

# Agenda



citrix™

## EMEA WORK SUMMIT 2021

FEBRUARY 3, 2021  
10:00 CET

REMOTE | RESILIENCE | REINVENT

# Welcome to the Citrix EMEA Work Summit 2021

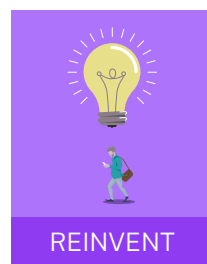
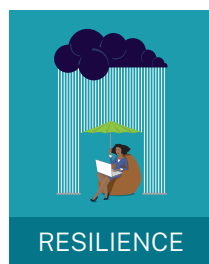
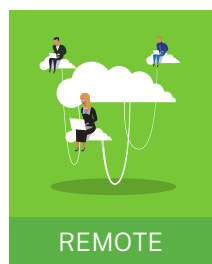
This entirely virtual conference will feature customers, partners, top Citrix talent and guest speakers as they discuss reimagining employee experience, accelerating transformation to cloud, and much more!

Below, we have highlighted some of the key event features to help you get the most out of the event.

## Agenda Workstreams

Three workstreams have been carefully created to help navigate challenges which you and your organisation may be facing.

- **Remote** - working anywhere can work for you. You want to learn how to build a better remote work strategy.
- **Resilience** - adaptable and secure work. You want to learn how to transform your employee experience.
- **Reinvent** - rethink how we work. You care about your employees and how to attract top talent.



You will also notice that sessions are split between a Business and Technical track, another way to help you select the most appropriate sessions based on your interests.

Sherif Seddik, Senior VP & Managing Director, EMEA and our special guest speaker from Red Bull Racing will kick off this action-packed event followed by short, customised sessions from our industry experts and guests.

Sessions will be available for you to 'Build your own agenda' via the dedicated tab in the navigation bar. This allows you to select sessions of interest and add to your personal agenda for watching at your convenience during the event day.

# REMOTE | RESILIENCE | REINVENT

10.00 CET / Event Start Time –  
Visit our sponsors in the Expo Hall and Build Your Own Agenda

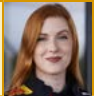
11.00 CET / Welcome and Introduction  
to the 2021 Citrix EMEA Work Summit

**Sherif Seddik**  
Senior Vice President & Managing Director – EMEA, Citrix



11.15 CET / Red Bull Racing and Citrix -  
Agile is our Nature

**Zoe Chilton**  
Head of Partnerships, Aston Martin Red Bull Racing



## TECH ZONE LIVE SESSIONS

## Speakers

14.00 CET / Citrix Tech Zone Live Demo with Q&A - Securing your Workspace

**Javier Lopez Santacruz**  
Technologist, Citrix



**Michael Gustafsson**  
Lead Domain IWS Specialist, Citrix



16.00 CET / Citrix Tech Zone Live Demo with Q&A - How can Citrix Enterprise  
Mobility enhance user experience and speed up the move to Cloud?

**Morten Lauritzen**  
Senior Domain UEM Specialist, Citrix

**Javier Lopez Santacruz**  
Technologist, Citrix



13.00 CET / Citrix Tech Zone Live Demo with Q&A - Who needs an on premise  
Access Layer (Citrix Gateway and Storefront) with Citrix Cloud?

**Gavin Connolly**  
Technologist, Citrix



**Aseel Al-Shehab**  
Domain Specialist, Citrix



17.00 CET / Citrix Tech Zone Live Demo with Q&A - Remote PC –  
The most popular Virtual Apps and Desktop feature of 2020?

**Hans Schermer**  
Citrix

**Colm Govin**  
Technologist, Citrix



15.00 CET / Citrix Tech Zone Live Demo with Q&A - Citrix Workspace and Google  
– Learn how to integrate our technologies for a great user experience.

**Javier Lopez Santacruz**  
Technologist, Citrix



**John Moody**  
Domain Specialist, Citrix



18.00 CET / Citrix Tech Zone Live Demo with Q&A - How to access EVERYTHING  
from your Phone!

**Aseel Al-Shehab**  
Domain Specialist, Citrix






























**Gavin Connolly**  
Technologist, Citrix



TECHNICAL TRACK: 'Build Your Own Agenda' with the following sessions to watch at your convenience during the event day	Speakers	
Maximising Productivity for your Remote Work Environment	<b>Francois van Deventer</b> Senior Networking Specialist, Citrix	
Why Now is the Time for ZeroTrust	<b>Michael Gustafsson</b> IWS Specialist, Citrix	
Rolling out 5000 Virtual Desktops in a Week	<b>Manuel Garcia Rodriguez</b> Area Enterprise Architect, Citrix	
DaaS and Citrix Managed Desktop: Flexibility and Scalability	<b>Zeeshan Ali</b> Senior Systems Engineer, Citrix	
Citrix Workspace Solution Employee Experience, Well-being & Resilience	<b>Alysia Eve</b> Senior Product Marketing Manager, Citrix	
Citrix Workspace Service Continuity, Security and User Experience	<b>Anthony Feist</b> Lead Systems Engineer, Citrix	
Ideas for using Citrix Workspace to Support Resilience	<b>Ellen Wootten</b> Software Engineer, Citrix	
	<b>John Moody</b> EMEA Domain Specialist, Citrix	
Citrix SDWAN Enables Organisations to be "Always On" in an Ever-demanding World	<b>Glenn Williams</b> SDWAN & SASE Domain Specialist, Citrix	
Failsafe SD-WAN: A Backbone to Robust ICT solution	<b>Vijay Ramani</b> Senior Global Product Manager, Citrix	
Resiliency in a Post 2020 World	<b>Gavin Connolly</b> Presales Engineer Specialist, Citrix	
	<b>Wendy Gay</b> Senior Shared Services Manager and System Engineer, Citrix	
Platinum Sponsor, Control Up: Optimize End-User Experience & Virtualization with ControlUp	<b>Yevgeni Klushin</b> Director of Pre Sales - EMEA & APAC, ControlUp	
Platinum Sponsor, Login VSI: (How-to) Design Your Digital Workspace for Maximum User Experience and Reliability	<b>Mark Plettenberg</b> Citrix CTP Senior Product Manager, Login VSI	
Platinum Sponsor, Nutanix: What if the Future of Work is Now? Best in Class EUC Solutions with Citrix and Nutanix HCI	<b>Kees Baggerman</b> Technical Director EUC Engineering, Nutanix	

