
Wednesday, October 3, 2018

7:30am - Registration and Breakfast | 8:00-9:30am - Program

Rolling Green Country Club | 2525 East Rand Road | Arlington Heights, IL

How Strategic Planning – and the Board’s Role in Strategy Oversight – Has Changed: What CEOs and Directors Need to Know



Speaker

Diane M. Meister

Founder and Managing
Director, Meridian
Associates, Inc.



Speaker

Mark Trembacki

Principal, Risk Management
Levers, Inc.



Speaker

Jim Gagnard

Board Member,
Agentis Energy, Vertex
Analytics, A3 Solutions, Illinois
Technology Association

Overview

As disruption continues across industries, leading companies are seeking better ways for their boards and management teams to collaborate on growth strategy and strategic risk management.

While there has long been a clear distinction between management’s strategy “development” role and the board’s strategy “oversight” role, that tradition is fading. Today, directors are pushing for greater input into development of strategy and management of strategic risk. At the same time, new strategic planning tools have emerged to help both management and boards better direct -- and adjust -- resource allocation decisions.

Join Diane Meister of Chicago-based Meridian Associates and her two expert co-speakers at the October PDA breakfast program for insights into today’s most effective strategic planning practices. Topics will include: management and board roles in strategy development, strategy execution, and risk management in privately-held companies.

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Panelist: Diane M. Meister | Founder and Managing Director, Meridian Associates, Inc.

Diane M. Meister is Founder and Managing Director of Meridian Associates Inc., a management consulting group that operates as an outsourced Strategy Office for middle-market companies. Meridian advises boards of directors and assists business leaders and senior executives to anticipate, prepare for and capitalize on changing industry environments using non-traditional, scenario-based strategic planning approaches. Meridian also assists in development and implementation of new company growth Initiatives, including initially small “early bets” that have potential to mitigate strategic risk and achieve important new, mission-critical revenue for the firm.

With an Executive MBA from the Kellogg School of Management and a background in innovation and brand management at Leo Burnett Company, Diane has advised directors of 12 private company boards and assisted leaders of over 50 often-underperforming companies to drive profitable new top-line growth. As Vice President, Strategy of the Private Directors Association, she is currently overseeing development of the 2021 PDA Strategic Plan and also chairs the PDA Model Board MeetingSM Program.



Panelist: Mark Trembacki | Principal, Risk Management Levers, Inc.

Mark Trembacki is the Founder of Risk Management Levers, Inc., a firm focused on assisting companies with enterprise risk management, strategy development and execution, and acquisition integration. He gained his experience at BMO Financial Group leading key strategic and risk initiatives across the company. A CPA, he earned a MBA in Finance from The University of Chicago Booth School of Business and a BS in Accounting with Highest Honors from the University of Illinois at Urbana-Champaign (UIUC). Mark is a qualified SEC Audit Committee Financial Expert and National Association of Corporate Directors (NACD) Governance

Fellow. Mark recently earned a Cyber Security Management Graduate Certificate from the University of Virginia.

As an Adjunct Professor at UIUC, Mark teaches Enterprise Risk Management. He serves as Chair of the DuPage Children’s Museum and is a Chicago History Museum Board trustee. Mark was recently elected to the Board of the PDA Chicago Affiliate and serves as the Education Committee co-chair; nationally, Mark is leading the Cyber Security Initiative for PDA.



Panelist: Jim Gagnard | Board Member, Agentis Energy, Vertex Analytics, A3 Solutions, Illinois Technology Association

Jim Gagnard has over 30 years of executive management experience leading enterprise software companies. He has worked closely with the venture capital community and strategic investors to raise over \$80 million for his companies.

Jim was Chairman and CEO of SmartSignal Corporation which was acquired by GE in January, 2011. Prior to SmartSignal, Jim led several privately-funded software companies including Diffusion, Launchpoint, and Qestra. In addition, he successfully led Trinzic Corporation, an \$80 million, publicly-traded software company to a successful exit. Jim has created over \$480 million of enterprise value for investors.

Jim serves on the Board of Directors of Agentis Energy, Vertex Analytics, and A3 Solutions. He is a Venture Partner of Hyde Park Venture Partners, a Board Member of the ITA and its IoT Council, and a Board Trustee of the Illinois Institute of Technology.

Jim holds a BSEE from Illinois Institute of Technology and has completed the course work for an MBA-Finance from San Francisco State University.

BOK Categories: Strategy and Board Operations

Upcoming Events

DATE	TIME	EVENT	LOCATION
Wednesday, October 17, 2018	5:00pm - 7:30pm	Monthly Meeting	Grant Thornton
Wednesday, November 7, 2018	7:00am - 9:00am	Breakfast Meeting	TBA
Wednesday, November 14, 2018	5:00pm - 7:30pm	Monthly Meeting	Northern Trust