

**MARKETING
INNOVATION
SUMMIT**

presented by
DEMANDBASE

#ABMSUMMIT

LET'S DO THIS!

MARKETING INNOVATION SUMMIT
THE ABM EVENT OF THE YEAR

April 5-6, 2017 | Pier 27, San Francisco

MarketingInnovationSummit.com



9:30 AM
5:00 PM**ABM CERTIFICATION: FOUNDATIONS & ADVANCED TRACK** ▼

Pro-Marketer pass attendees invited, light breakfast & lunch included.

In 2016, over 600 B2B marketers became ABM certified. With interest in ABM spiking and the ongoing evolution of the practice, this year we're offering two ABM Certification courses: Foundations and Advanced. Those newer to ABM can focus on the what, the why, and considerations for rolling out an ABM strategy. Marketers already applying ABM to their marketing strategies can dig into the how to's of a winning ABM strategy to help improve their current programs.

▶ ABM CERTIFICATION: FOUNDATIONS

Recommended for marketers that are new to ABM and looking to understand the fundamental components of an ABM strategy.

Laying the groundwork of an ABM strategy.
Course topics include:

1. ABM overview and maturity model
2. Keys to Sales & Marketing alignment
3. Building your target account list
4. ABM across the funnel
5. Rethinking metrics for ABM

▶ ABM CERTIFICATION: ADVANCED

Recommended for marketers who have already embarked on an ABM strategy and are looking to improve performance and scale their efforts.

Implementing and scaling the success of your ABM strategy.
Course topics include:

1. Selling the value of ABM within your organization
2. Team and organizational support for ABM
3. Defining, maintaining & optimizing your target account list
4. Budget considerations and the new marketing mix
5. Metrics & KPIs for tracking your ABM progress and success
6. Scaling your ABM strategy
7. Leveraging technology for scale and efficiency

5:00 PM
7:00 PM**WELCOME RECEPTION**

(All attendees invited)

Join marketing peers from leading and emerging brands to enjoy artisan cocktails and heavy hors d'oeuvres along the breathtaking San Francisco waterfront.

8:00 AM
8:45 AM

BREAKFAST

Fuel up with fellow attendees over a healthy, hot breakfast.

9:00 AM
10:30 AM

GENERAL SESSION

Kick-start the day with inspiration from luminary speakers that will stimulate your sense of innovation and spark new ways of thinking.

Welcome & Executive Address

Peter Isaacson, CMO, Demandbase
Chris Golec, Founder & CEO, Demandbase

Laura Ipsen

GM & SVP, Oracle Marketing Cloud

Robert Fogarty

Founder, Dear World



Peter Isaacson



Chris Golec



Laura Ipsen



Robert Fogarty

TRACK SESSIONS ▼

This year's session line-up includes innovative success stories from B2B leading brands, as well as insights from industry thought leaders and ABM practitioners.

10:45 AM ► **SESSION 1**
11:30 AM

B2B Innovation

Thimaya Subaiya

SVP, Marketing & Operations, Salesforce

New World of Marketing: The Perfect Customer Experience Management

- As customers are faced with increasing choice and access to information, it's imperative for B2B marketers to anticipate and solve for the needs of their customers. How do you provide customers with a targeted, relevant experience that fits exactly to their needs? In this session, Thimaya Subaiya will discuss the future of marketing technology and lay the vision for an end-to-end marketing solution that engages your customers in real time.

ABM Thought Leadership

Rohit Prabhakar

Head of Digital Marketing & Technologies, McKesson

Driving Customer Centric Innovation with ABM + AI - Digital transformation is more critical than ever for B2B, but when it comes to implementing new technology, it can be challenging to determine what, how and when. Leading innovator Rohit Prabhakar argues that customer centricity should be the guiding principle behind change management. In this presentation, he will share how he applied this best practice in bringing two innovations – ABM and AI – to his organization.

