Business Architecture Innovation Summit – Day One
Tuesday, March 19, 2019

8:30 – 8:45 am	Introduction and Welcome

Dr. Richard Mark Soley, CEO, OMG

Chairman and Chief Executive Officer of OMG and Executive Director of the Industrial Internet Consortium, Dr. Soley also serves on numerous industrial, technical and academic conference program committees, and speaks all over the world on issues relevant to standards, the adoption of new technology and creating successful companies.

8:45 – 9:15 am	Business Architecture 2019: Buckle Up – It's Getting Interesting

Co-Chair: William Ulrich, President, TSG, Inc., Partner, Business Architecture Associates, President, Business Architecture Guild
Co-Chair: Whynde Kuehn, Principal, S2E Consulting Inc., Business Architecture Associates, Director, Business Architecture Guild

Abstract: This opening session will share many of the exciting advancements across the business architecture community over the past year. Topics include proliferation across industries, successes and adoption growth, reference model and standards advancements, tool adoption, and growing acceptance of business architecture in strategy enablement. The session will also discuss exciting new directions for the year ahead.

Bio: William Ulrich is a management consultant, mentor, author, and workshop leader. He is President of TSG, Inc., President, and Cofounder of the Business Architecture Guild, and Co-Chair of OMG Architecture-Driven Modernization Task Force. A leading voice in business architecture, William is bringing together disparate forces to drive the discipline to the next level. He is also Partner in Business Architecture Associates, a Guild accredited training company. He is a Certified Business Architect® (CBA)® and on the Guild certification committee.

Bio: Whynde Kuehn is Principal at S2E Consulting Inc. and a long-time practitioner, educator and thought leader. Ms. Kuehn is Co-Founder, Board Member, and Editorial Board Chair of the Business Architecture Guild, Partner at Business Architecture Associates and founder of Metanoia Global Inc., which helps social entrepreneurs start, scale and sustain successful businesses. She is a Certified Business Architect® (CBA)® and on the Guild certification committee.

9:15 – 10:00 am	Building Effective Business Architecture Blueprints for Strategic Planning and Tactical Demand

Teresa Garcia, Certified Business Architect, Wells Fargo

Abstract: Building a holistic business architecture blueprint is foundational to providing the transparency needed to fulfill your organization's strategic objectives. While blueprints provide this transparency and a common understanding of its vision, capabilities, initiative portfolio, etc. they require interpretation to be effective. Essentially, Business Architects need to be skilled at abstracting from a larger set of abstractions to provide the necessary information to drive strategic discussions that lead to prioritizing the right tactical demand. Many organizations find themselves defining governance routines to manage a large blueprint and creating federated models to other architectural views. This presentation will share approaches to building blueprints that are consumable and effective at helping to drive strategy and tactical demand.

Bio: Teresa Garcia is a Certified Business Architect® (CBA)® who is employing business architecture to synthesize design concepts, partnering with resources to define capabilities, value streams, information, etc., and collaborating to align business strategies and technical solutions. In Teresa's role, she focuses on digital capabilities and services to deliver an integrated, intuitive, and seamless customer experience. Business architecture reference models are industry-specific representations that allow businesses within a given industry to jump start business architecture articulation efforts while aligning to best practices. Reference models are maturing across a number of industries including financial services, insurance,

manufacturing, healthcare, transportation and more. This panel discussion will overview reference models, usage scenarios, and the efforts to move these reference models forward.

10:00 – 10:30 am	Networking Break

10:30 – 11:15 am	Business Architecture: Sharing the Start-up Experience

Jason Groenjes, Director of Enterprise Architecture, West Corporation; Mark Knox, Enterprise Architect, West Corporation

Abstract: West Corporation has recently established a Business Architecture practice for its global enterprise. This session will walk through the drivers and process that led West to this decision. This will include the details behind our business architecture metamodel selection, leadership and staff selection, CIO communication and alignment to the business as well as many key factors that played a role in shaping our direction. Factors include; critical transformation initiatives for business alignment, digitalization, and consolidation of separate lines of business.

