

Event Program



Service Leaders Summit 2025

A hybrid event on **June 3–4**
hosted at & streamed from
Hyatt Regency Dusseldorf

Learn

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Inspire

ISLA's 16th Conference on Customer Service, Lifecycle Solutions, and Spare Parts Logistics will feature insights how manufacturers leverage service to thrive even in tough times, including presentations from

BOBST

Deloitte.

Hisense
EUROPE

I V E C O
G R O U P

Metso

QIAGEN

thyssenkrupp

TKE

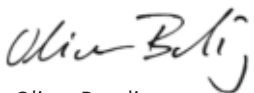
TRUMPF

VIESMANN
Climate Solutions

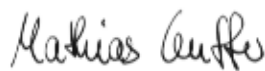
Dear Colleague,

A robust revival of Europe’s ailing economy still seems a long way off. In particular, countries like Germany continue facing headwinds. Although inflation is easing, economic uncertainties discourage investments in large-scale industrial projects and new equipment purchases. As in past downturns, the business with services and parts can be a consistent revenue source and profit stabilizer. Therefore, an excellent customer service, innovative lifecycle solutions, and a reliable spare parts supply are crucial when it comes to being resilient during the crisis. So, let us explore how manufacturers can optimize their service delivery and unlock the full potential of the installed base to boost service revenues and profitability — fueled by digitization, AI, and customer-centric business models.

As the Executive Board of ISLA, we are delighted to invite you to the Service Leaders Summit 2025. Meet peers from across industries, listen to presentations, contribute to interactive sessions, and discuss projects, initiatives and strategies that make service a powerful lever for a company’s success. Our hybrid event combines a face-to-face meeting with connecting a global audience via the internet. We look forward to welcoming you to our conference on 3rd and 4th June — hopefully face-to-face or as an online attendee.



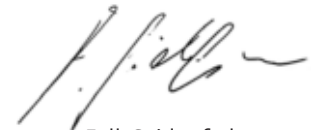
Oliver Bendig
Partner, Customer
Service & After Sales
Monitor Deloitte



