



Advancing Better, Together Partner Day

November 18, 2020

For the first time, Alfa Laval US brings together our Partners across all divisions – Energy, Food & Water, and Service! This day of interactive sessions is filled with business intelligence and tools you can use to increase sales in 2021 and beyond.

By the end of the event, you will be well prepared to:

- Increase the number and quality of leads coming into your sales pipeline
- Leverage Alfa Laval's product and industry expertise to close deals
- Transform existing customers into repeat customers
- Create an excellent customer experience and take your service business to the next level



Opening remarks – Advancing better together

Advancing better. What does this mean? Jo opens the day with how Alfa Laval is redefining our purpose. We're becoming more flexible and adapting quicker than ever before with the ever-changing markets. Through expert service, sustainable and innovative solutions, we differentiate. Together let's look at the future!

Speaker:

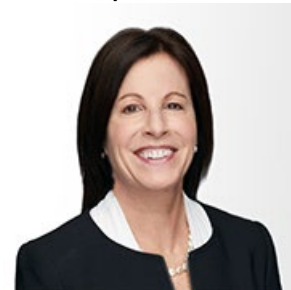


Jo Vanhoren
President, North America

Customer insights on sustainability

Sustainability is quickly becoming a key driver for many businesses and they're looking to their suppliers to help them drive these goals. What does this mean in practice? Chief Sustainability Officer of ADM – a multinational food processing and commodities company, and one of our customers – shares their experience. Find out how they're using people, process, and technology to drive their sustainability efforts and how it affects their buying decisions.

Speaker:

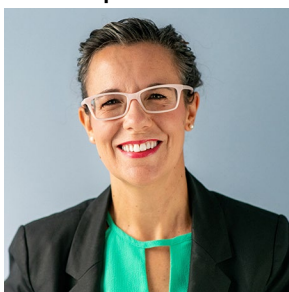


Allison Taylor
Chief Sustainability Officer, ADM

What's new in Energy, Food & Water and Service

Our US Division Vice Presidents open a window into Energy, Service and Food and Water – with key products, markets and activities in current focus. Get to know the organization structures and strategy within each division – and a sneak peek into the spark sessions occurring throughout the day.

Speakers:



Ester Codina
Senior VP Service and Marine Division



Victor Mazza
Senior VP Energy Division



John Piazza
Senior VP Food and Water Division



10:55 AM - 11:05 AM Break

11:05 AM - 11:35 AM Service Mini-Sessions

Installed base – How to touch each serial number?

Learn how the Service Division will advance together with our partners by creating awareness of the installed base compass – our road map for the Service strategy. Topics include our customer satisfaction surveys, Connectivity, QR codes, as well as key opportunities identified through business development “boosters”.

Speakers:



Larry Bogia
Sales Manager, Marine Division



Lori Bright
Business Development Manager
Heat Exchanger Regional Service Sales



Pere Villar
Director of Service Sales, Energy

Game changer service innovations

Service is innovation. Service is the differentiator. Take a journey through Remote Guidance, Sway Reports, Connectivity - Connected Services, Artificial Intelligence in troubleshooting, Thermal camera and Integrity Testing. These innovative digital solutions will make our business sustainable and resilient.

Speakers:



Fredrik Berglund
Director of Service Operations



Herbert Huong
Business Development Manager
Automation & Connectivity



Eugene Uklonsky
Director of Separation Service



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11:35 AM - 1:00 PM Lunch Break / Sales Tables open

Meet us at the Sales Tables if you have any questions about the day or want to chat with our sales team. Be sure to come back in the afternoon where you'll choose between several Spark Talks. We'll close with a live Q&A with the US Management Team.

1:00 PM - 1:30 PM Spark Talks

Spark Talks are 15 minute deep-dives into new products, capturing new opportunities and digital presence. Energy and Food & Water tracks run concurrently.

Energy Track

World class innovation – new product showcase

Cruise through the latest in Gasketed Plate, Welded, and Brazed and Fusion Bonded Heat Exchangers. What are Wet Surface Air Coolers? Compablocs? Learn all about how these heat exchangers – along with our full portfolio – support sustainability while providing clear value to our customers with energy and cost efficiencies.

Speakers:



Mike Buettner

Business Development Manager
Welded Heat Exchangers



Alyssa Migliore

Sales Engineer
Brazed and Fusion Bonded Heat
Exchangers



Stephanie Sor

Sales Engineer
Gasketed Plate Heat Exchangers

Creating your digital brand

Feeling lost and overwhelmed in the world of social media, webinars, impacts, and conversions? Trying to get a handle on where you fit in – and how to transform into a digital brand? Its not rocket science but it IS a whole new way of reaching the customer. Learn how to take simple steps to build your digital brand to stay close to our #1 priority – our customers!

Speaker:



Wes Crozier

Channel and Product Development
Manager, Gasketed Plate Heat
Exchangers



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1:00 PM - 1:30 PM Spark Talks Continued

Spark Talks are 15 minute deep-dives into new products, capturing new opportunities and digital presence. Energy and Food & Water tracks run concurrently.

Food & Water Track

Creating opportunities in a mature market

Find out how some of the biggest opportunities in mature markets are often associated with upgrading outdated technologies. And whether you're focused on replacing equipment or going after new projects, we have new technologies to help you gain business, including our G3 decanter, VecFlow technology, Dri-Boost Plows, ThinkTop and the Circumferential Piston Pump. You will also have a better understanding of how our offering supports sustainable processes while realizing savings and efficiencies for our customers.

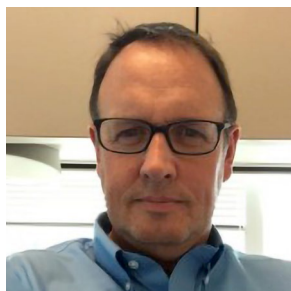
Capturing the advantage in Brown/Greenfield projects

Project business is more competitive than ever, so how do you stand out? The answer: Sustainability. See how we've been connecting the dots between sustainability goals and product efficiency — that's sustainability which generates profitability. Sustainability in action: We'll cover saving energy with our pumps – by using our ROI calculator - Joules; saving water with the IsoDisc filter; reducing waste with Connectivity and Automation and promoting safety by eliminating vessel entry with cutting edge tank cleaning technology.

Speakers:



Russell Jones
Commercial Sales Manager
Pumps



David King
Segment Manager
Food Separation



Josh Kleckner
Director of Sales
Fluid Handling



Sheldon Young
Online Business
Development Manager

1:30 PM - 1:45 PM Break / Sales Tables open

Have a question about the sessions or want to chat with our sales team? Meet us at the Sales Tables to get answers.



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1:45 PM - 2:15 PM Closing General Session

Wrap up: Live Q&A with the US Management Team

Questions arising throughout the day will be addressed in this session. Hear closing remarks and reflections from the management team and get a sneak peek into future events.

Speakers:



Ester Codina
Senior VP Service and
Marine Division



Victor Mazza
Senior VP Energy Division



John Piazza
Senior VP Food and Water
Division



Jo Vanhoren
President, North America

2:15 PM - 3:00 PM Sales Tables open

Meet us to get answers about the sessions or chat with our sales team.



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