Bio: Jason Groenjes is Director of Enterprise Architecture and has 13 years' experience in solution and enterprise architecture and 12 years' experience in IT engineering for communications and services companies.

Bio: Mark Knox is an Enterprise Architect and has extensive experience in the public safety areas, also in Enterprise Architecture leadership. Mark came to West 11 years ago via West's acquisition of Intrado, Inc.

11:15 am – noon	Blockchain & Business Architecture: Could Distributed Ledger Technologies Create Value in Your Industry?

Josue Batista, Senior Consultant, HM Health Solutions

Abstract: Distributed Ledger Technology (DLT) or blockchain allows multiple parties to access and update a single version of a ledger while maintaining shared control. Along with smart contracts and distributed applications, blockchain has the potential to reshape existing business models and create new ones in many different industries. What are the business architecture implications of mainstream blockchain implementations and how could your organization use blockchain to create and lock in value? This session will answer this question.

Bio: Josue has been a business and technology strategist for more than 15 years. During that time, he has provided guidance and leadership on diverse strategic investments and industries. He is a certified Project Management Professional (PMP) and holds an MBA and Masters of Science in Information Systems from Duquesne University. He is a Distinguished Toastmaster and served as District Director 2015-2016 for Toastmasters International's District 13. He and his wife Dr. Hollis, are award-winning winemakers with a passionate fondness for Pennsylvania grown grapes. They reside in Pittsburgh and enjoy the quiet company of our feline companions Minka and Blake.

Noon – 1:00 pm	Lunch

1:00 – 1:45 pm	The Role of Business Architecture in Enterprise Risk Management

Lene Osterberg, Executive Advisor, Nordea, Mike Schank, Executive Director, EY

Abstract: Enterprise risk management grows more critical every day. Ideally, businesses are taking a preventative versus reactive approach to risk management. Understanding risks relative to all aspects of what the business does and how it engages customers, conforms to policies, frames initiatives and delivers market value allows risk management professionals to articulate risk-related perspectives from a variety of perspectives to better inform strategic decisions. Adopting a business architecture enabled approach to enterprise risk management enables risk management professionals to establish holistic, cross-business perspectives that further the creation of risk-related controls across every relevant aspect of the enterprise. This session examines the value proposition and related approaches for using business architecture to enable enterprise risk management.

Bio: Lene is Head of Service and Development in Commercial Business Banking at Nordea and have previously worked as Executive Advisor on transformation projects in Wealth management, as Chief Operating Officer at Nordea Life and Pension and at Nordea Bank Capital Markets. Lene has primarily worked with combining the three disciplines of business analysis, business architecture and portfolio management for both internal projects as well as external stakeholder-driven projects. Lene is on the Guild Council of Executive Advisors.

Bio: Mike Schank is Executive Director at EY and has over 20 years of experience serving large financial services clients in the areas of business transformation, business architecture, system integration, IT strategy, architecture and large program delivery. He has a deep understanding of the industry best practices and solutions. Mike is on the Guild Council of Executive Advisors.

1:45 – 2:30 pm	**Business-Driven, IT Architecture Transformation**

Pritam Dey, Consultant, IT Architecture, Nationwide; Kelly Cullimore, Nationwide

Abstract: Nationwide is building and delivering innovative solutions by embracing Agile, DevOps and Cloud. Delivery acceleration relies on the entire pipeline, from planning to delivery. Now that Nationwide has figured out the build-deliver piece, it is time to focus on planning. Just as we now do highly-collaborative, continuous integration, testing and other tasks in the build-deliver, we likewise need highly-collaborative continuous planning and architecture. At Nationwide, enterprise architecture is the effective platform that will enable end-to-end delivery acceleration. This session will share our approach to rapidly delivering the right solutions for our business via our enterprise architecture platform, where a robust enterprise business capability map with value streams are key. This transformative approach is intended to bring Nationwide's business and IT together to build continuously evolving, robust solutions.