Mathias Lentfer
Vice President
After Sales
Jungheinrich



Alisha McCartney
Vice President
Product Management
Caterpillar



Falk Seidenfaden
President
KSB SupremeServ



Simon Roberts
President
After Sales Services
ATS Automation

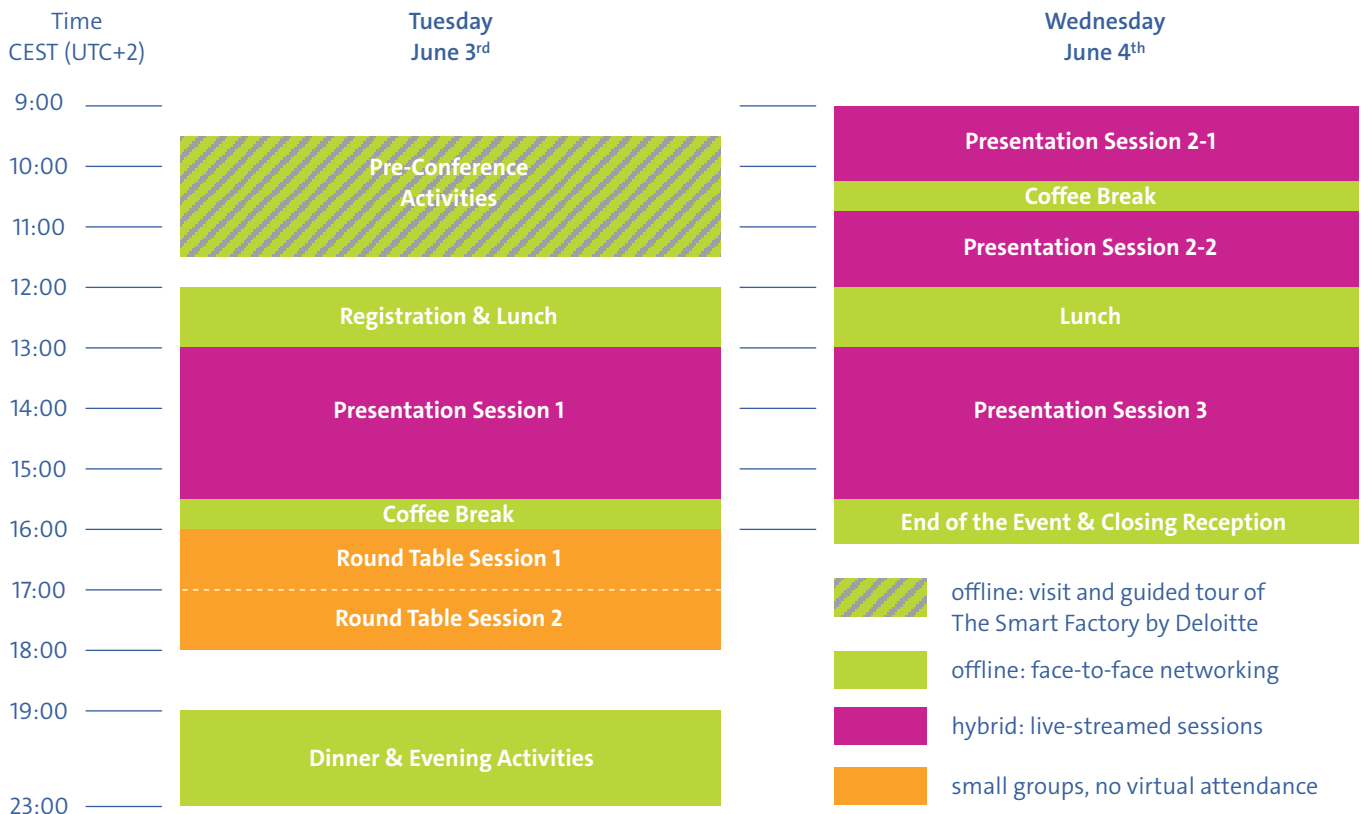


Peter Rudzio
Vice President After Sales Products
CLAAS



Ulf Nitz
ISLA Association
Coordinator

The Event at a Glance



Speakers



Ünal Aytan
Director
Distribution
at BOBST



Marco Baffoni
Vice President & Head
of Customer Service
Business Unit Truck
at Iveco Group



Oliver Bendig
Partner
Customer Service
and After Sales at
Monitor Deloitte

Conference Chair

Dr. Jörg Brandstädter
Vice President
Head of Global
Service Excellence
at QIAGEN



Sarah Chen
Head of Business
Control Customer
Care and Service at
Hisense Europe



Marc Eckerhall
Senior Vice President
Service at Viessmann
Climate Solutions



Attila Gerzsei
Group Customer
Service Director
at Hisense Europe



Rashmi Kasat
Vice President
Equipment
Performance
at Metso



Bernd Kripzak
Head of Operating
Unit Service at
thyssenkrupp Polysius

Stefanie Kroner
Head of Digital
Sales Channels
at QIAGEN



Jay Latimer
Business Process
Manager Global
Service Center
at TRUMPF



Simon Latus
Senior Manager
Global Service
Transformation
at TK Elevator



Guest Speaker



Nico Rosberg
Jungheinrich brand ambassador and
2016 Formula 1 World Champion who
embarked on a career as a venture
capital and sustainability entrepreneur

