

AN EXECUTIVE EVENT SERIES

Why Transformation Is More About People Than Technology

A joint executive program by **KramerERP** and **Ricky Kalmon**

**Technology enables transformation.
People determine the outcome.**

90-MINUTE EXECUTIVE PROGRAM | LIVE AND VIRTUAL
FORMATS | 2026 SERIES

Bring this program to your next event
*Designed for customer conferences, vendor summits, analyst days, sales
kickoffs and executive leadership forums.*
robert@kramerERP.com

THE PROBLEM

The Investment-Outcome Gap

Organizations invest heavily in ERP, AI, data, supply chain, cloud, cybersecurity and digital transformation initiatives. Yet many struggle to achieve expected outcomes.

Transformation is not primarily a technology challenge. It is a people, leadership, mindset and operational execution challenge. The investment shows up on the budget. The outcome shows up in behavior.

THE PROGRAM

Two Disciplines. One Conversation.

This executive program pairs Robert Kramer's expertise in enterprise operations, ERP, AI, data and business transformation with Ricky Kalmon's expertise in mindset, adaptability, communication and leadership development.

Together they help organizations understand why transformation succeeds, why it fails and what leaders can do to improve outcomes. The format is concise, the tone is candid and the closing panel puts customer experience on record.

The bottleneck in modernization is not the vendor. It is the customer's capacity to absorb change.

THE FORMAT

90 Minutes. Three Acts.

Each session moves from operational reality to mindset to customer evidence. No filler. No marketing veneer.

10
MINUTES

ACT ONE

The Operational Reality of Transformation

Robert Kramer, Founder and Managing Partner, KramerERP

A concise executive perspective on why successful transformation requires alignment across people, process and technology, and why operational readiness often determines success.

50
MINUTES

ACT TWO

The Mindset of Change

Ricky Kalmon, Mindset and Leadership Expert

A practical discussion on adaptability, communication, leadership, confidence, accountability and overcoming resistance to change.

30
MINUTES

ACT THREE

Executive Customer Panel

Moderated by Robert Kramer

One sponsor executive and two to four customer leaders discussing real-world lessons learned, adoption challenges, change management and business outcomes. Audience Q&A included.

INCLUDED WITH EVERY EVENT

Executive Research Brief

Within four weeks of the event, KramerERP delivers an executive research brief summarizing key insights, lessons learned and recommendations for sponsors and attending executives.

THE HOSTS

Built and Hosted By



Robert Kramer

FOUNDER AND MANAGING PARTNER, KRAMERERP

Robert Kramer is the founder and managing partner of KramerERP, an independent advisory firm focused on ERP, supply chain, data, AI and enterprise operations. With more than thirty years across manufacturing, enterprise systems, consulting and executive leadership, including prior roles at Atos and as a principal analyst at Moor Insights and Strategy, Robert brings a practitioner's perspective to technology strategy and modernization. His research and advisory work examines how enterprises modernize ERP, improve data readiness, govern AI initiatives and evolve from systems of record to systems of action, with a consistent focus on execution and measurable business outcomes. He holds an MBA and teaches graduate-level courses in marketing, strategy, pricing and consumer behavior.



Ricky Kalmon

MINDSET EXPERT, SPEAKER AND AUTHOR

Ricky Kalmon is a growth mindset expert, motivational speaker and celebrity hypnotist whose keynote programs help executives, sales teams and athletes reduce stress, increase productivity and unlock potential. His clients include the Cincinnati Bengals and the New York Yankees, and he has appeared as a special guest on ESPN, HLN, Disney, Hallmark Channel, Fox, FX, TV Guide and Comedy Central. Ricky is the author of *Leverage Your Mindset: Overcome Limiting Beliefs and Amplify Your Life*, creator of the Ricky Kalmon mindfulness app and host of the *Amplify Your Mindset* podcast. At the center of every program is a simple thesis: mindset is the leverage point that turns intent into outcome.

BUILT FOR

Vendors and Customers Operating Across

ERP • Supply Chain • AI • Data • Cloud • Cybersecurity • Enterprise Applications

S P O N S O R I N Q U I R I E S

Robert Kramer

Founder and Managing Partner
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S P E A K E R B O O K I N G S

Ricky Kalmon

Mindset Expert, Speaker and Author
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