Bio: Pritam Dey is a senior IT consultant and Enterprise Architect and specializes in IT transformation, IT strategy, digital transformation, cloud computing, solution architecture, program and portfolio management. Mr. Dey has more than 15 years of consulting experience in helping organizations bring their business and IT closer, and derive value out of this alignment. He has helped his clients harness technology to make better business decisions, improve efficiency and customer satisfaction. Pritam has executed high level engagements to clients in financial services, banking, insurance, healthcare, governments, not-for-profit and logistics across USA, Europe, India, and Middle East. He holds an MBA from University of Minnesota and a Bachelor of Engineering from India.

2:30 – 3:00 pm	**Networking Break**

3:00 – 3:45 pm	**Transforming Primary Care with Business Architecture**

Sandy Kleinberg, Evolve Practice Partners, Dr Faud Sheriff, Primary Care Physician, Amherst Medical Associates

Abstract: Across the US, a transformational change is happening at your doctor's office that you may not have noticed; this change is called "Value Based Medicine". A change of this magnitude impacts the way your doctors practice medicine, the way they are reimbursed and the nature of the care a patient receives. Evolve Practice Partners employed business architecture to define the business capabilities required to thrive in this new world. This session will start with strategic planning and move the discussion through to project delivery. The common denominator - you guessed it: business architecture.

Bio: For the past 18 months, Sandy Kleinberg has been working with primary care practices to completely transform those practices into the Value Based Medicine model. Sandy works with medical practices to transform them and enabling changing business models.

Bio: Dr. Faud Sheriff, Primary Care Physician at Amherst Medical Associates, board member at Independent Health and the Primary Connection. Dr. Sheriff is the executive sponsor of the first practice transformation performed with this methodology in the United States.

3:45 – 4:30 pm	**Start Smart: Creating Innovation Healthcare Products with Business Architecture**

Ivan Blinov, Chief Product Officer, BYMR

Abstract: Sharing experience of starting innovation startup to design a blockchain-based product for healthcare providers and patients to secure and simplify medical records exchange. Leveraging Healthcare provider reference model to define core business capabilities, value creation streams, and design a new business organization structure. Utilization of business model canvas to design relevant business and revenue models, performing innovation financial valuation to create a new product concept and product vision. The presentation provides a unique perspective of using business architecture as an innovation platform to accelerate start-up business growth.

Bio: Ivan Blinov is Chief Product Officer at "BYMR" startup that specialized in blockchain-enabled Electronic Health Records management to help patients to become custodian of their medical records. Ivan has over 15 years of success in leading business transformation projects for healthcare, financial services and insurance. He is a Certified Business Architect® (CBA®) and mentors the Guild's financial services reference model team, co-leads for healthcare provider industry reference model team and is active on the common, insurance reference model, strategy and metamodel teams. Ivan received innovation and entrepreneurship skills through hands-on experience and Stanford Innovation and Entrepreneurship Program.

4:30 – 5:15 pm	**Connecting People to Strategy — Closing the Execution Gap**

Cheryl Timko, Associate Director, Global Workplace and Enterprise Services (GWES), Merck

Abstract: We hear a lot of great success stories on using business architecture in digital transformation efforts. But what about the "people side of change"? How do we make sure people are ready for the change that these new digital technologies bring? I would like to share how Merck integrated business architecture and organizational change management to facilitate change readiness and build people's commitment to achieve results.

Bio: Cheryl is the Innovation Lead for the Technology and Innovation CoE in GWES. Cheryl has over 30 years of experience in Information Technology working in software, consulting and pharmaceutical industries. Cheryl's background includes software design and development, business analysis, process management and architecture. Cheryl is a certified Sigma Black Belt, specializing in Design for Six Sigma, Change Execution Management (CEM) Agent 1, and Certified Business Architect® (CBA®).

5:15 pm	**Day 1 Wrap-up & Day 2 Preview**

Co-Chair: William Ulrich & Co-Chair: Whynde Kuehn

Abstract: The day 1 wrap-up will review what was covered throughout the day's sessions and look ahead to day 2 of the Summit.