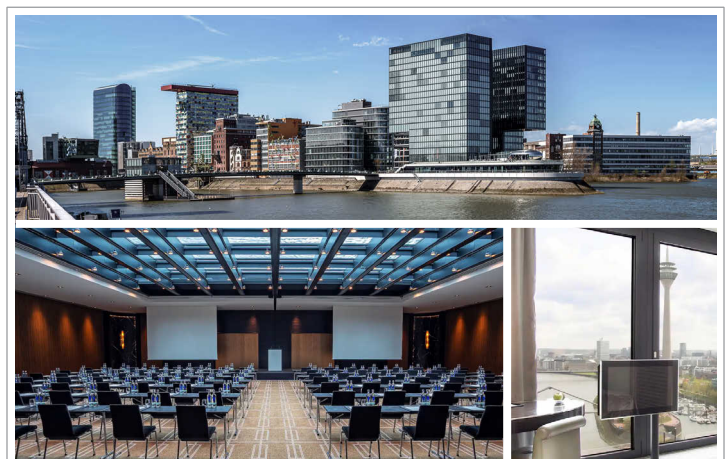


Dr. Jürgen Sandau
Partner
Head of Supply Chain
Network Operations
at Deloitte

... and one
more
speaker

Venue

The Service Leaders Summit 2025 will be held as a hybrid event at the Hyatt Regency Dusseldorf (Speditionstraße 19, 40221 Dusseldorf). The hotel, which already hosted ISLA's annual event in 2016, is the ideal venue, with conference rooms that have all natural daylight. Located in a 19-storey building at the tip of the peninsula, the Hyatt Regency is a unique landmark of the trendy Media Harbor. With buildings designed by renowned architects such as Frank O. Gehry and William Alsop, the Media Harbor is one of Europe's best examples of contemporary architecture. The city center is 4 km away, and the main station 3 km. The Dusseldorf International Airport (DUS) can be reached in under 30 minutes.



The Agenda

Tuesday, June 3rd

Pre-Conference Activities / 9:00 – 11:30 a.m.

Visit of The Smart Factory by Deloitte. In this state of the art facility, visitors can get hands-on experience exploring how to apply innovative solutions to their real life challenges, and develop transformation models for their companies.

Registration and Lunch / 12:00 – 1:00 p.m.

Afternoon Session Day 1 / 1:00 – 3:30 p.m.

Welcome note and conference opening followed by four keynotes and presentations:

Marc Eckerhall // Viessmann Climate Solutions

How much before is Aftermarket?

Marco Baffoni // Iveco Group

Customer Centricity — Leverage technology in service and digitalization in process to ensure uptime in a shifting automotive workshop environment

Bernd Kripzak // thyssenkrupp Polysius

Boost4Service — Making service a growth engine in a highly challenging market by doubling order intake

Dr. Jürgen Sandau // Deloitte

Understanding the impact of new geopolitical turbulence on Supply Chain and Logistics

Coffee Break / 3:30 – 4:00 p.m.

Breakout Session / 4:00 – 6:00 p.m.

Pre-defined, facilitated discussions designed to spark meaningful conversations on topics in Customer Service, Lifecycle Solutions, and Spare Parts Logistics. The session will be structured into four groups, convening for two 60-minute rounds.

Dinner & Evening Activities / 7:30 – 11:00 p.m.

Wednesday, June 4th

Morning Session Day 2 / 9:00 a.m. – 12:00 p.m. with coffee break in between

comprising four presentations and case studies, among others:

Ünal Aytan // BOBST

Contributing to customers' performance and success with a new level of parts supply chain excellence and performance as its best

Jay Latimer // TRUMPF

Enhancing the service process with digital tools for both customers and technicians

Dr. Jörg Brandstädter & Stefanie Kroner // QIAGEN

Redefine service from the ground up — A multi-year transformation driven by executive support and powered by digitization and AI

Lunch / 12:00 – 1:00 p.m.

Afternoon Session Day 2 / 1:00 – 3:30 p.m.

Featuring the closing keynote speech by Nico Rosberg, following the presentations below:

Attila Gerzsei & Sarah Chen // Hisense Europe

From Service to Care — Managing the transformation while adapting to double-digit growth in product sales and facing human resource challenges

Simon Latus // TK Elevator

Any Brand, Any Place, Any Time — Reframing multi-vendor maintenance as Universal Service

Rashmi Kasat // Metso

Driving sustainability and growth through digitalization

End of the event & Closing Reception / 3:30 p.m.

Pricing and Registration

The Service Leaders Summit 2025 is a hybrid conference, hosting up to 120 in-person participants and an unlimited online audience. It is open to attendees from globally operative companies running service and spare-parts intensive businesses. No matter if they are corporate members or not. Anyway, an ISLA membership reduces the attendance fee and has several additional advantages.



Attendance requires one single corporate ticket that already includes one free seat for on-site participation in Dusseldorf. It also allows an unlimited number of managers from a company's service organization to join all presentation sessions online (and to watch the recordings after the event). Additional onsite places are available for an extra charge. Once a corporate ticket has been booked for a group/company, the only requirement to attend the online sessions is an individual registration using the corporate e-mail. For registration use the form on last page or go to ISLA's website to fill out the webform at www.serviceleaders.org/events/sls-2025

Conference fees	regular rate non-members of ISLA	reduced rate ISLA members
Corporate ticket		
on-site & online	1,590 Euros	1,270 Euros
online-only *	1,590 Euros	1,270 Euros
On-site participation		
one attendee	no extra fee	no extra fee
additional attendee	1,250 Euros	990 Euros
Online attendance		
every attendee	no extra fee	no extra fee

* including a 350 € voucher for an upcoming ISLA event in 2025/2026/2027

Organizer

The Service Leaders Summit 2025 is organized by ISLA. Our association is a network of professionals dedicated to Customer Service, Lifecycle Solutions, and Service Logistics in the digital age. It is based in Munich where it was founded in 2003. Since ISLA is not commercially driven, it depends on the support of its corporate members. Some 60 companies from Europe and North America have joined the association (see some of them listed next page).