# REMOTE | RESILIENCE | REINVENT

BUSINESS TRACK: 'Build Your Own Agenda' with the following sessions to watch at your convenience during the event day	Speakers	
Why Remote Work will be the New Normal (even after the Coronavirus abates)	Darren Fields VP, Cloud Networking, Citrix	
Working 9-5? Productivity, Mental Health and Leadership in the New Age of Work	Jon Cook Director, Strategic Accounts, Citrix	
	Sara Nelson Senior Director, Human Resources, Citrix	
Remote Working - What's In It?	Per-Ove Johansson Solution Strategist, Citrix	
Why VPN is a Lot Like the Spice Girls	Peter Söderholm Director, Sales Engineering, Citrix	
	Rick Roetenberg Senior Sales Engineer, Citrix	
Why Your Remote Work Strategy is Not Sufficient	Sasa Petrovic Solution Strategist, Citrix	
Platinum Sponsor, Microsoft: Citrix & Microsoft Better Together: Enabling Remote Work with a Future-Ready Workspace	Ana Naranjo EMEA PDM Lead, Citrix	
The Future of Financial Services: Resilience, Agility and AI	Gerard Lavin Product Strategist, Citrix	
	Janet Jones Head of Industry Services - Financial Services, Microsoft	
A Resilient Employee Experience, for the Future Hybrid World	Jane Christopher Senior HR Business Partner, Citrix	
The Human Side to ZeroTrust	Kurt Roemer Chief Security Strategist, Citrix	
Platinum Sponsor, Fujitsu: The Answer to Uncertainty is an Adaptive and Resilient Workforce	Andrew Davis Head of Growth Strategy for Workforce and Workspaces, Fujitsu NWE	
	Carla Hall Head of Workforce and Workspaces Services, Fujitsu NWE	
Changing Expectations in the Post Covid World	Adam Pulsakowski Senior Manager, Sales Engineering, Citrix	
	Clare Leighton UKI Marketing Manager, Citrix	
Re-inventing Customer Mindset	Nikos Giannopoulos Senior Market Development Sales Engineer Southeastern Europe, Citrix	
Work 2035 - How People and Technology will Pioneer New Ways of Working	Safi Obeidullah Field Chief Technology Officer, Citrix	
	Tim Minahan EVP Business Strategy & CMO, Citrix	
Future of Work Collaboration	Arjun Muralidharan Principle Systems Engineer, Citrix	
Centrica, eBay and Autodesk, Thinking Big, Being Bold, Stories of Transformation and Reinvention	Clare Leighton UKI Marketing Manager, Citrix	
The Future of the Adaptive Workplace	Calvin Hsu Vice President of Product Management, Citrix	
Interview with a Danish Municipality: The reason why we got through the pandemic so well without any difficulties from an IT point of view!	Kent Mogensen IT & Digitization Manager, Albertslund Kommune	
	Clare Leighton UKI Marketing Manager, Citrix	
From Multi Site XenApp 6.5 to Future of Work, within weeks! Real World Experience - Journey of a Customer Transformation	Christian Katterl Manager of Technical IT, Asamer Baustoffe AG	
	Christian Schwendemann Lead Sales Engineer, Citrix	
Reinventing The Keep: how this bar adapted during the pandemic	Benita Sabharwal UKI Marketing Manager	
	Rob McGregor Director, The Keep Partnership	
	Sam Smith Director, The Keep Partnership	



## Sponsors

Browse the Expo Hall to interact with our sponsors. Each sponsor has a dedicated virtual booth where you can learn more about their services, engage with them in a one-to-one networking chat, connect on social channels, add useful resources to 'My Documents' and enter exclusive sponsored competitions.


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## Citrix Tech Zone

Hear from Citrix experts who work closely with Citrix customers across EMEA. The team are looking forward to sharing their knowledge on customer use cases and discussing how Citrix Technologies deliver value to our customers.

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## Citrix Customer Success Zone - Showcasing Citrix Customers

Learn how customers are reimagining the employee experience, accelerating transformation to the cloud, adapting to changing remote working needs and navigating back-to-office journeys.



## Networking

There are plenty of opportunities to network with your peers, our partners and top Citrix talent. Be sure to visit the Networking Lounge and participate in the chatrooms.

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## Leaderboard

Earn points and climb the leaderboard for a chance to win a box of eco-friendly desk goodies! There are a number of actions that you can complete within the platform to earn points. Everything you need can be found within the platform so use the navigation bar to explore all areas and engage with the content and features. We also have some exclusive sponsored prizes up for grabs, be sure to check out the 'Leaderboard' tab for more information.

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## Social

We encourage you to follow us on social media and share your experience using our dedicated Twitter hashtags:

[@Citrix\\_EMEA](#)  
[#citrixworksummit](#) [#unlockpotential](#)

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# Our Sponsors

## PLATINUM SPONSORS



## GOLD SPONSORS



## SILVER SPONSORS

