

# AGENDA

## Monday, February 25

TIME	SESSION
<b>08:00AM</b>	Registration Open
<b>09:30AM</b>	Workshops
<b>12:00PM</b>	Lunch In The Marketplace
<b>01:30PM</b>	Case Studies
<b>04:00PM</b>	<b>Agents Of Change: How To Win In The Age Of Transformation</b> DAVID LEWIS, DEMANDGEN INTERNATIONAL
<b>04:45PM</b>	<b>CMO Panel</b> JEFF PEDOWITZ, THE PEDOWITZ GROUP CORINNE SKLAR, BLUEWOLF, AN IBM COMPANY JOSEPH HARDING, WINDSTREAM ENTERPRISE VENKAT NAGASWAMY, 8X8
<b>06:30PM</b>	Opening Night Party
<b>08:25PM</b>	Fireworks

# B2B MARKETING EXCHANGE AGENDA

## Tuesday, February 26

TIME	SESSION
<b>07:00AM</b>	Boot Camp
<b>07:30AM</b>	Registration Open & Networking Breakfast
<b>08:30AM</b>	<b>Welcome To #B2BMX: Opening Remarks</b> ANDREW GAFFNEY, DEMAND GEN REPORT
<b>08:45AM</b>	<b>Developing Fans In A World Of Digital Overload</b> DAVID MEERMAN SCOTT
<b>09:30AM</b>	<b>Can Marketing Save The World?</b> CARLOS ABLER, 3M
<b>10:00AM</b>	Networking Break
<b>10:45AM</b>	<b>Content And The Customer Experience: Building 360-Degree Audience Engagement</b> CHRISTINE POLEWARCZYK, SIRIUSDECISIONS
	<b>Wrangling Shiny Objects: Five Opportunities To Innovate In Demand Marketing</b> ERIN BOHLIN, SIRIUSDECISIONS
	<b>Top Priorities For B2B CMOs</b> JAY GAINES, SIRIUSDECISIONS
	<b>Not All ABM Programs Are Created Equal: What's Different, What's Required To Win &amp; What Does Success Look Like For Different ABM Models?</b> MATT SENATORE, SIRIUSDECISIONS
	<b>Driving Better Buyer Interactions By Getting Inside The Mind Of A Sales Rep</b> CHRISTINA MCKEON, SIRIUSDECISIONS

## TIME

## SESSION

### **Partner Enablement Is The New Black – How Effective Partner Enablement Can Fuel Channel Marketing Success**

MARIA CHIEN, SIRIUSDECISIONS

**11:15AM**

Session Changeout

**11:25AM**

### **Break Free Of Boring B2B With Interactive Influencer Content**

LEE ODDEN, TOPRANK MARKETING

### **5 B2B Marketing Trends You Need To Know About In 2019**

MAUREEN MAGGIONI, SALESFORCE

### **Operationalizing Marketing Innovation: How Top Companies Rethink & Re-engineer Demand Marketing Excellence**

JOCELYN KING, MOCCA

JOANNA NGUYEN, AMAZON

KYLE JOHNSON, HYPERSCIENCE

### **ABM 2.0: How To Take Your Marketing From Good To Great**

SANGRAM VAJRE, TERMINUS

### **Marketing Within The Deal: Reaching Deeper Into The Funnel To Impact Win Rates**

DAVE BRUNO, APTOS

### **Getting Smart About Applying AI In B2B Channels**

LAZ GONZALEZ, ZIFT SOLUTIONS

**12:10PM**

Lunch & Learn Sessions:

### **How B2B Marketers Are Personalizing ABM Content Experiences**

BRANDI SMITH, UBERFLIP

### **Leads Your SDRs Love – The Pitfalls & Importance Of SDR Buy-In To Accelerate Marketing**

CHRIS RACK, PUREB2B

### **From Boring To Badass: How To Deliver Awesome Webinars... Every Time**

MARK BORNSTEIN, ON24

### **Experiential Content: Don't Create Content, Create Experiences**

RYAN BROWN, CEROS

## TIME

## SESSION

**01:30PM**

**Keynote: Humanizing Even The World's Most Boring B2B Brands: How To Win With Empathy, Creativity... And A Little Humor**