ABM Success Stories

Eric Martin

VP of Customer Experience Marketing, SAP North America

Barry Angeny

Sr. Director, Integrated Media - Brand Advertising, SAP Global Marketing

Scaling ABM Programs: Accelerating the Sale with Personalization - An ABM strategy can live at several different levels of scale depending on the goal. SAP is no newbie to ABM, and has successfully taken several ABM initiatives to a wider segment of its customer base. Join Eric Martin and Barry Angeny, as they cover how SAP has scaled personalization and web recognition from 1:1 ABM plans to targeting thousands of accounts. By learning how SAP improved marketing performance and accelerated sales cycles, you'll walk away with key insights into how to scale ABM tactics within your organization from those blazing the trail of ABM's success.

TRACK SESSIONS ▼11:45 AM ► **SESSION 2**
12:30 PM**B2B Innovation****Matt Heinz**

President, Heinz Marketing

Profit Center Marketing - It's easy for Marketing to talk about revenue responsibility. But living that promise is another thing entirely. Too many marketers still promote activities over results, quantity over quality. Operating Marketing as a profit center requires complete alignment at every level of the organization, as well as a fundamental shift in daily behavior. What does it take to transform your team from a perceived cost center to a business-leading profit center? This interactive session will cover best practices from those who have made that shift, along with new insights and a blueprint for managing that kind of change in your organization.

ABM Thought Leadership**Patrice Greene**

President & Co-Founder, Inverta

Sally DubyGeneral Manager, West,
The Bridge Group, Inc.

Account-Based Revenue: an Executive-Level Love Story - One of the keys to ABM success is getting executives in Sales and Marketing to collaborate, but that's often easier said than done. Patrice Greene (Inverta) and Sally Duby (The Bridge Group) help companies to overcome this challenge every day, and in this session, they'll re-enact the tough scenarios sales and marketing executives face when bringing ABM to life. Learn why and how a joint strategy from the top down leads to account-based revenue.

ABM Success Stories**Jessica Fewless**Sr. Director, Field & Partner Marketing,
Demandbase

ABM Road Warrior: Lessons Learned from over 100 Customer Meetings - Since Demandbase sells to marketers, our Sales team uses the Demandbase Marketing team like most others use SE's. But instead of talking product, we talk ABM! In this session, Jessica Fewless will cover the top questions and concerns we've heard during more than 100 customer visits over the past 12 months, and how we've helped marketers solve key challenges to execute successful ABM strategies.

12:30 PM **LUNCH**
1:45 PM

Talk shop with like-minded B2B marketers while you enjoy a gourmet lunch. Birds of a Feather tables on key topics also available with seating on a first-come, first-served basis.

TRACK SESSIONS ▼1:45 PM
2:30 PM▶ **SESSION 3****B2B Innovation****Alison Wagonfeld**

VP Marketing, Google Cloud

Marketing Meets Science - As the Cloud industry emerges and matures, Google Cloud marketers have focused on bringing scale to their operations through machine learning and data science. In this talk, Alison Wagonfeld walks through two case studies that span user journey stages and market segments, while also talking to the broader cultural shift toward data-driven marketing and the technology bringing it to life.

ABM Thought Leadership**Matt Senatore**Service Director, ABM,
SiriusDecisions

The 2017 State of ABM: Key Trends and Business Impact - ABM is all the rage in B2B, and for good reasons. But the question still remains, does it work? In this session, Matt Senatore will address that question with select findings from the SiriusDecisions ABM Command Center, a state-of-the-art research and reporting tool that collects and benchmarks a B2B organization's ABM strategy, investments and results. Additionally, this session will use client data to demonstrate the business impact that organizations can make when properly implementing ABM.

ABM Success Stories**Chris Bondhus**Senior Director, Demand Generation,
Brightcove

Making of an ABM Strategy: Behind the Curtain of Brightcove's Adoption of ABM - A year into adopting an ABM strategy, Chris Bondhus shares Brightcove's story, highlighting tips for success and outlining challenges to avoid when rolling out ABM at your organization. From list creation to personalizing the buyers' journey, Chris will offer insight into how ABM is aligning Sales and Marketing while improving Brightcove's pipeline with analytics and video engagement.

