itSMF Singapore Annual Conference 2014		
From	**Agenda**	
8:30 AM	**Registration**	
9:00 AM	Welcome Address by Rama Mamidi, President, itSMF Singapore Chapter	
9:05 AM	Opening Speech by GOH Leong See Sum, Chief Information Officer, Defence Science & Technology Agency (DSTA)	
9:10 AM	**Service Management For The Business (Not Just IT)** *Keynote Speaker - Chris Walker* Service Management Consultant, Service Now	
10:00 AM	**Morning Break**	
	Track 1	**Track 2**
10:20 AM	**The Era of End User Experience** *Mark Richards* ITSM Specialist, Asia Pacific, BMC Software	**Green IT** *Ian Tolond* CEO, e2Readiness
11:10 AM	**Transitioning Projects and Services into Production** *Samantha Cox* Senior Consultant, UXC Consulting	**The 5th book – CSI in action** *David Lloyd* Sales Manager Asia Pacific, Axios System
12:00 PM	**Lunch**	
1:00 PM	**The Future of Best Practice** *Peter Hepworth* CEO Axelos	**ITSM Story Telling** *Rui Soares* Senior Manager (Widesys), itSMF Portugal
1:50 PM	**IT Service Management Enabling Cost Reductions** *Jim Halkyard* Senior Consultant, Citihub Consulting Pte Ltd	**Leadership Transformation - Become a Professional Problem Solver** *Matt Fourie* Managing Director, Thinking Dimension
2:40 PM	**Afternoon Break**	
3:00 PM	**Service Governance Consultancy - designing & improving business value requirements, through services** *Distinguished Speaker - Peter Brooks* Independent consultant and trainer in Service Management, itSMF International	
3:50 PM	**Panel Discussion - Service Delivery** *Dhana Damodaram*, Director, GCT International Production Management, Citibank N.A *Vinay Jain*, Vice President, itSMF Singapore Chapter, *Sesh Subrahmanyam*, Senior VP and Head of Service Management, SGX *Kathryn Heaton*, Chairman, itSMF Australia Facilitator: **Rashid Mohiuddin**, Business Application Advisor, FedEx	
5:00 PM	**Emotional Intelligence in Action: A Case Study of how to lead the creation of a customer-oriented service culture in IT** *Dominic Siow* Principal, EQ Strategist	
5:30 PM	Closing Address by Vinay Jain, Vice President, itSMF Singapore Chapter & Lucky draw	
	End of Conference	

