

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:

Betty Corrado | 203-905-5593

bcorrado@alexandergroup.com

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	► BREAKFAST
8:30am - 11:00am	► INTERACTIVE PANELS <ol style="list-style-type: none">1. Energize ALL the Elements of Customer Coverage2. Build Marketing & Service Functions That Deliver Results3. Compensation & Goals in the World of Customer Long-Term Value
11:00am - 5:00pm	► GOLF TOURNAMENT
11:30am - 1:00pm	► LUNCHEON KEYNOTE PANEL Culture Eats Strategy for Lunch
2:00pm - 4:00pm	► EXECUTIVE PANELS <ol style="list-style-type: none">1. Sales CTO: Prioritizing Investments for Engagement & Enablement2. Does Digital Transform the Role of Sales Ops?3. Harmonize the Overlapping Charter of Marketing & Sales
5:30pm - 6:30pm	► KEYNOTE Take Command of the Revenue Equation
6:30pm - 8:30pm	► OPENING NIGHT RECEPTION

THURSDAY, NOVEMBER 14

7:00am - 8:00am	► BREAKFAST
8:00am - 9:00am	► KEYNOTE Accelerate Growth in a Customer-Centric World
9:00am - 10:00am	► KEYNOTE Executive Lens: Impact of Digital on Culture
10:00am - 12:20pm	► FOCUS SESSIONS <ol style="list-style-type: none">1. Build B2C Capability in the B2B World2. Competitive Advantage Through a New Talent Equation3. A Big Transformation: From Sales to Revenue Ops (Part I)4. It's Not About Tools; It's About the Mission

THURSDAY, NOVEMBER 14 (continued)

12:30pm - 2:00pm	► LUNCHEON KEYNOTE PANEL Build a Revenue Ecosystem to Manage All Growth Multipliers
2:00pm - 3:30pm	► INTERACTIVE THINK TANKS <ol style="list-style-type: none">1. Interlocking Sales & Customer Success: Create Shared Destiny2. Agility: How Digital Enables More Fluid & Effective Coverage3. A Big Transformation: From Sales to Revenue Ops (Part II)4. Reimagine Sales, Marketing & Service5. Tools & Investments: Realizing the Promise6. Develop Digital-Ready Sales Talent
4:00pm - 5:00pm	► KEYNOTE Rethinking Coverage & Revenue Motions for the Digital Era
7:00pm - 9:00pm	► NETWORKING RECEPTION

FRIDAY, NOVEMBER 15

8:00am - 9:00am	► BREAKFAST
9:00am - 10:00am	► KEYNOTE A C-Suite Perspective: What's Next for Revenue Leadership?
10:00am - 11:00am	► KEYNOTE PANEL Harness the Levers of Growth in 2020
11:00am	► CLOSE OF FORUM

"The Forum provided great insights into how leaders have achieved competitive advantage and gained a dominant market position within their industries. The speakers were credible practitioners and the topics relevant to today's quickly changing customer environment."

ANDREW CORKUM
President, Commercial Operations - Canada
Ortho Clinical Diagnostics



Leadership
Series

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