Business Architecture Innovation Summit – Day Two
Wednesday March 20, 2019

8:30am – 8:45am	Business Architecture in 2020: What to expect, how to prepare

Opening Discussion

Abstract: Business architecture is not only changing the face of end-to-end business strategy realization but also continuing to rapidly evolve and mature. This session will take a look at the realities and potential of business architecture as its influence continues to reach across global business environments.

8:45am – 9:30am	Business Architecture in Higher Education

Dr. Brian Cameron, Penn State University, Associate Dean, Smeal College of Business

Abstract: As the use and popularity of business architecture expands across various industries, it is increasingly important for individuals building their business skills to gain a firm understanding of the discipline. This session will provide an overview of business architecture as a subject area in higher education and will discuss potential opportunities and challenges. Examples from Penn State will be referenced in the discussion and include the online business architecture graduate certificate and three new online master's programs associated with the graduate certificate. The session will also summarize alignment with the master's program in Enterprise Architecture and Business Transformation, Online MBA program, and master's program in Corporate Innovation and Entrepreneurship.

Bio: Brian Cameron is Associate Dean for Professional Graduate Programs in the Smeal College of Business at Pennsylvania State University and Founding Director of the Center for Enterprise Architecture in the College of Information Sciences and Technology. Dr. Cameron is also Founding President of the Federation of Enterprise Architecture Professional Organizations (FEAPO) and designed and implemented the first online Enterprise Architecture master's program in the world. He has worked with a wide portfolio of companies on consulting engagements ranging from large systems integration projects to enterprise architecture planning and design. Dr. Cameron was awarded the NPA Career Achievement Award in 2011 for efforts related to the founding of the FEAPO, building the Center for Enterprise Architecture, and service to the enterprise architecture profession. Dr. Cameron has served on boards and working committees of a number of international professional organizations and journals and is currently Special Academic Advisor to the Business Architecture Guild.

9:15 – 10:00am	Business Architecture - A Catalyst for Scaling Agile and Delivering Customer value.

Robert Kuchinski, Enterprise Business Architect, The Guardian Life Insurance Company of America

Abstract: Many companies choose agile as a means to deliver customer value, but few choose to scale agile practices to transform how a company operates, makes decisions, and organizes talent to deliver value. At Guardian, we are one year into executing this transformation through implementation of the Scaled Agile Framework (SAFe). Based on prior work defining business capabilities, value streams, and organizational models for the firm, Business Architecture was able to jump-start a critical area of the transformation around SAFe value streams, helping guide the design and set-up of long-standing teams positioned to deliver value for our customers and internal organizations. This session will highlight where business architecture was used to accelerate SAFe implementation at Guardian, how it guided the formulation of portable long-standing teams, and how it aligned our IT and Shared Services strategy to business outcomes.

Bio: Robert Kuchinski is an Enterprise Business Architect at The Guardian Life Insurance Company of America. Robert continues to evolve the company's business architecture practice in collaboration with business and IT stakeholders, in support of the major agile transformation effort and IT, and Shared Services strategy. He is focused on identifying opportunities to apply business architecture in context of company objectives, using business architecture as a catalyst for organizing and aligning strategy to delivery. He is a Certified Business Architect® (CBA®), SAFe Program Consultant (SPC)®, and Product Owner / Product Manager (POPM)®, and teaches various certification courses within Guardian.

10:00 – 10:30 am   Networking Break

10:30 – 11:15 am | Business-Driven Digital Transformation

Tobias Fleischmann, Chief Architect, Airbus Defense and Space; Hermann Schlamann, Principal, Enterprise Architect, ICS Information Consulting Services;

Abstract: This presentation will demonstrate the pain and the gain of introducing business architecture into a large-scale project-oriented business. It reports about the challenges to overcome organization silos, focus on customer as well as business value and will address the influence of future technology mega trends.