ITSM LEADERSHIP CONGRESS 2014

Proudly brought you by

itSMF *singapore chapter*
IT Service Management Forum

Platinum Sponsor

servicenow

Gold Sponsors

AXELOS
GLOBAL BEST PRACTICE

Axios
SYSTEMS
FOCUS ON BUSINESS

bmcsoftware

CHERWELL
SERVICE MANAGEMENT®
+
BOMGAR

EXIN

NUS National University of Singapore | iss INSTITUTE OF SYSTEMS SCIENCE

UXC consulting
Accelerate your capability

Consolation Prize Sponsors

it governance TM

Thinking DIMENSIONS GLOBAL
Management Consulting

ITSM LEADERSHIP CONGRESS 2014

Keynote Speaker: Chris Walker, Service Management Consultant	**Speaker**: Chris is an experienced with over 17 years in the ICT industry working across Europe and Asia for many of the tier one vendors. As a consultant Chris has had various roles running many large service management implementations across different industry verticals. Chris' responsibilities have covered the development of ITSM practices, strategy and training through to the architecture, design and implementation of ITSM solutions. **Synopsis:** Service Management For The Business (Not Just IT) Should we only be focused on aligning IT services with the needs of business? In this session Chris will show how IT Service Management professionals using 25 years of refined process can improve service delivery across the business not just from IT to the business. Great service management, built on a framework such as ITIL should no longer be just the domain of IT but be a blue print for governing all service relationships across the enterprise. As IT Service Management professionals is it not our responsibility to take what we have learnt and enlighten different lines of business like legal, marketing, facilities, human resources etc. on how to provide mature service delivery, improving customer satisfaction at a reduced cost to the organisation?
Speaker: Mark Richards, ITSM Specialist, Asia Pacific, BMC Software	**Speaker**: As APAC ITSM Specialist, Mark's role is to provide service management expertise into the region wide sales process. His responsibilities extend across BMC's entire ITSM product stack including its SaaS offerings. Before BMC, Mark was with Applaud for 3 years. During his career, leveraging ITIL foundations of which he is an ITIL V3 practitioner, Mark had led several IT Service Management transformation programs across many industry sectors. He had developed and published Enterprise IT Service Desk strategies, launched an ITSM consulting practice for a leading hardware vendor, implemented ITIL service desk quality programs, and managed Service Desk operational support teams. In his role of Managed Services Practice Manager with Applaud, Mark was responsible for the entire managed services portfolio which includes infrastructure outsourcing, Service Desk support, remote management and monitoring, storage management, data centre and cloud services. **Synopsis**: The Era of End User Experience Twitter, Facebook, Facetime, and Skype. The advent of new social platforms and technology has changed the way people interact with one another. This movement has continued to greatly influence the perception of how services are presented and fulfilled. Let us take a journey from desk-side service to self-service portals . . . and beyond. Learn how the "Era of End User Experience" will continue to be the main driving force for your IT initiatives and Innovations.

Ian Tolond CEO, e2Readiness	**Speaker:** Ian Tolond, Founded e2Readiness, a business consulting agency specialising in end to end knowledge intellectual property value creation and implementation, internal change management, research based content development, policy and training development.Negotiated strategic global partnership agreements with EXIN, a world-leading provider of independent information management certification and accreditation. Co-developed and launched Green IT Foundation and Green IT Citizen programs, which are industry recognised certification programs offered globally across over 600 training partners. Consulted and developed the Green Workplace education model under the Fuji Xerox 360° of Sustainability program. Through work across multiple independent business units, created a commercial education program, which unified best practices, standardized processes and measurable skills from what was previously organisational-wide disparate, field experience and/or undocumented business practices. Developed SMART/GREEN ICT framework, which has been adopted across 23 countries. Authored and co-authored industry practices, certification and literature for ICT/SMART sustainable programs worldwide **Synopsis**: **Green IT**
Samantha Cox Senior Consultant, UXC Consulting	**Speaker:** Sam is an ITIL practitioner that has been working in the Service Management industry for over 12 years. With extensive experience in the IT Banking sector, Sam has worked in both Australia and Asia Pacific. Achievements include rolling out a service management tool in 11 countries, integration of service management processes for acquired finance organisation, and remediation of processes for industry compliance (SOX). As a Consultant for UXC Consulting, Sam provides advisory and implementation services regarding ITIL and complementary industry best practices. **Synopsis:** Transitioning Projects and Services into Production

David C. Lloyd, Sales Manager (Asia Pacific Region), Axios Systems Pty Ltd	**Speaker** David has an extensive IT background spanning more than 30 years, covering IT Support Services Management and IT Service Management consulting. During the last 12 years he has worked on both customer and vendor sides of IT Service Management. He brings a wealth of experience in ITIL best practice adoption & ITSM Solution implementation. Many customers that have worked with David have been able to realise consistent and measureable improvements in their overall ITIL process maturity levels and he has helped many organisations extract true business value from their service management operations. **Synopsis**: The 5th book – CSI in action
Peter Hepworth CEO AXELOS	**Speaker**: Peter is a globally experienced Executive with an exceptional track record in the FMCG, technology and entertainment sectors having worked across high growth emerging markets whilst living in the UK, USA and France. With over 25 years' experience spanning sales, marketing, I.T., supply chain and finance, Peter has held senior international positions at L'Oreal, Sara Lee Corporation and Activision Blizzard, home of the hugely successful gaming franchise Call of Duty®, most recently running the UK & Ireland business as Managing Director. Peter is an economics graduate, chartered accountant, M.B.A. from Cranfield, A.M.P. from INSEAD. **Synopsis**: The Future of Best Practice
Rui Soares, Senior Manager (Widesys), itSMF Portugal	**Speaker**: I've been training and consulting on ITSM for 10 years. I've been looking on open ways to spread knowledge ever since I started working on IT. Lately my interests include organizational change, storytelling applied to IT and BPM. Coming from not so shinny right now Portugal. I blog and I draw Mush&Room cartoons on service management (http://itilblues.wordpress.com/). I work for Widesys, a service management company located in Portugal. It's a local market leader in HP Service Manager implementation that provides services in ITIL, ISO 20000, ISO 27001, Business Analytics, ITAM and BPM. **Synopsis**: ITSM Story Telling