TIM WASHER

**02:15PM**

**2019 Killer Content Award Winners: Key Takeaways & Lessons**

TIM WASHER

**03:15PM**

Networking Break

**03:45PM**

**The Effective Echo: Content That Connects For Your Entire Revenue Ecosystem**

**Operationalizing The Convergence Of Content, Commerce And Conversation**

JEANNIEY MULLEN, MERCER

VINCE WALDEN, ERNST & YOUNG

SEAN CLAYTON, SITO

**ABM At Scale: Oracle's Account-Based Strategy With People, Process, Data & Tech**

KELVIN GEE, ORACLE

**The Expanding Role Of RevOps: How B2B Organizations Are Building Teams & Strategies To Improve Pipeline Collaboration & Visibility**

YUN FAN, CENTRIFY

KAREN STEELE, LEANDATA

JOCELYN BROWN, ALLOCADIA

LAURA PATTERSON, VISIONEDGE MARKETING

RYAN VONG, DIGITAL PI

**Optimizing Partner Communication**

HEATHER MARGOLIS, CHANNEL MAVEN CONSULTING

**Demand Gen Power Panel: Perspectives From Industry Vanguards Driving Successful Engagement**

JENN STEELE, MADISON LOGIC

SHERRIE MERSDORF, EVARIANT

MICHELLE LIRO, PTC

BRANDI SMITH, UBERFLIP

**03:45PM**

Behind The Scenes:

**Lead Generation Through The Buyer's Lens: Improve ROI With Content Strategy Driven By Buyer Behavior Insights**

DAVID FORTINO, NETLINE

## TIME

## SESSION

**04:20PM**

Session Changeout

**04:30PM**

**Panel: The Power Of Podcasting: How B2B Marketers Are Seeing Payoffs From Serial Content**

ALICIA ESPOSITO, CONTENT4DEMAND

DAVE BRUNO, APTOS

TINA DIETZ, STARTSOMETHING CREATIVE SOLUTIONS

CARA HOGAN, ZAIUS

**ABM And Modern B2B Advertising: Reaching The Buying Committee At Your Target Accounts**

PETER ISAACSON, DEMANDBASE

**Women In B2B: How & Why Visionary Brands Are Embracing Diversity At All Levels & Paving Sky's-The-Limit Career Paths**

MELISSA CHANG, PUREB2B

JEN SPENCER, SMARTBUG MEDIA/ GIRLS IN TECH

LAUREN WITTE, AXOSOFT/ GIRLS IN TECH

CORINNE SKLAR, BLUEWOLF/THE WOMEN INNOVATORS NETWORK

LIA HANSEN, DEMANDBASE/WOMEN IN B2B NETWORK

**Bringing Oracle's Account-Based Strategy To Life: A Tale Of Two Campaigns**

SHELBY APRILE, ORACLE

JUNGAH LEE, ORACLE

MEREDITH FULLER, QUARRY

**5 Creative Ideas To Support Sales Enablement For Specific ABM Initiatives**

PAM DIDNER, RELENTLESS PURSUIT, LLC

**Panel: Driving Partner Engagement: New Approaches For Boosting Partner Participation In Channel Programs**

LAZ GONZALEZ, ZIFT SOLUTIONS

DAVID PORTNOWITZ, STAR2STAR COMMUNICATIONS

STEPHANIE ZEMBAL, SYMANTEC

JAMIE MENDEZ, IBM

**05:15PM**

Networking & Drinks Reception

# B2B MARKETING EXCHANGE

# AGENDA

## Wednesday, February 27

TIME	SESSION
<b>07:00AM</b>	Yoga (All Levels)
<b>07:30AM</b>	Registration Open & Networking Breakfast
<b>08:30AM</b>	<b>Welcome To Day 3 Of #B2BMX: Opening Remarks</b> ANDREW GAFFNEY, DEMAND GEN REPORT
<b>08:40AM</b>	<b>Millennial Mindset: How To Market, Collaborate &amp; Connect With Digital Natives</b> BRIAN FANZO, ISOCIALFANZ
<b>09:10AM</b>	<b>How To Effectively Engage Today's B2B Consumer</b> STEVEN CASEY, FORRESTER
<b>09:55AM</b>	Networking Break
<b>10:40AM</b>	<b>Conversations Are Critical: Make The Move From Monologue To Dialogue</b> ARDATH ALBEE, MARKETING INTERACTIONS
	<b>Moving Beyond MQLs: New Metrics And Models That Support Segmentation And Account-Based Strategies</b> PATRICK OLDENBURG, SERVICEMAX
	<b>'Next Level' B2B Content Marketing Strategies</b> MICHAEL BRENNER, MARKETING INSIDER GROUP
	<b>Applying ABM Principals To Target SMBs</b> MASHA FINKELSTEIN, GOOGLE
	<b>Sales And Marketing Alignment – From Hate To Love In 60 Days</b> SHAHID JAVED, HUGHES NETWORK SYSTEMS

