



## 2018 CHIEF SALES EXECUTIVE FORUMS

RISE OF THE  
REVENUE LEADER



OPERATIONS  
FORUM

### SALES OPS LEADERS ARE TRANSFORMING TO REVENUE PARTNERS

## 2018 MISSION: GROW REVENUE BY MANAGING THE ENTIRE BUYER JOURNEY

The world of sales continues to change at an accelerated pace. New, informed and sophisticated customers dominate the market. They require articulate business propositions along a buyer journey that begins with enhanced awareness and ends with impactful results.

New technologies are emerging to better deploy and manage sales resources. In this new world, agility and adaptability are critical for success and marketplace advantage.

Alexander Group's **2018 Operations Forum** explores how Sales/Commercial Operations equip the sales function, broaden their influence and take charge of the revenue growth mandate.

Sales Operations is built for this mission and leading the charge to:

- ▶ Implement marketing strategy by converting high-level objectives into specific segment and account targets
- ▶ Translate product marketing plans into customer-centric value propositions that sellers can actually use
- ▶ Enable agile coverage with digital platforms that engage customers from marketing through service and can respond rapidly to opportunity and change
- ▶ Deliver consistent customer success by identifying what works and building best practices into the sales coverage cadence

**Join the exploration at Alexander Group's 2018 Sales Operations Forum. Our exciting lineup of senior Operations practitioners will offer insight into these challenges, working solutions and much more!**

**The Peninsula Hotel • Chicago • June 4-5**

**For Information & Registration Contact:**

Betty Corrado | 203-905-5593 | bcorrado@alexandergroup.com

MARKETING, SALES AND SERVICE MUST WORK SEAMLESSLY TO LEVERAGE EACH ELEMENT OF

# THE NEW REVENUE GROWTH EQUATION

## Monday, June 4

5:00–6:00pm **Welcome Reception**

6:00–6:45pm **Keynote Dinner**

6:45–7:40pm **Keynote Address**

**Manage the Revenue Equation; Sales Operations Fills the Gaps**  
*Nicholas Ellis, SVP Global Sales Operations - CA Technologies*

7:40–8:20pm **Keynote Panel Discussion**

**Manage the Revenue Equation**  
*Nicholas Ellis, SVP Global Sales Operations - CA Technologies*  
*Ed Sahli, Vice President, Commercial Excellence - Honeywell/PMT*  
*Chris Suhoza, Vice President, Global Sales Operations - FedEx Services*

8:20–9:20pm **Networking Cocktail Hour**

## Tuesday, June 5

8:00–9:00am **Breakfast**

9:00–10:00am **Briefing Sessions (choose 1 session):**

- 1. Align Sales Compensation With Revenue Leadership Objectives**  
*David Cichelli, Senior Vice President - Alexander Group*
- 2. Executive Panel: Enable Your New Breed Of Seller...And the Role of Digital Platforms**  
*Wendy Bradley, Senior Director, Commercial Operations & Strategy - Waters Corporation*  
*Dennis Cheng, Director, Sales Strategy & Operations - Boston Scientific*
- 3. Executive Panel: Sales Operations Governance; Take the Lead to Deliver Results, Not Just Report Them**  
*Brian Lime, Senior Director, Sales Operations - Land O'Lakes*

10:15–11:15am **Keynote Address**

**The Critical Role of Sales Operations in Breaking Old Models and Replacing Them With New Ones**  
*Brian Burke, General Manager - North America - Zimmer Biomet*

11:15am–12:15pm **Keynote Address**

**Building Value and Revenue Through the Sales Operations/Service Partnership**  
*Tracy Long, Vice President, Service - Building Solutions, N.A. - Johnson Controls*  
*Lisa Roy, Vice President, Sales Operations - Johnson Controls*

12:15–1:50pm **Keynote Panel Lunch**

**Rise of the Revenue Leader**  
*Brian Burke, General Manager - North America - Zimmer Biomet*  
*Tracy Long, Vice President, Service - Building Solutions, N.A. - Johnson Controls*  
*Lisa Roy, Vice President, Sales Operations - Johnson Controls*

1:50–3:20pm **Interactive Roundtables (choose 1 session):**

- 1. The New Role of Sales Ops in the Age of the Revenue Leader**
- 2. How Sales Ops Enables Coverage Agility—From Awareness to Success**
- 3. Build Digital Enablement Platforms and Tools**
- 4. How Sales Operations Draws Marketing Into the Sales Process**

3:20–4:20pm **Closing Networking Reception**