

Updated Event Program



# Service Leaders Summit 2026

A hybrid event on June 16 – 17

hosted at & streamed from

JW Marriott Hotel Frankfurt



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ISLA's 17<sup>th</sup> 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



## Dear Colleague,

For us in manufacturing industries, the basics of service are maximum uptime, reliable spare parts availability, and process excellence — adapted to the customers’ expectations. Yet these basics, while indispensable, are no longer enough in today’s competitive markets. Machinery and equipment manufacturers must place customer-centricity at the core of their thinking to position themselves as trusted lifecycle partners. Modern industry is shifting from selling products to securing outcomes and customer lifetime value. By reimagining service a strategic growth engine and harnessing digital transformation, manufacturers can both build sustainable recurring revenue streams and deepen long-term customer relationship. Innovative, AI-enabled technologies are driving this transformation, while a clear servitization strategy, engaged people, and mutual trust among all stakeholders remain essential.

As the Executive Board of ISLA, we are delighted to invite you to the Service Leaders Summit 2026. 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 16<sup>th</sup> and 17<sup>th</sup> June — hopefully face-to-face or as an online attendee.

Oliver Bendig  
Partner, Customer  
Service & After Sales  
Monitor Deloitte

Mathias Lentfer  
Senior Vice President  
Global Customer Service  
Jungheinrich

Alisha McCartney  
Vice President  
Product Management  
Caterpillar

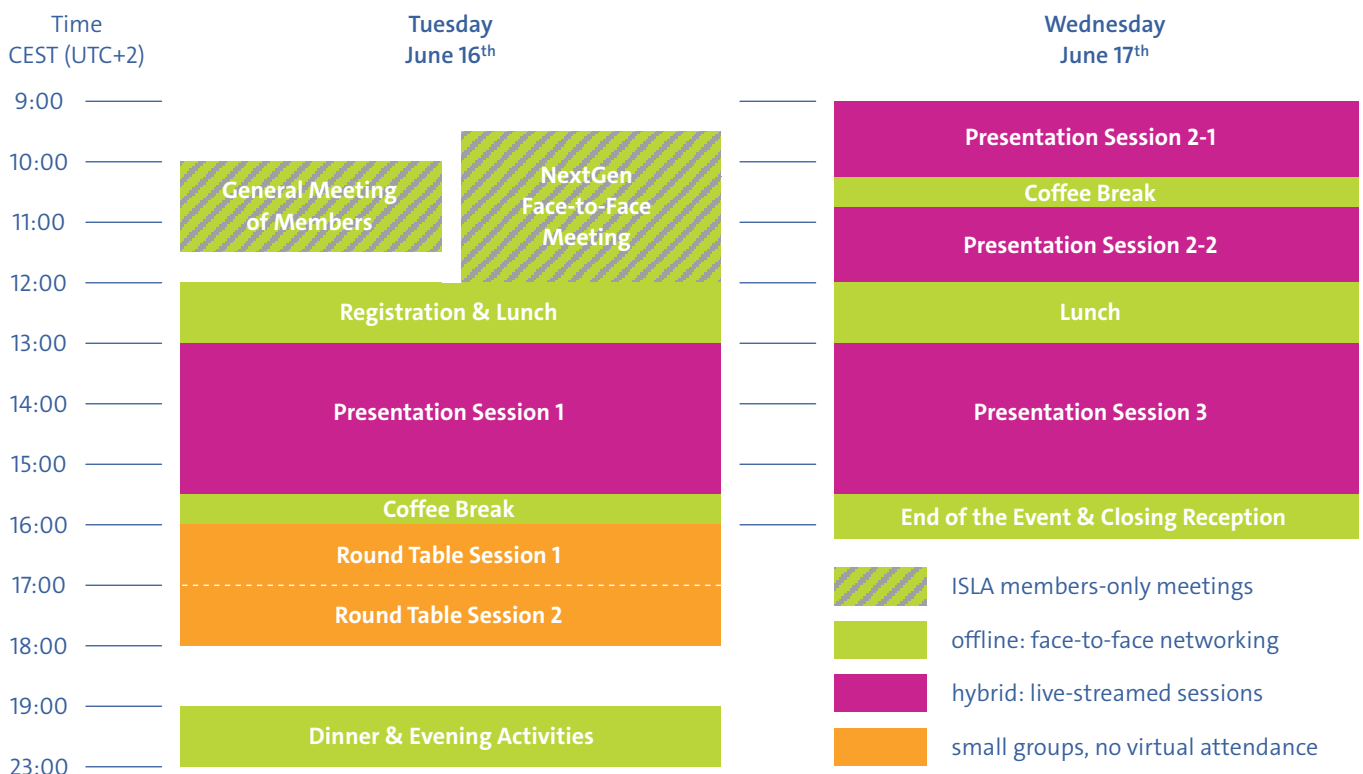
Falk Seidenfaden  
President  
KSB SupremeServ

