



2018 CHIEF SALES EXECUTIVE FORUMS

RISE OF THE REVENUE LEADER



ANNUAL FORUM

SALES LEADERS ARE TRANSFORMING TO REVENUE LEADERS

2018 MISSION: GROW REVENUE BY MANAGING THE ENTIRE BUYER JOURNEY

Customers are changing...in how they do business and in what they expect from their vendors/partners. And the pace of this change is accelerating.

The traditional sales management challenge is multiplied many times over:

- ▶ Buyers are highly educated.
- ▶ They can easily manage their transactions online.
- ▶ They demand sellers who add value and mitigate risk.

Sales leaders must push beyond traditional boundaries in 2018 while transforming to a **revenue leader**.

REVENUE LEADERSHIP...

- ▶ Partners with marketing to uncover customer needs and connect them with company capabilities.
- ▶ Leads bold new coverage initiatives that start with customer needs and integrate digital technology to deliver efficiency and effectiveness.
- ▶ Transforms the service function into a success engine that delivers results to customers, enables learning and feeds insight into the value creation engine.
- ▶ Teams with sales operations to align metrics, goals and compensation with the full buyer journey.

Alexander Group's **2018 CSE Annual Forum** will showcase new ideas, customer models/strategies and practical takeaways on how revenue leaders can influence and take charge of the revenue growth mandate.

HOW WILL YOU BENEFIT?

- ▶ Become adept at agile resource orchestration across functions.
- ▶ Hear how other revenue leaders cultivate a fluid cycle of ideas, execution and learning across functions.
- ▶ Gain clarity on sales and digital transformation strategies/solutions through a new revenue lens.
- ▶ Harvest best practices and find new ways to deliver value to customers in a volatile and informed world.

It's time to rise to the challenge, drive the right change at your company and become tomorrow's revenue leader, today.

"I attended the Forum to learn more about what revenue leaders are facing. Everyone has transformational challenges. We have to look to the future and adapt our growth models."

—SEAN GIANCOLA

Chief Revenue Officer, New York Post

The Ritz-Carlton, Naples, FL • November 7-9, 2018

For Information & Registration:

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THE BUYER JOURNEY

STAGE 1 AWARENESS

Give buyers what they need to know to even consider you

STAGE 2 ASSESSMENT

Persuade buyers that your option is superior to the alternatives

STAGE 3 ADOPTION

Deliver the promised performance and strengthen the relationship

November 7

7:30am - 8:00am

Breakfast

8:30am - 11:00am

Interactive Briefings

- 1. Stepping Into the Revenue Leadership Role**
Andrew Budkofsky, Publisher & CRO - Rolling Stone
Denise Friedman, SVP, National Sales - Philips Healthcare
Steve Rufino, SVP, Preferred Account Channel - Experian
Daniel Smoot, Chief Customer Officer - Riverbed Technology
- 2. A Digital Platform Linking Marketing, Sales and Customer Success**
Raymond Berglund, VP, Global Commercial Ops & Digital Customer Infrastructure - KCI - An Acelity Co.
David Sakamoto, Head of Customer Success for the Americas - Cisco
Beth Webb, Global Customer Experience Leader - GE Healthcare
- 3. Transforming the Service Function Into a Customer Success Engine**
Angela Cooper, GM, WW Customer Success Strategy & Ops - Microsoft
Mary-Beth Donovan, VP, Customer Success Ops & Customer Intelligence - PTC
Tony McGraw, VP, Delivery Optimization & Central Ops - Johnson Controls

11:00am - 5:00pm

Golf Tournament

11:30am - 1:00pm

Luncheon Keynote Panel

2019 Growth Strategies Preview

Tom Juhase, COO - Donnelley Financial Solutions
Paris Loesch, GM - Americas, Digital Marketing - Rakuten Marketing
Martin Osborn, Head of U.S. Commercial Ops - Medtronic SI

