

NEW YORK CITY

NOVEMBER 16, 2018

KEYNOTES BY



SiriusDecisions ►

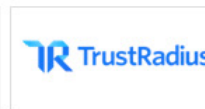
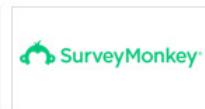
Gartner

Disruption - the good kind - happens when you bring together the best and brightest B2B Product Marketers to learn, share, incite and inspire! That's the idea behind the Product Marketing Community, part workshop, and part networking forum, created by Product Marketers, for Product Marketers.

8:15-9:00	BREAKFAST
9:00-9:15	Welcome: Rowan Noronha, Founder, Product Marketing Community and Cate Zovod, MC, Sr Director, Product Marketing, Cognizant Accelerator
9:15-9:25	Nick Tzitzon, Executive VP, Marketing and Communications, SAP Architects of Growth in the Digital Era
9:30-9:50	Sridhar Ramanathan, Managing Director & Co-Founder, Aventi Group Product Marketing: Practical Steps to Becoming an Architect of Growth
9:55-11:05	SECTION 1: Creating Messaging Founded on Market & Buyer
9:55-10:15	KEYNOTE: Dave Daniels, VP Customer Success, Pragmatic Marketing The Cup Holder Conundrum, Speaking the Language of Your Buyer
10:20-10:35	INSIGHTS. APPLIED.: Ryan Sorley, Founder, DoubleCheck Research Act With Intelligence: Messaging Founded on Win/Loss Analysis
10:40-10:55	SPOTLIGHT: Russ Somers, VP Marketing, TrustRadius Buyers Want the Brutal Truth, Not Slick Messaging
11:00-11:10	MC Q&A
11:10-11:25	BREAK
11:25-12:40	SECTION 2: A Strategic Approach to Launch
11:25-11:45	KEYNOTE: Jeff Lash, VP & Group Director, Product Management Research and Advisory Services, SiriusDecisions Taking a Strategic Approach to Launch for Better Business Results

11:50-12:05	INSIGHTS. APPLIED.: Dave Koslow, COO & Co-Founder, DocSend Missed Opportunities: Often Overlooked Tactics That Take Your Launch from Good to Great
12:10-12:25	SPOTLIGHT: Travis Kaufman, VP Product Growth, Aprinsic How to Turn Your Product into a Growth Engine
12:30-12:40	MC Q&A
12:40-1:30	Hot Buffet Lunch
1:30-2:40	SECTION 3: Driving more Revenue with the Right Sales Enablement Programs
1:30-1:50	KEYNOTE: Michele Buckley, Research Director, Gartner Win by Helping Sales to Understand and Embrace the Customer's Situation
1:55-2:10	INSIGHTS. APPLIED.: Jonathan Hinz, Director of Product Marketing & Sales Enablement, Seismic Bridging the Sales and Marketing Gap: A Better B2B Buyer Experience
2:15-2:30	INSIGHTS. APPLIED.: Jason Smith, CEO & Co-Founder, Klue Capturing & Leveraging Competitive Intelligence to Drive Business Growth
2:30-2:40	MC Q&A
2:45-3:30	THOUGHTEXCHANGE PRESENTS... Interactive roundtable discussions of the most pressing PMC topics, as selected by you!
3:30-4:30	PRIZES. NETWORKING with cocktails

OUR PARTNERS



HOW TO REACH US

www.productmarketingcommunity.com

