



McROCK
CAPITAL

McRock IIoT Symposium 2017

May 18, 2017

AGENDA

8:30 AM

Registration

9:00 – 9:15 AM



Welcome & Opening Remarks

Scott MacDonald, Co-founder, McRock Capital

Whitney Rockley, Co-founder, McRock Capital

9:15 – 9:30 AM



Innovation Titan

Michael Denham, President & CEO
Business Development Bank of Canada

9:30 – 9:45 AM



IIoT Titan – The Digital Industrial

Elyse Allan, President & CEO, GE Canada

9:45 – 10:30 AM

Corporate Venture Capital – Focused on the IIoT

Whitney Rockley (Moderator), Co-founder, McRock Capital

Michael Young, Director, Caterpillar Ventures

Marianne Wu, Senior Managing Partner, GE Ventures

Amit Chaturvedy, IIoT Lead, Cisco

Rodolphe Heliot, Investment Manager, Aster Capital

Bjoern Heinz, Investment Manager, BASF Venture Capital





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10:30 – 11:00 AM

Networking Break

11:00 – 11:15 AM



The Connected & Intelligent City

Rick Huijbregts, VP Digital Transformation & Innovation
Cisco Canada

11:15 – 11:45 AM

The Growth of Smart Cities

Scott MacDonald (Moderator), Co-founder, McRock Capital
Rick Huijbregts, VP Digital Transformation & Innovation, Cisco
Ignasi Vilajosana, Co-founder and CEO, WorldSensing
Valerie Florida, Director of Open Innovation North America, EDF
Khalil Laaboudi, Global Consultant on Smart and Sustainable Cities, Ericsson



11:45 AM –
13:00 PM

Lunch

13:00 – 13:15 PM



Macrosopes – The Invisible Made Visible

Michael Martin, Senior Executive, Internet of Things Lead, IBM

13:15 – 13:45 PM

Smart Farming – Growing with Data

Whitney Rockley (Moderator), Co-Founder, McRock Capital
Ray Ochsner, VP Strategy Implementation, Titan Machinery
Remi Schmaltz, President & CEO, Decisive Farming
Frederic Bastien, President & CEO, mnuvo





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13:45 – 14:00 PM

Man and Machine – The New IIoT Experience

Aiden Mitchell, VP Semiconductor & Marketing, Arrow Electronics

Terry West, President & CEO, Serious Integrated



14:00 – 14:30 PM

Man and Machine – A More Intimate Connection

Scott MacDonald (Moderator), Co-founder, McRock Capital

Rodrigo Prudencio, The Alexa Fund, Amazon Corporate Development

Marzio Pozzuoli, Co-founder & CEO, Nuralogix

Shiraz Kapadia, Founder & CEO, Invixium



14:30 – 15:00 PM

Networking Break

15:00 – 15:30 PM

Biggest Concern of 2017 – Cybersecurity

Jeremy Gilman (Moderator), Principal, McRock Capital

Robert Lee, Founder & CEO, Dragos

Bob Lam, Founder, Bayshore Networks

J. Paul Haynes, CEO at eSentire Inc.





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15:30 – 15:45 PM



Special Performance
Chynna Phillips, Singer

15:45 – 16:00 PM



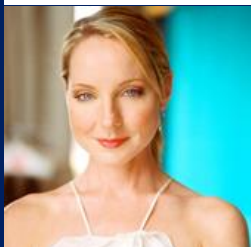
Caterpillar Connect – Crossing the Digital Divide
John Carpenter, Global Construction Digital & Technology Manager
Caterpillar

16:00 – 16:15 PM



Smart Equipment – The Pitney Bowes Journey
Marie-Pierre Belanger, VP Digital Solutions & Delivery, Pitney Bowes

16:15 – 16:45 PM



McRock IIoT Awards Ceremony
Cybersecurity Company of the Year | Corporate Leader of the Year |
IIoT Company of the Year
Hosted by comedian and celebrity, *Jessica Holmes*

16:45 – 17:00 PM

McRock Symposium 2017 Recap
Whitney Rockley, Co-founder, McRock Capital

17:00 PM

Buses to Networking Event
Provided by:



17:00 Onward

The Official McRock IIoT After-Party
Held at an exclusive private residence full of sports memorabilia.
Food and drink provided
Brought to you by:





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