Simon Roberts  
President  
Packaging & Food Technology  
ATS Corporation

Peter Rudzio  
Vice President After Sales Products  
CLAAS

Ulf Nitz  
ISLA Association  
Coordinator

## The Event at a Glance



## Speakers



**María José Aguado**  
Global Service  
Supply Chain  
Director  
at GLORY

Conference Chair



**Oliver Bendig**  
Partner  
Customer Service  
and After Sales at  
Monitor Deloitte



**Stéphane Cru**  
Head of BU  
Customer Care at  
United Machining

**Dr. Jiva Dimitrova-Micha**  
Lead Partner Strategy  
& Transformation  
Industrial Equipment  
at Deloitte



**Uwe Galm**  
Director  
Customer Services  
at Gerhard Schubert



**Sonja Hirschmann**  
Lifecycle Product  
Manager at  
Gerhard Schubert



**Erick Jorgenson**  
Head of Channel  
Service & Opera-  
tional Excellence  
at Domino Printing

Guest Speaker



**Sebastian Kienle**  
Triathlete, three-time  
European champion  
and winner of the  
IRONMAN World  
Championship Hawaii



**Ivo Kuschan**  
Senior Manager  
Global Product  
Support Tractors  
at AGCO

**Dr. Jonathan Rösler**  
Senior Director  
Service Business  
Development  
at GEA



**Tilmann Seidel**  
Vice President & Head  
of Customer Services  
Productline Neumag  
at Barmag



**Falk Seidenfaden**  
President of  
KSB SupremeServ



**Ivo Siebers**  
Senior Vice President  
Global Logistics  
at TK Elevator



**Jörg Ströbele**  
Managing Director  
Logistics  
at Liebherr



**Gregor Tirard**  
Head of Business  
Development  
Customer Care at  
United Machining

## Venue

The Service Leaders Summit 2026 will be held as a hybrid event at the JW Marriot Hotel Frankfurt (Thurn-und-Taxis-Platz 2, 60313 Frankfurt am Main). With its thoughtfully designed meeting spaces which all enjoy natural daylight, the hotel provides an ideal setting for professional meetings and events. The main conference room underwent a soft renovation and redesign in 2025. Centrally located in the heart of Frankfurt, the JW Marriott offers convenient access to the financial district, major landmarks, and the River Main, with the New Old Town only a few minutes away. Frankfurt International Airport (FRA) is a 20-minute drive, and the hotel is well connected to the main train station via the city's public transport network.



