

NEW YORK CITY

NOVEMBER 16, 2018

KEYNOTES BY



SiriusDecisions ►

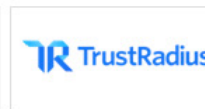
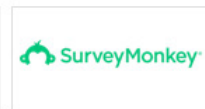
Gartner

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.

8:30-9:30	BREAKFAST
9:10-9:30	Nick Tzitzon, EVP 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
9:50-11:00	SECTION 1: Creating Messaging Founded on Market & Buyer
9:50-10:15	KEYNOTE: TBA, Pragmatic Marketing The Cup Holder Conundrum, Speaking the Language of Your Buyer
10:15-10:35	INSIGHTS. APPLIED.: Ryan Sorley, Founder, DoubleCheck Research Act With Intelligence: Messaging Founded on Win/Loss Analysis
10:35-10:55	SPOTLIGHT: Vinay Bhagat, Founder & CEO, TrustRadius Buyers Want the Brutal Truth, Not Slick Messaging
10:55-11:10	MC Q&A
11:10-11:25	BREAK
11:25-12:50	SECTION 2: A Strategic Approach to Launch
11:25-11:50	KEYNOTE: Jeff Lash, VP & Group Director, Product Management Research and Advisory Services, SiriusDecisions Taking a Strategic Approach to Launch for Better Business Results

11:50-12:10	INSIGHTS. APPLIED.: TBA TBA
12:10-12:30	SPOTLIGHT: Travis Kaufman, VP Product Growth, Aptinsic Become the Catalyst For Product Launch Success
12:30-12:50	MC Q&A
12:50-1:45	Hot Italian Buffet LUNCH
1:45-3:10	SECTION 3: Driving more Revenue with the Right Sales Enablement Programs
1:45-2:10	KEYNOTE: Michele Buckley, Research Director, Gartner Win by Helping Sales to Understand and Embrace the Customer's Situation
2:10-2:30	INSIGHTS. APPLIED.: Jason Smith, CEO & Co-Founder, Klue Capturing & Leveraging Competitive Intelligence to Drive Business Growth
2:30-2:50	INSIGHTS. APPLIED.: Jonathan Hinz, Director of Product Marketing & Sales Enablement, Seismic TBA
2:50-3:10	MC Q&A
3:10-3:45	THOUGHTEXCHANGE PRESENTS... Interactive roundtable discussions of the most pressing PMC topics, as selected by you!
3:45-4:30	PRIZES. NETWORKING with cocktails

OUR PARTNERS



HOW TO REACH US

www.productmarketingcommunity.com

