

CONFERENCE AGENDA

SUNDAY
SEPTEMBER 21, 2025



AI & BRM | COURSE WORKSHOP 1.00PM - 5.00PM

WELCOME RECEPTION
"Let's connect with handshakes and high-fives – it's Welcome Reception time, in the beautiful rooftop ballroom and bar with stunning views to match the vibes! Light appetizer and cocktail provided."
6.00PM - 8.00PM

MONDAY
SEPTEMBER 22, 2025

BREAKFAST 8.00AM - 9.00AM

WELCOME OPENING
Andrea Pence 9.00AM - 9.30AM

KEYNOTE
Michael Adams | Chief Digital Officer at Black & Veatch
"The key to unlocking value with Technology: The Human Element"
9.30AM - 10.00AM

Speed BRMing 10.00AM - 10.45AM

BREAK 10.45AM - 11.15AM

BRM IMPROV 11.15AM - 12.15PM

LUNCH 12.15PM - 1.30PM

BRISTOL MYERS SQUIBB BRM PANEL
"Enhancing Cell Therapy Supply Chain for Patients with Cancer"
1.30PM - 2.30PM

GLOBAL EXCELLENCE AWARDS 2.30PM - 3.00PM

BREAK 3.00PM - 3.30PM

CHOOSE YOUR FOCUS 3.30PM - 4.00 PM

CLOSING KEYNOTE
Glenn Remoreras | CIO Breakthru Beverage Group
"BRMs Reskilling with AI"
4.00PM - 4.45PM

TUESDAY
SEPTEMBER 23, 2025

BREAKFAST 8.00AM - 9.00AM

AI PANEL
"Navigating the AI Revolution as BRM"
9.00AM - 10.00AM

BREAKOUT - Michael Campbell
"Design for Value - a BRM Superpower"
10.15AM - 11.00AM

BREAKOUT - Tyeasha Harris
"From Growth to Greatness: A BRMs Journey in Building a Community of Practice"
10.15AM - 11.00AM

BREAKOUT - Swarup Das
"It's Loud in Here: Sustaining the BRM Culture in a Changing Organization"
11.00AM - 11.30AM

BREAK 11.00AM - 11.30AM

BREAKOUT - Ross Pallan
"Strategy on a Page (SOAP) Meets AI: Revolutionize Strategy Development"
11.30PM - 12.15PM

BREAKOUT - Steve Kitowicz
"Navigating Conflict: Utilizing Interest Based Problem Solving and Other Tools for Conflict Resolution"
11.30PM - 12.15PM

BREAKOUT - Sonia Ardeel & Amy Moses
"Influencing Without Authority"
12.15PM - 1.45PM

LUNCH 12.15PM - 1.45PM

BREAKOUT - Ken Fanta
"Building the BRM Plane at 30,000 feet while flying it"
1.45PM - 2.30PM

STORYTELLER - Rajesh Rajagopal
"Beyond Comfort Zones: Empowering Business Relationship Managers for Peak Performance"
1.45PM - 2.30PM

BREAKOUT - Tina Pomeroy
"The BRM Guide to Strategic Influence"
2.30PM - 2.45PM

WORKSHOP - Jeff Warren

BREAK 2.30PM - 2.45PM

BREAKOUT - Barbara Trotter
"Bridging Strategy and Intuition: NEW Transformative Leadership for BRMs"
2.45PM - 3.30PM

BREAKOUT - Dr. Nate Crews
"Maximizing BRM Value with IoT Technology: Navigating Success Through the Sailing Ship Metaphor"
2.45PM - 3.30PM

WORKSHOP - Jeff Warren

BREAK 3.30PM - 4.00PM

KEYNOTE
Victoria Harness | Customer Demand Manager VITA
"YOU - Positively Leading for Value"
4.00PM - 4.45PM

WEDNESDAY
SEPTEMBER 24, 2025

BREAKFAST 8.00AM - 9.00AM

KEYNOTE
Brandon Reese | BRM, Purdue University
"The Flywheel Effect: Turning Influence and Reputation into Momentum"
9.00AM - 9.45AM

BREAKOUT - Sonia Ardeel
"Beyond the Role: Scaling BRM in a Center of Excellence"
10.00AM - 10.45AM

BREAKOUT - Tom Kruse
"Yelling at Sidewalks and Screaming into Pillows: Transforming Negativity into Creative Power"
10.00AM - 10.45AM

BREAKOUT - Chris Ahrens
"The BRM Journey at the City of Austin: Transforming from Service Provider to Strategic Partner"
10.45AM - 11.15AM

WORKSHOP - Suresh GP
"Entrepreneurship DNA - Power to Leverage for BRMs"

BREAK 10.45AM - 11.15AM

BREAKOUT - Peter Lijnse
"Our Brains Work Differently - And That's a Good Thing for Relationships"
11.15PM - 12.00PM

BREAKOUT - Christina Blincoe
"What's Your Next Strategic Move? Go First. Lead Boldly. Influence Strategically."
11.15PM - 12.00PM

BREAKOUT - Mike Hutley
"BRM Unleashed - Why Personal Growth Matters"

WORKSHOP - Suresh GP
"Entrepreneurship DNA - Power to Leverage for BRMs"

LUNCH 12.00PM - 1.30PM

BREAKOUT - Leanne McGivern
"BRM: The Strategy to Closing the New Digital Divide"
1.30PM - 2.15PM

BREAKOUT - Larry Hibbs
"Strategic Communication in Style"
1.30PM - 2.15PM

WORKSHOP - Kip Fanta
"The Power of Questions: Crafting a Purposeful Narrative"

WORKSHOP - Peter Lijnse
"Rebuilding Bridges: Trust as the Foundation of Relationship - Centered Leadership"

BREAKOUT - Jeannine McConnell
"The Four "Love Languages" of a BRM"
2.30PM - 3.15PM

BREAKOUT - AtlasXT
"BRM Software Demo"
2.30PM - 3.15PM

WORKSHOP - Kip Fanta
"The Power of Questions: Crafting a Purposeful Narrative"

WORKSHOP - Peter Lijnse
"Rebuilding Bridges: Trust as the Foundation of Relationship - Centered Leadership"
3.15PM - 3.45PM

BREAK 3.15PM - 3.45PM

CONFERENCE CLOSING
Tom Kruse and Andrea Pence 3.45PM - 4.30PM



BRMConnect[®]
KANSAS CITY, MISSOURI | 2025

*Agenda is subject to change.