Bio: Hermann Schlamann for many years engaged in the practical application of IT architectures. He gained his more than 45 years' experience in diverse areas of computer science. At last he worked at two major Swiss Banks as enterprise architect, where he accompanied the development and the implementation of "Service oriented architecture". Hermann Schlamann is author and co-author of two books on SOA, author of numerous articles on topics of business technology and frequent speaker at national and international conferences about IT architectures. As a consultant, coach and teacher he transfers his expert knowledge to knowledge-thirst contemporaries.

Bio: Tobias Fleischmann is working since more than 15 years at Airbus Defense and Space. Recently he has been working as Chief Architect with special emphasis on MBSE and asset reuse. Currently he is heading an organization with the mission to analyze customer value and disruptive technologies to develop future business. In addition, he is leading an asset initiative and initiative to develop a capability map.

11:15 – noon | Synergies between Model Based Systems Engineering and Business Architecture to Drive Strategic Alignment

Tom Strevey, Associate Technical Fellow, Boeing; Jim Rhyne, Partner, Thematix Partners LLC

Abstract: Connecting business strategy to business execution is critical to realizing success in today's competitive business environment. One of the primary missions of both Business Architecture and Model Based System Engineering (MBSE) is to provide a strong link between defined business strategy and the actions a business must take to address the business goals associated with that strategy. This presentation provides a comparison of the two approaches and explores synergies between them that can help drive business success.

Bio: Tom Strevey has been an advocate for business architecture at the Boeing Corporation for many years. He creates educational material, arranges classes and acts as mentor for members of the Business Architecture community at Boeing. Recently, Tom and Jim Rhyne began examining the integration of business architecture principles with model-based systems engineering. This talk will present early results on principles and methods.

Bio: Jim Rhyne Partner, Thematix Partners LLC Jim is a co-founder of the Business Architecture Guild and has offered consulting services on business architecture for many years. Jim is interested in the application of business architecture principles to product engineering methods and began a collaboration with Tom Strevey at Boeing to see how this might work at a high-value product engineering business. Recent developments from INCOSE and the OMG will be included in the presentation. Jim is a Certified Business Architect® (CBA®).

Noon – 1:00 pm | Lunch

1:00 – 1:45 pm | It Really Works! Driving Transformation with Business Architecture

Alex Randell, Assistant Director, Business Architect, Principal Financial Group

Abstract: This session will explore how Principal Financial Group leverages a distributed center of excellence to drive cross-business unit collaboration, partner with digital & technology efforts, and find greater success in strategic efforts. Special emphasis will be placed on learning about synergies with agile methodologies, digital transformation, and data-driven decisions. Practitioners will also learn techniques to increase influence, moving beyond "building a map and holding it in their back pocket" to integrating business architecture into transformational efforts.

Bio: Alex Randell is Assistant Director, Business Architecture at Principal and leads the business architecture discipline, enabling strategic business transformations. Alex is a member of the Business Architecture Guild's Board of Directors and Editorial Board and serves as BIZBOK® Guide Manager. He is also the founder of the Business Architecture Community in Des Moines, Iowa, holds an MBA with Marketing emphasis from the University of Iowa, and is a Certified Business Architect® (CBA)®.

1:45 –2:30 pm	Building Collaboration through Business Architecture: The Discussion is the Deliverable

Steven Scott, Director Business Architect, Autodesk

Abstract: Autodesk, Inc is transforming on three fronts: a business model transformation, a platform transformation, and a relationship transformation to a more customer-oriented company. This results in an unprecedented culture shift as collaboration, alignment, and coordination across business units becomes crucial to success. The key to creating an environment for collaboration is understanding commonalities while acknowledging differences. Business architecture provides the framework to emphasize those commonalities while accommodating the differences. Over the last year the Business Architecture practice at Autodesk has been able to facilitate, guide, and shepherd difficult and open discussions necessary to build cross-functional collaboration and break down organizational silos. This presentation will use specific examples of discussions along with the artifacts that drove cross-functional collaboration at the executive level as well as between Business Architecture and other business units

Bio: Steven Scott has been driving critical business and system change on the forefront of Autodesk's business transformations for nearly 18 years. He has been one of the key champions, evangelists, and leaders of Autodesk's move to business architecture-driven planning. Steven is a Certified Business Architect® (CBA®).