2:00pm - 4:00pm

Executive Panels

- 1. The Role of Data Science and Predictive Analytics in Revenue Growth (Part I)**
Andrew Komjathy, Recent VP, Sales - Alkermes
David Lee, EVP & Chief Sales Officer - NTT Data Services
Shawn Makhijani, SVP, Bus. Development & Strategy - NBCUniversal
- 2. Partner Segmentation to Deliver More Value & Higher Growth**
Didi Dayton, VP, WW Channels & Alliances - Cylance
Kris Holla, VP & Chief Sales Officer - Nortek Global
Roger Miller, VP, Global Engine Aftermarket - Donaldson
Mary Beth Walker, VP, Worldwide Go-to-Market Strategy - HP
- 3. Digital Tools for Dynamic Sales Enablement**
Jamie Braunstein, Senior Director, Global Sales Enablement - ESPN
Elliot Hermann, VP, Global Sales Ops & Enablement - Wiley Publishing
Shawn Lewis, Global Leader - Presales, Field Enablement & Strategy - SAP Ariba

5:30pm - 6:30pm

Keynote

Revenue Leadership in a Digital Future

Helen Fanucci, Global Digital Transformation Sales Leader - Microsoft

6:30pm - 8:30pm

Opening Night Reception

November 8

7:00am - 8:00am

Breakfast

8:00am - 9:00am

Keynote Panel

The Digital Revolution Will Not Be Televised

Kalina Nikolova, EVP, Strategy - Viacom
Brendan Ripp, EVP, National Geographic - FOX Networks
Lisa Valentino, Recent EVP, Revenue Innovation - Univision

9:00am - 10:00am

Keynote

Building the Revenue Growth Engine

Rob Rosiello, Senior Vice President, Americas - Riverbed Technology

10:00am - 12:20pm

Focus Sessions

- 1. The Shape of Revenue in the New As-a-Service Model**
Beth Ann Vaughn, VP, WW SaaS Sales & GTM Transformation - IBM
- 2. Provide Customers With Answers They Trust**
Lon Justice, VP, Sales, Marketing & Customer Experience - Agilent
- 3. A Digital Revenue Metamorphosis**
Nick Johnson, Head of Ad Sales - McClatchy
- 4. The Next Generation of Revenue Leader**
Sam Abdelnour, VP Sales, N.A. Region - Whirlpool

12:30pm - 2:00pm

Luncheon Keynote

The Next Chapter of Digital Sales & Revenue Growth

Speakers: Chris Klayko, Managing Dir., Google Cloud Americas & Global EDU - Google
Dave Spencer, Recent Chief Operating Officer - SAP North America

2:00pm - 3:30pm

Executive Roundtables

- 1. Building & Leveraging Your Data/Analytics Capability to Drive Revenue (Part II)**
Tim Rogers, VP, Global Strategic Initiatives - Criteo
- 2. How Marketing Can Embrace Sales Results & Sales Productivity**
Bill Kaack, VP, Sales & Marketing - Wolters Kluwer
- 3. A Role for Sales in Product Development; Building the Customer Value Engine**
Dana Warren, Head of Merchant Development, PayPal Credit - PayPal
- 4. How to Imbed Pre- and Post-Sales Specialists Into the Coverage Equation**
Robert Ruelas, VP, EUC Sales - Americas - VMware
- 5. Build a Learning Org That Harvests Insight From Customers & Sellers**
Jeff Cristee, VP, Worldwide Sales Training - Cisco
- 6. How Sales Ops Aligns Metrics, Goals & Comp With the Buyer Journey**
Lana Lee, VP, Sales & Marketing Operations - Glassdoor

4:00pm - 5:00pm

Keynote

From Sales to Revenue: New Motions Needed

Warren Stone, SVP, Research & Applied Solutions, N.A. - MilliporeSigma

7:00pm - 9:00pm

Networking Reception

November 9

8:00am - 9:00am

Breakfast

9:00am - 10:00am

Keynote

Courage to Change

Hans-Peter Klaey, Chief Revenue Officer - Hitachi Vantara

10:00am - 11:00am

Keynote Panel

Courage to Change

Michael Iskra, President, N.A. Commercial Operations - Ortho Clinical Diagnostics
M. Faisal Pandit, SVP & Chief Digital Officer - Panasonic Systems Solutions NA
Bob Skea, Head of Americas - Dun & Bradstreet
Katherine Tate, Chief Business Operations Officer - Quest Software

11:00am

Close of Forum