



RISE OF THE REVENUE LEADER
**GROWTH
MULTIPLIERS**

OPERATIONS FORUM

JUNE 4-5, 2019
THE LANGHAM | CHICAGO, IL

Sales and Commercial Operations leaders know that running the growth engine is harder than ever because the customer journey has changed in four fundamental ways.

Alexander Group's **2019 Operations Forum** explores how this new journey ramps up complexity, unpredictability and risk. Data, digital solutions and artificial intelligence are upending the way you engage with customers and enable your organization. Go-to-customer models must adapt with increasing speed. The lines separating marketing, sales and service continue to blur.

How do you succeed in this environment? The key for Operations leaders will be to embrace and leverage **Four Growth Multipliers**. Creative application of these can provide revenue executives with the means to turn the buyer journey into a pathway to growth. What are these multipliers? ... **Culture, Coverage, Talent & Tools**.

Join this exploration at the **2019 Operations Forum**. Our exciting lineup of senior Operations practitioners will offer insight into challenges, working solutions and more across the Multipliers.



CULTURE

Make teamwork across customer-touching functions the new norm.



COVERAGE

Build a digital backbone.



TALENT

Recognize talent is the key differentiator in a customer-centric economy.



TOOLS

Choose wisely. The right harmonized tools enable greatness.

“What a tremendous experience I had at the Forum: The speakers, networking, content, and facility were absolutely world-class and I am privileged to have participated.”

ROB ROSIELLO
SVP – Americas Sales & Field Operations
Riverbed Technology (Keynote Speaker)



2019 Leadership Series
Operations Forum · Executive Forum · Summits · Symposia · Roundtables
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Operations teams must continue to evolve their role in 2019 by identifying, prioritizing and leveraging the **Four Growth Multipliers**. Join us in Chicago this June to learn how!

OPERATIONS FORUM

The Operations Forum features keynote talks, panel presentations and interactive roundtable discussions. World-class sales and commercial operations leaders will share their insights, stories and practical takeaways to help operations teams to adapt to a more complex, unpredictable and risky customer environment.

TUESDAY, JUNE 4

- 5:00pm - 6:00pm ▶ **WELCOME RECEPTION**
- 6:00pm - 6:45pm ▶ **KEYNOTE DINNER**
- 6:45pm - 7:40pm ▶ **KEYNOTE**
A Big Transformation: From Sales to Revenue Operations
Travis Howe, SVP/Head of Global Operations - Disney Advertising Sales – *The Walt Disney Company*
- 7:40pm - 8:20pm ▶ **KEYNOTE PANEL**
From Sales to Revenue Operations
Marcos Bordin, VP, Sales Ops & Strategy - *Zebra Technologies*
Dan Carpenter, Global Revenue Operations Leader – *Carbon Black*
Marvin Spears, SVP & Global Head, Commercial Excellence – *Wells Fargo*
- 8:20pm - 9:20pm ▶ **NETWORKING COCKTAIL HOUR**

WEDNESDAY, JUNE 5

- 8:00am - 9:00am ▶ **BREAKFAST**
- 9:00am - 10:00am ▶ **PANEL SESSIONS**
- 1. Supercharge a New Revenue Ops Team**
Lindsey Emanuel, VP, Business Operations – *The Atlantic*
Mike Noonan, VP, Business Services – *Red Wing Shoes*
Steven Takeuchi, Head of Sales Ops – *Hulu*
 - 2. New Partners, Buyers, Jobs & Motions = A New Role for Sales Operations**
Ganesh Aiyer, VP, N.A. Sales Strategy & Ops – *Schneider Electric*
Jason Kofman, Managing Director - Sales & Customer Service – *Moody's Analytics*
Brian Maser, VP, Hospital Care Sales – *B. Braun Medical*

WEDNESDAY, JUNE 5 (continued)

- 9:00am - 10:00am **3. Transform Sales Enablement to Gain Customer Advantage**
Adrian D'Souza, SVP, Sales Strategy & Ops – *Intersection*
Patrick Furtaw, VP, Commercial Strategy & Analytics – *KARL STORZ*
Brian Sharp, Global Commercial Strategy & Execution Leader – *Sonoco*
- 10:15am - 11:15am ▶ **KEYNOTE**
Moving From Big Data to Big Insights
Parthiv Amin, Chief Sales & Marketing Officer – *Sloan Valve*
- 11:15am - 12:15pm ▶ **KEYNOTE**
Blurring the Lines – How Revenue Leaders and Sales Ops Are Coming Together
Sal Patalano, Chief Revenue Officer - *Lenovo Software*
- 12:15pm - 1:50pm ▶ **KEYNOTE PANEL LUNCH**
Making Digital Work
- 1:50pm - 3:20pm ▶ **INTERACTIVE ROUNDTABLES**
- 1. New Approach to Unifying Marketing and Sales**
 - 2. How to Build a Revenue Operations Capability**
 - 3. Aligning Sales Compensation in a Digital World**
 - 4. Operations Lens: Impact of Digital on Culture & Talent**
- 3:20pm - 4:20pm ▶ **CLOSING NETWORKING RECEPTION**



Leadership Series

For information on 2019 Operations Forum attendance, speaking and sponsorship opportunities, contact Betty Corrado: 203-905-5593 | bcorrado@alexandergroup.com