

# BRIDGES TO GROWTH

NOVEMBER 17, 2016 · RESTON, VA



**Where:** Hyatt Regency Reston  
1800 Presidents Street  
Reston, VA 20190

**Media contact:** Tania Anderson, immixGroup 703.624.8266

**Speaker Lounge/Press Room:** Lake Thoreau room

**For more information:** [www.GovITSalesSummit.com](http://www.GovITSalesSummit.com)

## **Agenda:**

### **7:00 a.m. - 8:00 a.m. Registration**

Room: Conservatory—Level 1

### **7:00 a.m. – 8:00 a.m. Breakfast**

Room: Grand Ballroom/Foyer

### **8:00 a.m. - 8:15 a.m. Welcome Remarks by David Stewart, VP & General Manager, immixGroup**

Room: Grand Ballroom

### **8:15 a.m. - 8:30 a.m. Refreshment Break**

Room: Grand Ballroom Foyer

### **8:30 a.m. - 9:50 a.m. Concurrent Sessions**

**Market Intelligence Briefing: The Department of Defense FY17 Federal Budget**

Room: Grand Ballroom

Speakers:

- Lloyd McCoy Jr., DOD Manager, Market Intelligence, immixGroup
- Stephanie Meloni, DOD Consultant, Market Intelligence, immixGroup

## Fundamentals of Selling to the Federal Government

Room: Regency A/B

Speakers:

- Tim Larkins, Director, Market Intelligence, immixGroup
- Chris Wilkinson, Senior Director, Market Development, immixGroup

## Fundamentals and Perspectives of Selling to State & Local Governments and Education (SLED)

Room: Lake Fairfax

Speakers:

- Rachel Eckert, SLED Consultant, Market Intelligence, immixGroup
- Pam Jones, Division Chief, Procurement, Montgomery County, Md.
- Tim Merrigan, Vice President of SLED, VMware

## 9:50 a.m. – 10:05 a.m. Refreshment Break

Room: Grand Ballroom Foyer

## 10:05 a.m. – 11:25 a.m. Concurrent Sessions

### Market Intelligence Briefing: The Civilian FY17 Federal Budget

Room: Grand Ballroom

Speakers:

- Tom O'Keefe, Consultant, Market Intelligence, immixGroup
- Chris Wiedemann, Civilian Consultant, Market Intelligence, immixGroup

## Critical Support for Bridges to Growth: Contract Vehicles & Procurement

Room: Regency A/B

Panelists:

- Adam Hyman, Director, Government Programs and Contracts, immixGroup
- Jeffrey Koses, Senior Procurement Executive, GSA
- Jenni Taylor, Manager, Government Programs and Contracts, immixGroup

## Taming the Transition: Marketing & Sales Tactics for a Year of Turnover

Room: Lake Fairfax

Panelists:

- Allan Rubin, VP, Marketing, Arrow Enterprise Computing Solutions (moderator)
- Mark Amtower, Founding Partner, Amtower & Company

- Barbara Austin, Market Intelligence Database Manager, immixGroup
- Frank McDonough, Author, Educator, and Former Senior Executive, GSA
- Kris van Riper, Government Practice Leader, Corporate Executive Board
- Martha Dorris, Founder, Dorris Consulting International and former Senior Executive, GSA (virtual participant)

**11:30 a.m. – 12:15 p.m. Networking Lunch**

Room: Grand Ballroom

**12:15 p.m. – 1:00 p.m. Keynote Address: The Right Kind of Crazy: A True Story of Teamwork, Leadership, and High Stakes Innovation**

Room: Grand Ballroom

Speaker:

- Adam Steltzner, NASA Team Leader and Chief Engineer, Mars Rover Curiosity

**1:00 p.m. – 1:15 p.m. Refreshment Break**

Room: Grand Ballroom Foyer

**1:15 p.m. – 2:10 p.m. Concurrent Sessions**

[Uniting Cybersecurity, Mobility, and the Internet of Things](#)

Room: Regency B

Panelists:

- Juliana Vida, Senior Executive Partner, Gartner Executive Programs, Gartner (moderator)
- Donna Dodson, Associate Director, IT Laboratory and Chief Cybersecurity Advisor, NIST, Department of Commerce
- Jose Padin, Systems Engineering Manager, Federal Civilian & SI, Citrix Systems
- Ashish Parikh, Vice President, Software and Solutions, Arrow Systems Integration
- Michael Theis, Assistant Director for Insider Threat Research, CERT Insider Threat Center, Software Engineering Institute

[Leveraging Data to Inform Agency Decisions](#)

Room: Regency A

Panelists:

- Steve LeSueur, Contributing Editor for Custom Media, 1105 Public Sector Media Group, and President, LeSueur Communications (moderator)
- George Jakabcin, Chief Information Officer, Treasury Inspector General for Tax Administration, Department of the Treasury
- Daniel McCrae, Director, Service Delivery Staff, Office of the CIO, Department of Justice
- Dr. Joseph Ronzio, Deputy Chief Health Technology Officer, Veterans Health Administration, VA
- Rob Roy, Chief Technology Officer, Public Sector, Hewlett Packard Enterprise

### Place Your Bets: Evaluating Additions to the Line Card

Room: Lake Fairfax

Panelists:

- Chris Wilkinson, Senior Director, Market Development, immixGroup (moderator)
- Jean-Paul Bergeaux, Federal CTO, GuidePoint Security
- Greg Decker, Senior Principal, Booz Allen Hamilton
- Ryan Morris, Senior Director, Operations, BAI
- Steve Stratton, Senior Director, Product Management, Forcepoint Federal

### FedRAMP & Agency Cloud Adoption – An Update

Room: Lake Anne

Panelists:

- Tim Larkins, Director, Market Intelligence, immixGroup (moderator)
- Claudio Belloli, FedRAMP Program Manager for Cybersecurity, Technology Transformation Service, GSA
- Mike Fairless, Branch Chief, Servers and Storage Branch, SEC
- Tony Summerlin, Special Advisor, Office of the CIO, FCC

### **2:10 p.m. – 2:25 p.m. Refreshment Break**

Room: Grand Ballroom Foyer

### **2:25 p.m. – 3:20 p.m. Concurrent Sessions**

#### Leveraging the Value of Open Source

Room: Regency A

Panelists:

- Pete Tseronis, Founder and CEO, Dots and Bridges LLC and former Chief Technology Officer, Department of Energy (moderator)

- Adam Clater, Chief Cloud Architect, North America Public Sector, Red Hat
- William (Jay) Huie, Senior Innovation Specialist, 18F Team, GSA
- Eric Mill, Senior Advisor on Technology, 18F Team, GSA

### Crossing the Cyber Chasm—Programs, Procurement, and Proven Solutions

Room: Regency B

Panelists:

- Michael Fischetti, Executive Director, National Contract Management Association (moderator)
- Cristen Cole, CDM Requirements Manager, DHS
- Greg Decker, Senior Principal, Booz Allen Hamilton
- Ned Miller, Chief Technology Strategist, Public Sector, Intel Security Group
- Jim Quinn, CDM Lead System Engineer, DHS
- Rod Turk, Director, Office of Cyber Security & Chief Information Security Officer, Office of the Chief Information Officer, Department of Commerce

### Spanning the Software Divide—CapEx to OpEx

Room: Lake Fairfax

Panelists:

- Steve Charles, Co-Founder, immixGroup (moderator)
- John Austin, Director, Strategic Partnerships, Global ECS Cloud, Arrow Electronics
- Daniel Corbin, Chief Technology Advisor for C4, U.S. Marine Corps
- Bryna Dash, Director, Federal Cloud Software and Services, IBM
- Richard Young, Chief Information Officer, Foreign Agriculture Service, USDA

### Imagining the Future Data Center

Room: Lake Anne

Panelists:

- Francis Rose, Host, Government Matters, ABC 7 & News Channel 8 at WJLA – TV, and Host, National Defense Week, WMAL Radio (moderator)
- Sonny Bhagowalia, Deputy Assistant Secretary, Information Systems and Chief Information Officer, Department of the Treasury
- Michael Valivullah, Chief Technology Officer, National Agriculture Statistics Service, USDA

- Steve Wallo, Federal Chief Technology Officer, Brocade

**3:30 p.m. – 6:00 p.m. Networking Reception and Vendor Expo**  
Room: Grand Ballroom