his international career within Fleet Synergy International (FSI) in 1997 as the Regional Sales Director. In 2003, Hans was named CEO of FSI, working to develop the relationships with the multi-national clients and prospects whose vehicle needs they served in 31 countries. Prior to his employment with FSI, Hans spent six years with Interleasing, now Athlon Car Lease Nederland, first in field sales and subsequently as National Key Account Manager. Hans plays a key role in helping clients understand the various fleet markets around the world, in particular Europe, and in enabling clients to meet their goals for fleet economy and effectiveness. Hans holds a BA degree in Business and Communications from the University of Utrecht in The Netherlands and achieved the PRINCE2 project management certification.

3:30-4:15 - Arming Yourself for the MaaS (Mobility as a Service) Revolution

Transportation is evolving more rapidly than ever before, which brings new opportunities for greater efficiencies but also many fleet management challenges. This seminar will serve as a roadmap to navigate topics such as: the role of Mobility as a Service (MaaS) in changing fleet management, moving away from assigned vehicles to pool and mobility solutions, incorporating ridesharing, carsharing, and last-mile delivery solutions into your fleet, and the future of products in a mobile fleet world.

Moderator:



Ellen Poelmans, International Sales Manager
Athlon

Ellen has been involved with international fleet sales since 2006. She helps businesses by attaining fleet services in multiple countries. She oversees tender management, international contract negotiations, and implementation of new customers. She manages global alliance members as the single point of contact with main focus and expertise for Belgium, UK, Austria, and North America. Ellen is currently based in Belgium where she lives with her husband and two dogs.

Presenters:



John Korte, Mobility Business Leader
Donlen

With over 15 years of fleet management experience, John Korte is currently responsible for leading Donlen's 'mobility as a service' offering. He leads the generation of innovative fleet management solutions for the 'mobility as a service' space, which includes carshare/rideshare and last-mile delivery fleets and ensures that mobility solutions can be implemented across all Donlen clients. Prior to Donlen, John held positions at US Bank, TCF and GE Capital over a 20-year period.



Stuart Donnelly, Senior Director, Group International Sales
Sixt

Stuart Donnelly is a Senior Executive that has spent the last 22 years designing, building and selling solution based services to the corporate fleet market. Most recently Stuart has been at the forefront of the development of the alternative sourcing and fleet management solution that has seen Fleet Logistics International grow its portfolio to approx. 180,000 managed vehicles across more than 40 countries worldwide. Stuart held various sales and general management roles in the 11 years he served Fleet Logistics, both in the UK and Internationally, most recently combining his role as International Sales Director with that of the US Market Country Manager, whilst privately studying a Masters in Business Administration. He joined Sixt Rent A Car in Jan 2018 to represent their charge in the area of future mobility. He is now heavily focused on the development of future mobility through products such as MaaS.

4:15-5:00 - Fleet Electrification Trends and Practicalities

The world is actively pursuing opportunities to decrease our carbon footprint and become more energy efficient. Initiatives such as the EV100, whose members are committed to electrification of vehicles by 2018, is one such step. As you seek to incorporate electric vehicles into your own fleet strategy, you may find yourself asking some questions: Which countries are most developed in charging station infrastructure? Which electric vehicle models are most cost-effective? What is the most efficient way to begin developing such an initiative? Come hear what is on the horizon for vehicle electrification, and learn from examples of other companies who have implemented such e-strategies in their own fleet programs. This session will help guide you in considering practical next steps towards electrification

Moderator:



Dawn Santelli, Senior Vice President International Business Team
LeasePlan

As Head of International Business for LeasePlan, Dawn and her team ensure that existing LeasePlan international accounts are provided the proactive advice, quality service, global reporting, and strategic partnership that LeasePlan's international clients expect. International sales responsibility for the America's also form part of her portfolio. Dawn has over 18 years of experience in the local (Australia) and international environment. With a passion for ensuring client success, Dawn assists in identifying needs through to implementation, review and renewal. Dawn holds a Master of Arts degree in Management with a concentration in organizational culture and change.

Presenter:



Berno Kleinherenink , Senior Vice President Commercial
LeasePlan

Berno completed his study of Business Administration at Nyenrode University followed by a doctorate programme in Business at the Rotterdam School of Management. He then accomplished the Advanced Executive Programme of the Kellogg School of Management – North western University. He has been active in the automotive and car leasing industry since 1998, after having fulfilled positions at Amoco Chemical and Philips. Berno then became Commercial Director at LeasePlan Nederland where in 2005 he became Managing Director. Since November 2016 Berno is Senior Vice President Commercial at LeasePlan Corporation which is his current position.

5:00-5:30 – Lessons Learned (Panel): Fleet Managers Discuss Their Journeys Along the Mobility Continuum

The technology is almost a side issue. It will come. What fleet managers need to be concerned with today, however, is what they need to do to prepare. What is the impact on current policies and what new policies will be needed? Are there major changes to infrastructure that will be needed? How is this going to impact fleet staff and budgets?

Moderator:



David Hayward, Global Fleet & Procurement

Thought Leader with over 14 years in the Fleet Industry. David has managed a number of different national, and international fleets for Wyeth Pharmaceuticals, Rentokil North America, AmeriGas Propane and Teva. He has broad experience across a variety of fleets including passenger car, service & delivery, and medium & heavy duty. Following his undergraduate degree in Microbiology, David earned his MBA in International Business from Villanova University. David's fleet career started and now continues in the global pharmaceutical world where he says he is fortunate to have made many friends. David is from Ireland and now resides in Collegeville, PA with his wife of 10 years, Christine, and their three children, Thomas, Charlotte, & George.

Presenters:

Darin Walsh
Stuart Donnelly
Hans Damen
Bart Vanham
Berno Klein Herenink
John Korte

6:00-7:00* – Networking Reception

*** Invitation to the Board reception 6:00 pm-7:00 pm included in enrollment**