## TIME

## SESSION

### **Through-Channel Marketing: How New Tools And Services Will Accelerate Partner Programs**

JAY MCBAIN, FORRESTER

**11:10AM**

Session Changeout

**11:20AM**

### **Panel: Hear From The Best In Blogging: Tips And Tricks From B2B Practitioners**

TONI BOGER, SIEMENS PLM SOFTWARE

GREG MOONEY, IPSWITCH

LYNNE SAMPSON, ORACLE

KLAUDIA TIRICO, DEMAND GEN REPORT

### **What 5 ABM Transformations Have Taught Us About Doing It Right**

PETER HERBERT, FULLSTORY

KRISTEN WENDEL, FULLSTORY

### **Messaging Apps Applied To B2B Marketing**

ANDREW SPOETH, CA TECHNOLOGIES

### **Rethinking Measurement In The Age Of ABM**

MARK ERWICH, IMPRIVATA

LYNNE POWERS, IMPRIVATA

NAOMI MARR, IMPRIVATA

### **Audience-Driven Enablement Strategies: How Top Brands Are Building Strategies That Address All Stages Of Buyer Engagement**

CHRISTINE ELLIOT, JLL

ELLIE MIRMAN, CRAYON

CARLA FITZGERALD, SPIREON

### **MarTech, Process And People: A Journey To Channel Transformation**

LIZ COPE, INGERSOLL RAND

**12:05PM**

Lunch & Learn Sessions:

### **Taking Action: Event Tech & MarTech – Complete Your Marketing Stack**

BRAD GILLESPIE, CVENT

### **Five-Star Intent: Operationalizing ABM With Intent Data Over Lunch**

JOHN DERING, DEMANDBASE

### **The Real Reason Your Website Isn't Converting (And How To Fix It)**

MILES KANE, DRIFT AND SARA PION, DRIFT

## TIME

## SESSION

**1:35PM**

**Tapping Influencers To Fuel Your Content Creation Engine**

AMANDA MAKSYMIW, FUZE

**A Crash Course In B2B Email Creative**

HOWARD SEWELL, SPEAR MARKETING GROUP

**Authentic Conversations In The Age Of Artificial Intelligence**

SAMANTHA STONE, THE MARKETING ADVISORY NETWORK

**The ABM Formula: Strategies To Support Account-Based Initiatives**

SONJOY GANGULY, MADISON LOGIC

**Building An Integrated Sales & Marketing Machine**

MARK GARLAND, 4R SYSTEMS

**Panel: The Agency Edge: The New Skill Sets & Services That Distinguish Channel-Fluent Marketing Agencies**

JENNIFER ANAYA, INGRAM MICRO

MARIE ROURKE, WHITE FOX MARKETING

TRACY DIZIERE, TDZ CREATIVE PARTNERS

ANGELA LEAVITT, MOJO MARKETING

**2:05PM**

Session Changeout

**2:15PM**

**Panel: Connecting With Context: Applying Audience-Specific Content Models To Target & Engage**

JIM YOUNG, PRECISIONLENDER

MARK BORNSTEIN, ON24

LAUREN MEAD, TIMETRADE

**The Quest For Top Talent: How To Build Your Marketing A-Team**

WES LIESER, VERSIQUE

**Confessions & Takeaways From A Journalist-Turned-Marketer**

RYAN MACINNIS, NOTARIZE

**Panel: Optimizing ABM Execution To Outperform Organizational Expectations**

JUSTIN GRAY, LEADMD

SOM PUANGLADDA, GUMGUM

ADAM GOYETTE, G2 CROWD

ERIC MARTIN, SALESLOFT



## TIME

## SESSION

**Scaling Account-Based Sales-Marketing At Autodesk – How To Scale An ABM Program Globally To 10K Accounts In One Year**

NATHALIE MOORE, AUTODESK

**Panel: Socializing Partners: How To Optimize Message Syndication Through Channel Networks**

LISA PENN, SAP

JANET TYLER, RED LEVEL

DAWNA OLSEN, SYSPRO

HARBINDER KHERA, MINDMATRIX

**3:00PM**

Networking Break

**3:30PM**

**Closing Keynote: Revenue Growth Predictions For 2019 & Beyond**

EVAN LIANG, LEANDATA

BILL BINCH, PENDO

MAX ALTSCHULER, OUTREACH

PAT OLDENBURG, GE DIGITAL

**4:15PM**

#B2BMX Wrap-Up

**4:30PM**

Closing Cocktail Reception