New members, first and foremost OEMs running spare-parts and service-intensive businesses, are welcome. For more information, please visit www.serviceleaders.org or contact us: ISLA International Service Logistics Association e.V. Rosenheimer Platz 4, 81669 Munich, Germany +49-(0)89-510 76 431 and isla@servicelogistics.info
Executive Board: Oliver Bendig, Mathias Lentfer, Alisha McCartney, Simon Roberts, Peter Rudzio, and Falk Seidenfaden

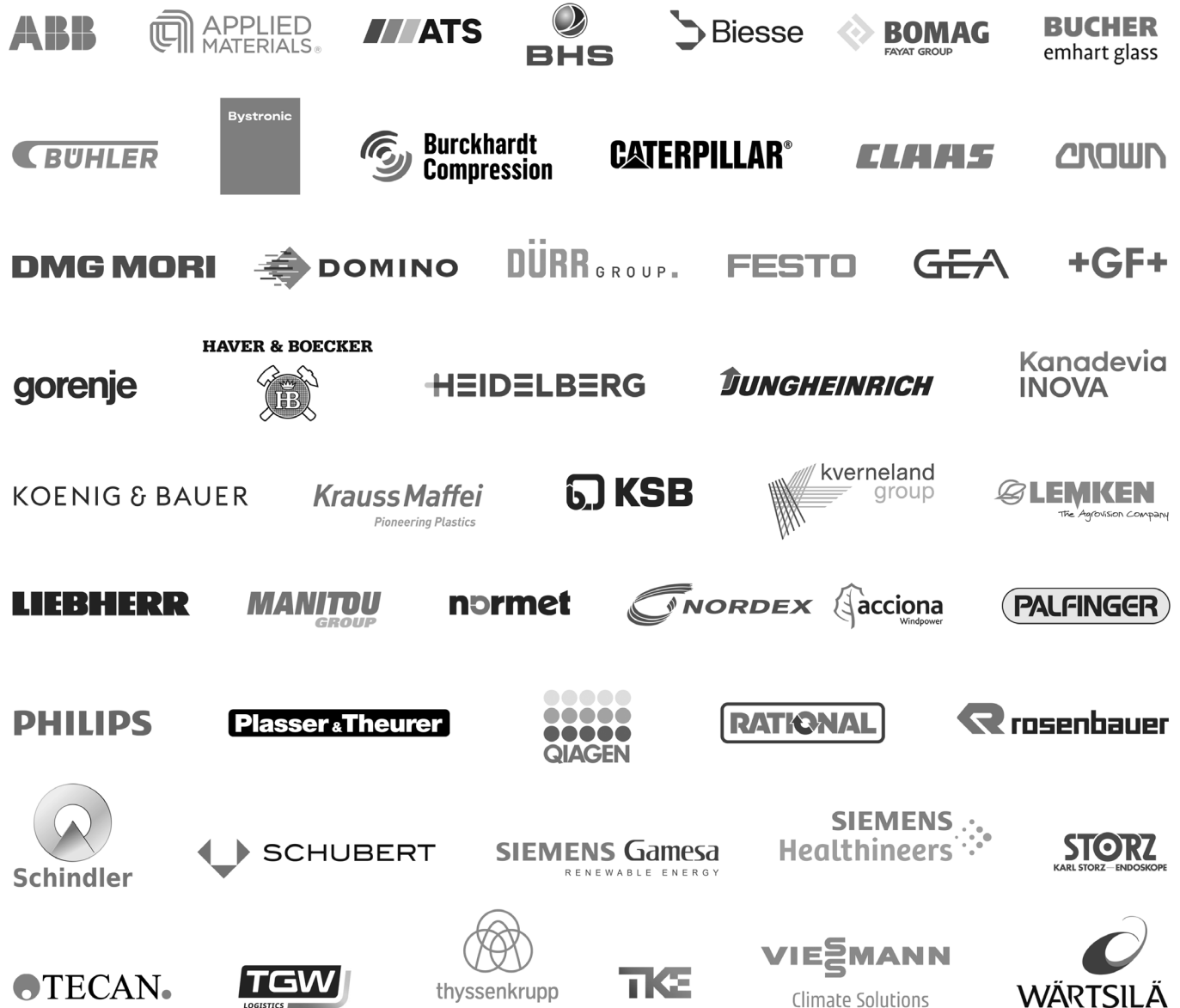
ISLA Events

Since we started our activities, peers from 500+ companies have attended our events, and 450+ speakers gave their presentations. During the pandemic, we moved online. The digital formats we developed in those months are now part of our extended portfolio.



ISLA Members

Leading companies from across industries support ISLA actively in its effort to provide the best forum for the exchange among senior managers in service and parts businesses. Our membership base is primarily made of Original Equipment Manufacturers (OEMs). We are proud that, among others, the below companies are corporate members of ISLA:



Partner

The Service Leaders Summit 2025 is supported by Deloitte. Deloitte provides industry-leading audit and assurance, tax and legal, consulting, financial advisory, and risk advisory services to nearly 90% of the Fortune Global 500® and thousands of private companies. Legal advisory services in Germany are provided by Deloitte Legal. Deloitte professionals deliver measurable and lasting results that help reinforce public trust in capital markets, enable clients to transform

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and thrive, and lead the way toward a stronger economy, a more equitable society and a sustainable world. Building on its 175-plus year history, Deloitte spans more than 150 countries and territories. Learn how Deloitte’s approximately 457,000 people worldwide make an impact that matters at www.deloitte.com/de

Registration

To register for participation in the Service Leaders Summit 2025, please complete the below form, or sign up online at www.serviceleaders.org/events/sls-2025#sign-up. We look forward to meeting up to 120 attendees face-to-face at Hyatt Regency Dusseldorf, but the presentation sessions will be also live streamed (7.5 hours in total). No matter if you want to attend in person or online, the group/company you are employed at has to purchase one corporate ticket. The corporate ticket includes one free seat for on-site attendance at the conference hotel (or a 350 € voucher for a future event if no one can join on-site). Additional