## Agenda

Tuesday, June 16<sup>th</sup>

### **Pre-Conference Activities / (1) 10:00 – 11:30 a.m. / (2) 9:30 a.m. – 12:00 p.m.**

- (1) General Meeting of Members, including election of the Executive Board for the next 2-year period
- (2) Face-to-face meeting of ISLA's NextGen Service Leaders (members-only, nominated service & parts managers under 40)

### **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:*

Ivo Siebers // TK Elevator

**The end of stability? — What recent years of global turbulence and current megatrends teach us, and how to build resilience and drive growth in the service business**

Tilmann Seidel // Barmag

**Customer services as a pillar of strength in difficult times**

Jörg Ströbele // Liebherr

**Global service parts logistics — Strategy, network design, and continental warehouse development**

Dr. Jiva Dimitrova-Micha // Deloitte

**Hardware is no longer enough — European machinery must scale software and services to stay competitive**

### **Coffee Break / 3:30 – 4:00 p.m.**

### **Breakout Session / 4:00 – 6:00 p.m.**

Participants will join parallel interactive sessions in smaller groups to explore selected topics in more depth

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

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

María José Aguado // GLORY

**Managing the parts supply chain in a VUCA environment**

Erick Jorgenson // Domino Printing

**From products to outcomes — Building customer continuity in a digital world**

Uwe Galm & Sonja Hirschmann // Gerhard Schubert

**Service as an increasing value driver in a mid-sized company — Cultural and digital transformation**

Ivo Kuschan // AGCO

**Breaking the silos in today's complex organizations — What if your technical support and field service knew it all?**

### **Lunch / 12:00 – 1:00 p.m.**

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

Stéphane Cru & Gregor Tirard // United Machining

**Enhancing customer service and troubleshooting with AI-powered diagnostics, and unlocking advanced machine features with RFID-tagged consumables**

Dr. Jonathan Rösler // GEA

**Modern sales enablement in service — Digital tools, use cases, and lessons learned**

Falk Seidenfaden // KSB

**Elevating service sales excellence across sales teams and field technicians with AI-powered training**

Closing guest keynote by Sebastian Kienle

**What champions do different**

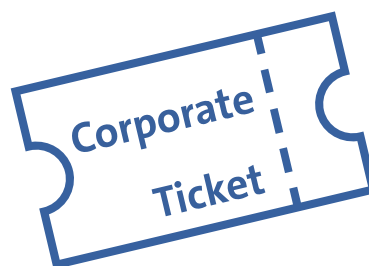
### **End of the Event & Closing Reception / 3:30 p.m.**

Wednesday, June 17<sup>th</sup>

## Pricing and Registration

The Service Leaders Summit 2026 is hybrid, hosting up to 120 in-person participants and an unlimited online audience. First and foremost, it is open to attendees from globally operative OEMs. 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 Frankfurt. 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-2026](http://www.serviceleaders.org/events/sls-2026)



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

\* including a 350 € voucher for an upcoming ISLA event in 2026/2027/2028  
 \*\* NextGen Service Leaders are eligible for a further reduced fee of 495 Euros

## Organizer

The Service Leaders Summit 2026 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](http://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](mailto: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 500+ speakers contributed to our Service Leaders Summits, Focus Days, Service Leaders Circles, NextGen Meetings, and webinars. During the pandemic, we moved online. The digital formats we developed in those months remain 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 Customer Service, Lifecycle Solutions, and Spare Parts Logistics. 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:



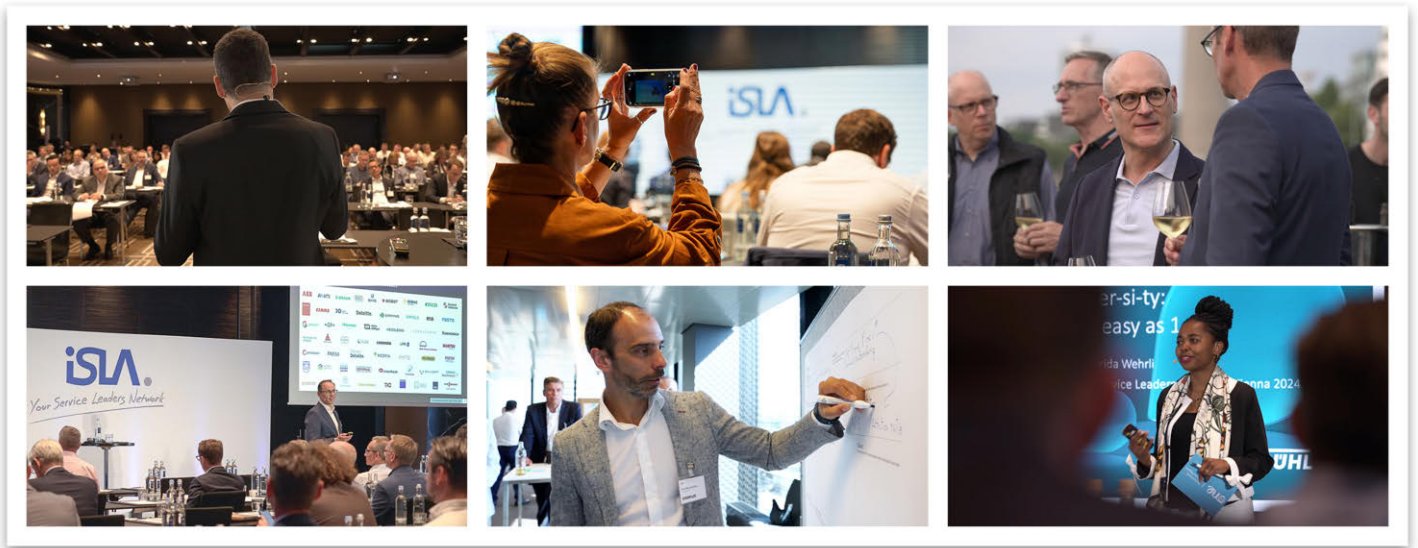
## Partner

The Service Leaders Summit 2026 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<sup>®</sup> 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 180-plus year history, Deloitte spans more than 150 countries and territories. Learn how Deloitte's approx. 460,000 people worldwide work together every day to make an impact that matters at [www.deloitte.com/de](http://www.deloitte.com/de)

## Conference Impressions and Attendees' Feedback



For me, the Service Leaders Summit by ISLA is the most valuable source of inspiration and guidance in the technical service market. I have been attending this event for many years, and every time I return with fresh insights, new ideas, and valuable connections.

**Hans-Werner Albrecht**  
Executive Vice President  
Digital Customer Solutions  
at RATIONAL

Very good to focus on OEM speakers and exchange among OEM companies.

**Michael Windler**  
Senior Vice President  
Global Supply Chain Lifecycle Operations  
at Heidelberg

Very interesting topics and OEM community

**David Calviere**  
Head of Methods & Tools  
for Logistics and MRO  
at Airbus Helicopters

The environment and culture you have nurtured is amazing. I haven't seen something like this before. It doesn't happen by chance ... I don't know what the secret sauce is, but very well done.

**Tommy Gilsean**  
Global Vice President  
After Sales at Bystronic

I can only echo the positive feedback. The Service Leaders Summit 2025 was a great success and an outstanding opportunity for networking and exchange.

**Christoph Häsig**  
Head of Transactional  
Service Operations at Bühler

It truly was a great event.

**Ünal Aytan**  
Director Distribution  
Operations at BOBST

**Peter Rudzio**  
Managing Director  
Service at CLAAS

Even if at the first glance you might think that the other industries are completely different from yours, there is always something in there you can transfer and take away for your own business.

## Registration

To register for participation in the Service Leaders Summit 2026, please complete the below form, or sign up online at [www.serviceleaders.org/events/sls-2026#sign-up](http://www.serviceleaders.org/events/sls-2026#sign-up). We look forward to meeting up to 120 attendees face-to-face at the JW Marriot Hotel Frankfurt, 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). Participants in ISLA's NextGen Service Leaders program pay a fee of 495 €. 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 JW Marriot Hotel (249 € incl. breakfast) and Flemings Hotel (159 € 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 2026 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 \_\_\_\_\_