2:30 – 3:15 pm	Enabling Transformational Change through Business Architecture

Kristen Mccloskey-Dexter, Business Architect, FedEx; Jaclyn Tubbin, Manager, Engineering Special Projects, FedEx

Abstract: As with many companies, FedEx is continuously investing to enable a transformational change. This session will discuss how FedEx is driving enabling end-to-end planning through execution using business architecture. Topics include business impact analysis, solution design and requirements specification and include how business architecture is being incorporated to enable other practices including planning, solution architecture and scaled agile.

Bio: Kristen McCloskey Dexter is a Business Architect in the Modernization & Special Projects department at FedEx Ground. This group supports the business agility and transformation efforts for the operating company through the stand-up of the SAFe portfolio, the implementation of business architecture practices, and collaborating with other business architecture groups in the FedEx Enterprise Community of Practice. She has 25 years of experience in the transportation industry with experience in network planning, development and implementation of technology solutions, training, and performance management. Kristen is a Certified Business Architect (CBA)®.

Bio: Jaclyn Tubbin is Manager in Engineering Special Projects at FedEx Ground. She leads the business architecture practice at FedEx Ground. Her past experience includes working as a business analyst, financial analyst, accountant, and securities specialist. Jaclyn received her MBA from the University of Wisconsin in Milwaukee.

3:15 – 3:30 pm	Afternoon Break

3:30 – 4:15 pm	Business Architecture & Privacy Compliance

Imran Chowdhury, Data Protection Officer, Al Jazeera Media Networks

Abstract: Technology has changed the landscape of privacy and security. More than ever, we are connected to the broader world and leaving behind digital traces. Regulators across the world are taking notice and developing regulations to protect people and data. One of the critical foundations of business architecture is

"Information." Business architects should start looking at the information object and develop the privacy impact which can be used by the organization in ensuring "Privacy by Design" and "Privacy by Default." This session will discuss leveraging business architecture to identify information and its relationship with privacy, leverage information, value stream, and capability mapping to develop privacy compliance, and develop "Privacy by Design" and "Privacy by Default" through value stream mapping.

Bio: Imran is an innovative technology leader with proven ability to initiate, develop, and implement programs across a broad spectrum of industries including telecommunications, financial services, media, consultancy, education, and technology solutions. He has demonstrated the ability to enable global businesses to build performance-driven and quality-focused services for world-class organizations. In 2003 Imran established LGL Solutions with a primary focus on e-learning technology. Since 2012 Imran helped establish Al Jazeera's Service Management practice, technology portfolio management, financial management, enterprise architecture, and risk, audit, and business continuity function as it transitions to a digital first organization.

4:15 – 5:15 pm	Lightning Talks: Rapid Fire Update from the Trenches

Panel Chair: Mike Rosen, Chief Scientist, Wilton Consulting

Abstract: There are many stories to tell about business architecture and the practice. Join us for the rapid update from the field where various individuals share their knowledge and experience in a series of rapid-fire lightening talks. The knowledge shared is matched by the entertainment value of the sessions.

Bio: Mike Rosen is Research VP of Strategic Architecture at IDC. He is also VP and Co-founder of the Business Architecture Guild. For the past 15 years he was Chief Scientist of Wilton Consulting Group, which specializes in helping organizations create and get value from business and enterprise architectures. Mike has over 35 years of experience in architecture and application development, has held numerous CTO and Chief Architecture positions, and is internationally regarded for his presentations and courses in architecture. Mike is a Certified Business Architect (CBA)®.

5:15 – 5:30 pm	Closing Remarks / Workshop Day Preview

Co-Chair: William Ulrich & Co-Chair: Whynde Kuehn

Abstract: Whynde and Bill will wrap up the Summit with closing remarks, a short Q&A session, and a brief preview of the hands-on business architecture workshop being held the next day.

6:00 – 8:00 pm	Networking at OMG Evening Reception