places for on-site participation are subject to an extra charge, but online attendance is free for an unlimited number of people from the company/group which purchased the corporate ticket. Once your registration is confirmed, we will contact you to clarify the payment procedure, namely who at your company (what department) takes over the costs for the corporate ticket, depending on the information provided in the form below or at ISLA's website.

The corporate ticket fees are 1,590 € (regular price) and 1,270 € (ISLA members). On-site places in addition to the included free one can be booked for 1,250 € (regular price) and 990 € (ISLA members). Special discounts are available for universities and research organizations (upon request).

ISLA reserves the right to make changes to the program as stated in this document. Cancellations received up to 10 days prior to the event are free of charge. However, you may change your attendance to online-only or delegate a substitute at any time by contacting us. ISLA may cancel the event due to force majeure, or an incident beyond its control that makes it impossible to hold the event. Registration fees will be refunded. No further liability is accepted.

Title, first and last name _____

Company / Institution _____

Position / Job Title _____

Country _____ Phone _____ E-Mail _____

Event attendance

- I plan to attend in person and make use of the one free seat that is added to the corporate ticket
- I plan to attend in person and would like to book one additional seat (as a colleague of mine already makes use of the free one included in the corporate ticket)
- I plan to attend the conference online only (but may change my mind at any time)

Please send me the details to book my hotel room at Hyatt Regency Dusseldorf (245 € incl. breakfast) and Courtyard by Marriot (139 € per night incl. breakfast), respectively

I consent to ISLA keeping my contact details given above for the following purpose: Registration to the Service Leaders Summit 2025 and providing information on future events. According to the EU's General Data Protection Regulation (GDPR), we are required to obtain your permission ("consent") to keep and process your personal data.

Payment information

- Please charge me for the corporate ticket
- The company/group that employs me has already purchased a corporate ticket
- I do not know who/what department is in charge of payment or if the ticket has been already purchased
- Regarding ticket purchase/payment, please contact:

Name _____

Department _____

E-Mail / Phone _____

Date, Signature _____