



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)

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**

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- 6:00pm - 6:45pm ▶ **KEYNOTE DINNER**

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- 6:45pm - 7:40pm ▶ **KEYNOTE**  
**A big transformation: from sales to revenue operations**

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- 7:40pm - 8:20pm ▶ **KEYNOTE PANEL**  
**From sales to revenue operations**

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- 8:20pm - 9:20pm ▶ **NETWORKING COCKTAIL HOUR**

### WEDNESDAY, JUNE 5

- 8:00am - 9:00am ▶ **BREAKFAST**

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- 9:00am - 10:00am ▶ **PANEL SESSIONS**
  1. Supercharge a new revenue ops team
  2. New partners, buyers, jobs & motions = a new role for sales operations
  3. Transform the sales organization to gain customer advantage

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- 10:15am - 11:15am ▶ **KEYNOTE**  
**Moving from big data to big insights**

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- 11:15am - 12:15pm ▶ **KEYNOTE**  
**Digital backbone drives transformation**

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- 12:15pm - 1:50pm ▶ **KEYNOTE PANEL LUNCH**  
**Making digital work**

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- 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

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- 3:20pm - 4:20pm ▶ **CLOSING NETWORKING RECEPTION**

