



THE BREAKERS HOTEL

Palm Beach, FL / October 28-30



BOEHRINGER INGELHEIM
Kelli Duprey
SVP of Sales



CISCO
Juli Clark
VP, Global Business Services



COX COMMUNICATIONS
Jennifer Garrett
SVP, National Sales



GENZYME
Stephanie Okey
SVP, US General Manager



HALLMARK
Tara Jaye Frank
VP, Multicultural Strategy



IBM
Sarah Diamond
GM Global Consulting Svcs.



SAP NORTH AMERICA
Jennifer Morgan
President



SDS GLOBAL ENTERPRISES
Dr. Shirley Davis
President & Diversity Expert



THE WEATHER COMPANY
Jennifer Dangar
President, Distribution & BD



THOMSON REUTERS
Joanna Trimble
VP, Corporate Sales Channel

WOMEN IN SALES LEADERSHIP

Dedicated Forum Track

The Annual *Chief Sales Executive (CSE) Forum* is the culmination of our 2015 leadership event series that will welcome 200+ cross-industry practitioners this Fall. Executives will explore how great sales organizations are rapidly transforming from selling things to delivering value and insight. This deep dive will include customer-centric strategies, operational approaches, and insights on how sales leaders are taking charge of their growth mission through the deployment of multiple “Sales Motions.”

Fact: Only 17% of all Sales Leaders Are Women ...

Studies indicate this although this number has not moved much for the past 2 decades, leaders know that in today’s complex market, companies which attract, retain, and cultivate female sales executives will enjoy a competitive advantage.

Learn what sales organizations are doing to attract and promote this vital segment for the profession by attending our popular “*Women in Sales Leadership*” panel session on Day 1 and the “*Diversity in Sales: Expanding the Talent Pool*” session on Day 2.

Hear women speakers and executive panelists share their stories on sales force transformation and revenue growth – as well as personal journeys on rising through the ranks. You’ll also learn about emerging national and global diversity trends and multi-cultural programs (including the story behind a top 20 nationally ranked Fortune company’s innovative women/diversity program.)

Explore the challenges these professionals and others are tackling and the working solutions that have surfaced and are being leveraged.

Connect with Betty Corrado (bcorrado@alexandergroup.com) to join our growing community of Women Sales Leaders. **REGISTER TODAY and share this invitation with others in your company and network ... receive a referral discount!**

LEARN MORE: www.alexandergroup.com/events/annual-forum/overview/

WEDNESDAY, OCTOBER 28

12:00pm - 5:00pm	Golf Tournament
8:30am - 11:00am	Interactive Briefings <ul style="list-style-type: none"> • How Sales Operations Supports Multiple Sales Motions • Adding the Innovation Motion to a Product-Centric Sales Force • High-Performing First Line Sales Managers: Attributes & Role Evolution Panel
11:30am - 1:45pm	Luncheon: Sales Pulse Survey Readout & Panel Discussion — 2016 Growth Expectations & Strategies
2:00pm - 4:00pm	Executive Panel Discussions <ul style="list-style-type: none"> • Inside Sales Enables Multiple Sales Motions • Build Your Revenue Growth Engine • Women in Sales Leadership Panel <ul style="list-style-type: none"> <i>Juli Clark, VP, Global Business Services - Cisco</i> <i>Jennifer Dangar, President, Distribution & Business Development - The Weather Company</i> <i>Kelli Duprey, Senior Vice President, Sales - Boehringer Ingelheim</i> <i>Stephanie Okey, SVP, US General Manager - Genzyme</i> <i>Joanna Trimble, VP, Corporate Sales Channel - Thomson Reuters</i>
5:30pm - 6:30pm	KEYNOTE : Sarah Diamond, GM Global Consulting Services – IBM <i>Delivering Superior Value in an Era of Rising Client Expectations</i>
6:30pm - 8:30pm	Opening Night Reception

THURSDAY, OCTOBER 29

7:00am - 8:00am	Attendee Breakfast
8:00am - 8:50am	KEYNOTE : Mark Colombo, Senior Vice President, Solutions & Sales – FedEx Services <i>Value = Winning: The Role of Sales In Connecting Customers With Value</i>
8:50am - 9:40am	KEYNOTE : Bob Skea, Head of Americas – Dun & Bradstreet <i>Upgrade the Total Customer Experience</i>
10:00am - 11:00am	Focus Sessions (Choose one): <ul style="list-style-type: none"> A. Executive Panel: Building a Revenue Growth Engine at Cisco <i>Juli Clark, VP, Global Business Services - Cisco</i> <i>Jeff Cristee, VP, WW Sales & Partner Training - Cisco</i> <i>Chris Hurst, VP, Strategy and Planning, Global Service Provider - Cisco</i> B. Reinvent the First Line Sales Manager to Ignite Customer-Centric Selling <i>John Romines, VP Sales - Land O'Lakes</i> C. Managing Complexity in a Multi-Motion World <i>Kelli Duprey, Senior Vice President, Sales - Boehringer Ingelheim</i>
11:20am - 12:20pm	Repeat Focus Sessions A-C
12:30pm - 2:00pm	KEYNOTE : Daniel Pink, NY Times Best Selling Author <i>The New ABC's of Selling</i>
2:00pm - 3:30pm	Roundtable Discussions (choose one): <ul style="list-style-type: none"> 1. A New Look at the Sales & Marketing Ecosystem <i>Stephanie Okey, SVP, US General Manager - Genzyme</i> 2. A New Look at the Sales & Sales Operations Ecosystem <i>Gerald Wright, VP, Executive Sponsor for Siemens - Hewlett Packard</i> 3. Selling Value & Delivering Success Takes the Pressure off Price & Discounts <i>Craig Crabtree, Senior Vice President and General Manager - Equifax Mortgage Services</i> <i>Dr. Reed Holden, Founder and Coach - Holden Advisors</i> 4. Emerging Best Practices: How First Line Mgrs. Enable Transformation to Insight-Led Selling 5. Diversity in Sales Panel — Expanding Your Talent Pool <i>Dr. Shirley Davis, President & Diversity Expert – SDS Global Enterprises</i> <i>Tara Jaye Frank, VP, Multicultural Strategy – Hallmark</i> <i>Jennifer Garrett, SVP, National Sales – Cox Communications</i> 6. How Inside Sales Unlocks the Door to Multiple Sales Motions & Greater Value
3:50pm - 4:40pm	KEYNOTE : Gus Blanchard, Senior Vice President, Sales – ADP <i>Delivering Innovation with Multiple Sales Motions at Global Accounts</i>
4:40pm - 5:30pm	Sponsor-Hosted Cocktail Hour
7:00pm - 9:00pm	Evening Reception

FRIDAY, OCTOBER 30

7:30am - 8:30am	Attendee Breakfast
8:30am - 9:20am	KEYNOTE PANEL: Bob Hughes, President of Worldwide Operations – Akamai Brent Shafer, CEO – Philips North America Jennifer Morgan, President – SAP North America <i>A View from the Top: Courage to Lead the Journey From Selling Things to Delivering Value</i>
9:20am - 10:50am	Interactive Executive Roundtables: Starting the Journey
10:50am - 11:00am	Closing Announcements