

2017 ANNUAL INNOVATION SUMMIT



JUNE 12-14, 2017

The Ritz Carlton
Laguna Beach, California

www.cemcouncil.com/innovation2017

INVITATION TO MAKE AN IMPACT



Charles E.O. Anderson
CEMC Founder

Established in 2016, the Commercial Equipment Marketplace Council was founded to promote the digitalization of asset purchase and finance. These practitioner focused working sessions were designed to address the opportunities and challenges faced in today's shifting asset financing marketplace and to better understand how technology can be leveraged in your business.

Since early 2016, corporate practitioners from various industries gathered to build CEMC's community in an effort to gain insights and make better decisions for their businesses.

To that end, we are hosting an annual Innovation Summit. This will be the first year CEMC is hosting this event. This three-day event is expected to attract an impressive lineup of capital providers, online asset sellers, equipment industry leaders, technology disruptors, data leaders, and practitioners who will be presenting information related to the digitalization of asset purchase and finance. The Innovation Summit is a unique opportunity to reach a diverse group of leaders and disruptors who will inspire you to rethink and innovate business practices in the equipment finance industry.

We invite you to be part of this year's CEMC Innovation Summit being held at the Ritz Carlton Laguna Beach, June 12-14, 2017. Please Review the accompanying Sponsoring Opportunities and determine your level of involvement and participation. If you need additional information or have any questions, please e-mail Scott Cohen at scohen@currencycap.com.

We look forward to seeing you in Laguna Beach this June!

Sincerely,

A stylized, handwritten signature in black ink, appearing to read 'CEA', with a long horizontal flourish extending to the right.

Charles E.O. Anderson
Founder

THE SUMMIT

The #1 Conference for the Digitalization of Asset Purchase and Finance

The CEMC Innovation Summit brings together industry leaders involved in the digitalization of asset purchase and finance. The participants include capital providers, online asset sellers, equipment industry leaders, technology disruptors, data leaders, and practitioners who are transforming the asset purchase and finance space. The Innovation Summit is a unique opportunity to reach an exclusive group of leaders and disruptors who will inspire you to rethink and innovate your business practices.

ROUNDTABLE DISCUSSIONS

A panel where conference faculty discuss their cases on specified topics.

Q&A WITH THE KEYNOTE SPEAKERS

Conference attendees may ask faculty specific questions in a more intimate setting.

NETWORKING ACTIVITIES

Network with C level executives over Monarch Beach Golf, hiking, yoga, and Pilates.

INNOVATION SUMMIT AGENDA

MONDAY, JUNE 12TH

2:00PM – 4:00PM

Summit Check in & Registration

4:00PM – 5:00PM

Summit Kickoff

Power of Innovation and Disruption Presentation
by business celebrity speaker *Jeff Hayzlett*
(<http://hayzlett.com/>)



Jeff Hayzlett

5:00PM

Cocktail & Dinner

Cocktail followed by Oceanfront Buffet Dinner
sponsored by PayNet

INNOVATION SUMMIT AGENDA

TUESDAY, JUNE 13TH

8:00AM – 9:00AM

Breakfast Sponsored by HCVT

9:00AM – 10:30AM

Keynotes

Mitch Jacobs, Founder at OnDeck Capital
Executive TBA shortly



Mitch Jacobs

10:30AM-10:45AM

Break

10:45AM-11:45AM

Industry Panel

Digitalization of Asset Finance & Purchase:

Bill Phelan, CEO at PayNet

Henry Scham, Managing Director at Barclays

Avnish Patel, VP Product Strategy at IronPlanet

Anu Sachdeva, SVP & Client Partner at GenPact

Moderator *Patricia M. Voorhees*, Director at The Alta Group



Bill Phelan



Avnish Patel



Anu Sachdeva



Patricia M. Voorhees

12:00PM-1:00PM

Lunch

Includes Senator *Mike Lee* (R-UT)



Senator Mike Lee

1:15PM-2:15PM

Design Workshop

Hands on workshop on re-architecting the digitalization of the buying process, led by

Jason Mayden, Designer of Nike Air Jordan,
Accel Partners



Jason Mayden

INNOVATION SUMMIT AGENDA

TUESDAY, JUNE 13TH

2:15PM-2:30PM

Break

2:30PM-3:15PM

Panel on Man and Machine Learning/AI

Christine Robson, PhD, Head of Machine Learning at Google

Justin B. Dickerson, PhD, MBA, PStat, General Manager at Data Robot

Moderated by *Deborah Reuben*, CEO of Reuben Creative



Christine Robson, PhD



Justin B. Dickerson,
PhD, MBA, PStat



Deborah Reuben

3:15PM-4:00PM

Panel on the New Age of Blockchain

Christina Dolan, Blockchain Expert and Founding Partner of insideCHAINS

Wayne Super, Managing Director, Capital Markets at Cisco Corporation



Christina Dolan



Wayne Super

4:00PM-5:00PM

Open

5:00PM-6:00PM

Oceanside Cocktail Reception sponsored by Genpact

6:00PM

Gala Dinner sponsored by Currency

Colin Angus, National Geographic Adventurer of the Year



Colin Angus

INNOVATION SUMMIT AGENDA

WEDNESDAY, JUNE 14TH

7:30AM

Breakfast/Closing Remarks

Charles Anderson, Founder of CEMC



Charles Anderson

8:30AM-12:30PM

Golf Outing at Monarch Beach Golf Course
sponsored by Katten Law Firm

Other networking activities including hiking, yoga,
and Pilates available

Katten
Katten Muchin Rosenman LLP

PARTICIPATING ATTENDEES



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