



# Game-Changing Business Model Disruption



Special Edition Series of

## Coffee Break with Game-Changers

with your host **Bonnie D. Graham**

Presented by 

**Game-Changing Business Model Disruption, Presented by SAP**  
**Tuesday at 10 AM Eastern / 7 AM Pacific**  
**November 08th 2018: The Secret to Platform-Based Innovation: A Vibrant Ecosystem**

The buzz: "Products have features. Platforms have communities" (Marshall Van Alstyne, MIT Initiative of the Digital Economy). It's almost the end of 2018 and your same-old business structures, models and processes will not sustain you, whatever your industry, business type or global footprint. What to do? The largest businesses by market capitalization are platform-based models that have disrupted legacy business models, established industries, and grown at phenomenal rates. And they did not do it alone. The experts speak. Thorsten Leiduck: "If you want to go fast, go alone. If you want to g

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### Featured Guests



#### Thorsten Leiduck

As Global VP SAP Platform & Technologies Ecosystem, Thorsten Leiduck focuses on partner strategy, strategic partner adoption and go-to market growth initiatives to establish SAP Business Technology Platform as the next generation development, data and business innovation platform for SAP's customer and ecosystem. He works with multiple strategic partners to establish the value of agility and digital transformation across their practices as well as to scale go to market and drive successful commercialization of those partner innovations and SAP Business Technology Platform in the market place. Previously, he developed one of the world largest platform ecosystems for partner applications. He w

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#### Marc Geall

Marc Geall, SVP and Global Head of SAP Cloud Platform Ecosystem, SAP. Marc has split his career between Financial Services and the technology industry. Initially, as an aeronautical engineer he designed aircraft engines for Rolls Royce, and although loved the job, realized he would not make any real money. He then become an application engineer for a fast growing and disruptive US software company, Parametric Technology Corp, a darling of Nasdaq that turned the PLM industry on its head as it went from start-up to \$1bn in revenues in less than a decade. Marc's career then took him into finance where he became a top ranked equity analyst on Wall Street following software and IT services busine

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#### Dr. Bernd-Uwe Pagel

Dr. Bernd-Uwe Pagel, SVP Cloud Platform Ecosystem, SAP SE, initially pursued a university career as an international researcher and lecturer in databases and software engineering. Concurrently, he innovated with telcos and utilities to create digital twins of their asset networks in a company he co-founded. Then a break and the decision to learn the business side of software. By joining SAP and working directly for the CEO and co-founder, Hasso Plattner, a steep learning curve in general management began. A theme of Bernd-Uwe's career steps at SAP was the launch of new, often platform-oriented businesses and developing them into profitable business lines. First as the European MD and techn

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