



# Original Equipment Suppliers Association

## AGENDA

### OESA 2020 Master Class Workshop Series: Thinking Analytically

September 18, 2020 • An OESA Virtual Event  
8:30 a.m. ET

**Registration closes 5 p.m. ET September 17, 2020.**  
**Zoom login information will be sent 24 hours prior to each segment.**

- 8:30 a.m. Welcome and Introductions  
**Ginger Juncker**, Executive Director, Councils and Member Programs, OESA
- 8:45 a.m. Why Applying Analytics is Important for Pricing  
**Tony Flanagan**, Managing Director, **Matt Grimes**, Director, AlixPartners LLP
- 9:20 a.m. Using Analytics to Improve Decision Making  
**Mark Wakefield**, Global Automotive & Industrial Practice Co-Lead, **Felix Pflaum**, Director, **Gerrit Reepmeyer**, Director, AlixPartners LLP
- 9:50 a.m. Break
- 10 a.m. Breakout Session: When and How to Apply Linear Performance Pricing (LPP)  
**Mark Wakefield**, Global Automotive & Industrial Practice Co-Lead, AlixPartners LLP
- 10:45 a.m. Outlook: Additional Use Cases for LPP  
**Felix Pflaum**, Director, **Gerrit Reepmeyer**, Director, AlixPartners LLP
- 11:00 a.m. Summary, Discussion and Q&A  
**Mark Wakefield**, Global Automotive & Industrial Practice Co-Lead, AlixPartners LLP
- 11:25 a.m. Wrap-up, Workshop Evaluation and Adjournment  
**Keiyania Mann**, Senior Manager, Council Communications and Planning, OESA