

RISE OF THE REVENUE LEADER  
**GROWTH MULTIPLIERS**

# EXECUTIVE FORUM

NOVEMBER 13-15, 2019  
THE BREAKERS | PALM BEACH, FL

## Top-line revenue growth. It's what defines a healthy business.

Have you taken control of the revenue engine? Fundamental changes in the way customers engage before, during and after the sale have made the revenue leadership role more challenging than ever.

To turn challenge into opportunity you need to creatively apply the **Growth Multipliers**. These are four critical levers that will help you take advantage of the complexity, unpredictability and risk of this new environment. Revenue leaders who are charged with growing the top line need access to the multipliers that will enable their success.

### FOUR GROWTH 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.

### IF...

- ✓ Your buyer journey is changing
- ✓ You aspire to influence market awareness through to customer adoption
- ✓ You see digital transformation as a critical point of differentiation
- ✓ You are prioritizing the talent and tools to make all this happen...

**...then you can't afford to miss the 2019 Executive Forum.**

Our exciting lineup of senior revenue, sales and operations executives will offer insight into challenges, working solutions, and more across the Multipliers.

**JOIN 300+ CROSS-INDUSTRY LEADERS THIS FALL**

**For information and to register, contact:**

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# Are you ready for next-level revenue growth?

Join us in Florida to build and execute your annual growth vision. Connect. Explore. Take away game-changing insights to transform your organization.

Learn how leading companies are making the Growth Multipliers work for them.



## EXECUTIVE FORUM

### WEDNESDAY, NOVEMBER 13

7:30am - 8:00am	► <b>BREAKFAST</b>
8:30am - 11:00am	► <b>INTERACTIVE PANELS</b> <ol style="list-style-type: none"><li><b>Energize ALL the Elements of Customer Coverage</b> Panelists: <i>AdRoll &amp; IBM Global Markets</i></li><li><b>Build Marketing &amp; Service Functions That Deliver Results</b> Panelists: <i>Centauri Health Solutions, Cisco &amp; Honeywell</i></li><li><b>Compensation &amp; Goals in the World of Customer Long-Term Value</b> Panelists: <i>FUJIFILM VisualSonics &amp; Teradata</i></li></ol>
11:00am - 5:00pm	► <b>GOLF TOURNAMENT</b>
11:30am - 1:00pm	► <b>LUNCHEON KEYNOTE PANEL</b> <b>Culture Eats Strategy for Lunch</b> Eric Danetz, Global Chief Revenue Officer – <i>AccuWeather</i> John Hanna, Chief Commercial Officer – <i>Veracyte</i> Sal Patalano, Recent Chief Revenue Officer – <i>Lenovo Software</i> Brendan Reid, SVP, Global Head of Marketing – <i>Ceridian</i>
2:00pm - 4:00pm	► <b>EXECUTIVE PANELS</b> <ol style="list-style-type: none"><li><b>Sales CTO: Prioritizing Investments for Engagement &amp; Enablement</b> Panelists: <i>ADP &amp; VMware</i></li><li><b>Does Digital Transform the Role of Sales Ops?</b> Panelists: <i>Change HealthCare, HP &amp; Uber</i></li><li><b>Harmonize the Overlapping Charter of Marketing &amp; Sales</b> Panelists: <i>Glassdoor, Harvard Pilgrim Health Care &amp; Vertafore</i></li></ol>
5:30pm - 6:30pm	► <b>KEYNOTE</b> <b>Take Command of the Revenue Equation</b>
6:30pm - 8:30pm	► <b>OPENING NIGHT RECEPTION</b>

### THURSDAY, NOVEMBER 14

7:00am - 8:00am	► <b>BREAKFAST</b>
8:00am - 9:00am	► <b>KEYNOTE</b> <b>Accelerate Growth in a Customer-Centric World</b> Rajat Mishra, SVP, Customer Experience Strategy, Portfolio & Partners – <i>Cisco</i>
9:00am - 10:00am	► <b>KEYNOTE</b> <b>Executive Lens: Impact of Digital on Culture</b>
10:00am - 12:20pm	► <b>FOCUS SESSIONS</b> <ol style="list-style-type: none"><li><b>Build B2C Capability in the B2B World</b></li><li><b>When Products Collide: Integrating &amp; Selling New Digital Solutions with Legacy Products</b> Rob Wilk, VP, Head of N.A. Sales – <i>Microsoft Advertising</i></li></ol>

### THURSDAY, NOVEMBER 14 (continued)

10:00am - 12:20pm	► <b>FOCUS SESSIONS</b> <ol style="list-style-type: none"><li><b>Transformation: From Sales to Revenue Leadership</b> Tim McCarthy, VP, Web Division Americas – <i>Akamai Technologies</i></li><li><b>It's Not About Tools; It's About the Mission</b> Lori Tierney, VP, Commercial Operations, NA – <i>Johnson &amp; Johnson MD&amp;D</i></li></ol>
12:30pm - 2:00pm	► <b>PRESIDENTIAL PANEL</b> <b>Build a Revenue Ecosystem to Manage All Growth Multipliers</b> Kevin Gentzel, President Marketing Solutions & CRO – <i>Gannett   USA TODAY NETWORK</i> Anshu Mehrotra, Group President, Global Industrial Platform – <i>ITW Welding</i>
2:00pm - 3:30pm	► <b>INTERACTIVE THINK TANKS</b> <ol style="list-style-type: none"><li><b>Interlocking Sales &amp; Customer Success: Create Shared Destiny</b></li><li><b>Agility: How Digital Enables More Fluid &amp; Effective Coverage</b> Martin Osborn, Recent Head of U.S. Commercial Operations – <i>Medtronic Surgical Innovations</i></li><li><b>A Big Transformation: From Sales to Revenue Ops</b></li><li><b>Reimagine Sales, Marketing &amp; Service</b></li><li><b>Tools &amp; Investments: Realizing the Promise</b></li><li><b>Customer-Centric Culture &amp; Digital Workforce Transformation</b> Pat Quigley, VP of IT - Team Member Experience – <i>Dell</i> Robert Ruelas, VP End User Computing, Americas – <i>VMware</i></li></ol>
4:00pm - 5:00pm	► <b>KEYNOTE</b> <b>Rethinking Coverage &amp; Revenue Motions for the Digital Era</b> Beth Ann Vaughn, VP, VVW SaaS Sales & GTM Transformation – <i>IBM</i>
7:00pm - 9:00pm	► <b>NETWORKING RECEPTION</b>
8:15pm - 9:50pm	► <b>WOMEN IN LEADERSHIP: DINNER &amp; EXECUTIVE PANEL</b>

### FRIDAY, NOVEMBER 15

8:00am - 9:00am	► <b>BREAKFAST</b>
9:00am - 10:00am	► <b>KEYNOTE</b> <b>A C-Suite Perspective: What's Next for Revenue Leadership?</b>
10:00am - 11:00am	► <b>KEYNOTE PANEL</b> <b>Harness the Levers of Growth in 2020</b> Gary Davis, Chief Consumer Security Evangelist – <i>McAfee</i> Alok Maskara, Chief Executive Officer – <i>Luxfer</i> Nicolas Sennegon, EVP, Chief Commercial Officer – <i>The Economist Group</i> John Zehren, Chief Commercial Officer – <i>Endologix</i>
11:00am	► <b>CLOSE OF FORUM</b>



Leadership Series

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