Jim Halkyard, Senior Consultant, Citihub Consulting Pte Ltd	**Speaker**: Jim is a senior professional with 14 years of experience in industry gained in Asia Pacific , US and Europe. Jim has extensive experience of large complex, high availability IT operations within 24x7 multi-location environments. Most recently Jim has been working on cost reduction programmes leveraging IT Service Management practices, assessments of data centre providers' policies and processes, and a standards and maturity improvement programme for a global investment bank's release and deployment processes. **Synopsis**: IT Service Management Enabling Cost Reductions
Matt Fourie CEO Thinking Dimensions Global Managing Director of ITRCA Practice	**Speaker:** Matt Fourie co- founded Thinking Dimensions with Chuck Kepner in 1997. Together they developed the KEPNERandFOURIE™ thinking methodology. His primary focus is on product design and managing the Thinking Dimensions international network across 20 countries. This is supported by solution design, facilitation and capability development in the areas of project management, process improvement, ITIL Continual Service Improvement, Lean-Sigma and general problem solving practices. Matt Fourie holds a B.Mil (B.Sc), M.Comm, and PhD degrees from LCU London, UK. He brings over 30 years of global and Fortune 1000 experience. He has worked with project groups in Europe, Asia and The Americas. **Synopsis**: Leadership Transformation - Become a Professional Problem Solver
Peter Brooks, Director of the itSMF SA, Author of books on ITSM	**Speaker**: Peter Brooks is an independent consultant and trainer in service management, based in Cape Town. He is the author of two books on metrics in service management, published by Van Haren, a book on consultancy for TSO and a book on integrating requirements into a unified process for the itSMF. He has been an independent consultant for the past decade and, before that, worked for Hewlett-Packard, mainly in the UK, for twenty years. He is currently a director of the itSMF SA and has previously been director of the itSMF International. **Synopsis**: Service Governance Consultancy - designing & improving business value requirements, through services
Panel Discussion - **Service Delivery** Facilitator: **Rashid Mohiuddin**, Business Application Advisor, FedEx	**Dhana Damodaram**, GCT International Production Management, Citibank N.A **Vinay Jain**, Vice President, itSMF Singapore Chapter **Sesh Subrahmanyam**, Senior VP and Head of Service Management, SGX **Kathryn Heaton**, Chairman, itSMF Australia

ITSM LEADERSHIP
CONGRESS 2014

Dominic Siow
Principal, EQ Strategist

Speaker: Dominic is an internationally recognized facilitator, keynote speaker, consultant, coach and author on the subjects of Emotional Intelligence, Organisational Change Management, Project Management Leadership and Customer Service Excellence.

He combines his executive corporate experience in the IT industry with his energetic and entertaining facilitation style making him consistently highly rated by his clients internationally.

Dominic has the ability to engage his audience and create an environment where optimal learning and motivation can take place. His passion for inspiring people with proven content, while having fun at the same time, has set him apart with his clients in over 9 countries throughout the Middle East and the Asia Pacific Region.

Synopsis: Emotional Intelligence in Action: A Case Study of how to lead the creation of a customer-oriented service culture in IT

Emotional intelligence is defined as a form of social intelligence that distinguishes star IT professionals from the rest. This presentation provides a framework for leading organizational culture transformation and the role that EI plays in the effective execution of this change, drawing on a case study from an IT organization in the financial services sector. It will address questions such as:

- What is Emotional Intelligence?
- A framework for leading effective change
- A case study highlighting the importance of EI in creating

transformative and lasting change to an IT organization in creating a customer-centric culture