TRACK SESSIONS ▼2:45 PM
3:30 PM ▶ **SESSION 4****B2B Innovation****Christopher Penn**Vice President of Marketing Technology,
SHIFT Communications

Cognitive Marketing: How AI and Deep Learning Will Change Marketing Forever - In this riveting talk described by CMOs as “the train headed for us we didn’t see”, you’ll learn the difference between AI and machine learning, how cognitive marketing is in use today in content creation, analytics, and conversation, and what the road ahead looks like. Walk away with a clear map of what your company needs to do to survive the age of AI, how to position your career for personal success, and the three key roles every company will need to thrive. The future will be here sooner than you think!

ABM Thought Leadership**Craig Rosenberg**

Chief Analyst & Co-Founder, TOPO

Kristina McMillan

Director of Research, TOPO

Account-Based Sales Development: The Fastest Path to ROI - Almost everyone agrees that ABM is a good idea, but when it comes to execution, there’s still some confusion, especially in the hand-off from demand gen to the SDR team. But companies who were most successful in their first year of ABM have something in common: account-based sales development and orchestration were a top priority. In this session, TOPO Analysts Craig Rosenberg and Kristina McMillan will share how to implement an effective orchestration strategy – sharing the necessary framework, best practices, and real-life examples of successful programs.

ABM Success Stories**Laura Drake**SVP Global Field & Partner Marketing,
CA Technologies**Erica Short**Global Account-Based Marketing Manager,
CA Technologies

The Road to ABM: CA’s Journey to an Account-Focused Strategy - While there were pockets of ABM in practice, it wasn’t until recently that CA Technologies decided to embrace it head on. And while taking this direction is one thing, actually getting the entire organization mobilized around it is another. Laura Drake and Erica Short from CA will walk you through their journey and how they leveraged Agile methodology and Big Room Planning to get the team on board.

3:30 PM
5:15 PM

GENERAL SESSION

Mark Phillips

Digital VP, McKinsey & Company

Jake Knapp

Designer and author of “Sprint”



Mark Phillips



Jake Knapp

5:15 PM
7:15 PM

CLOSING RECEPTION

Close out the 2017 Summit in San Francisco style with world-class cocktails and unforgettable cuisine.

SPEAKERS

This year's roster of speakers promises to deliver powerful, practical insights that can help you close deals faster and build your brand.
Additional speakers to be announced soon.

KEYNOTE SPEAKERS



Mark Phillips
Digital VP, McKinsey & Company



Robert Fogarty
Founder, Dear World



Laura Ipsen
GM & SVP, Oracle Marketing Cloud



Jake Knapp
Designer and Author of "Sprint"



Chris Golec
Founder & CEO, Demandbase



Peter Isaacson
CMO, Demandbase

SESSION SPEAKERS



Alison Wagonfeld
VP, Marketing
Google Cloud



Rohit Prabhakar
Head of Digital Marketing
& Technologies
McKesson



Jessica Fewless
Sr. Director,
Field & Partner Marketing,
Demandbase



Matt Senatore
Service Director,
Account-Based Marketing
SiriusDecisions



Thimaya Subaiya
SVP, Marketing &
Operations
Salesforce



Craig Rosenberg
Chief Analyst
& Co-Founder
TOPO



Patrice Greene
President
Inverta



Eric Martin
VP of Customer
Experience Marketing,
SAP North America



Kristina McMillan
Director of Research
TOPO



Matt Heinz
President
Heinz Marketing



Christopher Penn
VP, Marketing Technology
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Chris Bondhus
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Barry Angeny
Sr. Director, Integrated
Media - Brand Advertising
SAP Global Marketing



Laura Drake
SVP Global Field &
Partner Marketing, CA
Technologies



Erica Short
Global Account-Based
Marketing Manager, CA
Technologies

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