

SAN FRANCISCO

OCTOBER 5, 2018

KEYNOTES BY



SiriusDecisions ▶ Gartner

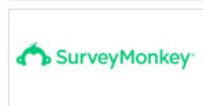
Hosted by 

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	Alison Biggan, Global Head Product Marketing, 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
9:50-11:35	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
10:55-11:15	Christine Rimer, Vice President, Product Marketing and Voice of Customer, SurveyMonkey TBA
11:15-11:35	MC Q&A
11:35-11:50	BREAK
11:50-1:15	SECTION 2: A Strategic Approach to Launch
11:50-12:15	KEYNOTE: Barbara Winters, Research Director, SiriusDecisions Taking a Strategic Approach to Launch for Better Business Results

12:15-12:35	INSIGHTS. APPLIED.: TBA, LinkedIn Products Are Like Rockets: How to Move from Launch-As-You-Go to an Actual Launch Process
12:35-12:55	SPOTLIGHT: Travis Kaufman, VP Product Growth, Aprinsic Become the Catalyst For Product Launch Success
12:55-1:15	MC Q&A
1:15-2:00	Hot Italian Buffet LUNCH
2:00-3:45	SECTION 3: Driving more Revenue with the Right Sales Enablement Programs
2:00-2:25	KEYNOTE: Michele Buckley, Research Director, Gartner Win by Helping Sales to Understand and Embrace the Customer's Situation
2:25-2:45	INSIGHTS. APPLIED.: Jason Smith, CEO & Co-Founder, Klue Capturing & Leveraging Competitive Intelligence to Drive Business Growth
2:45-3:05	INSIGHTS. APPLIED.: Jonathan Hinz, Director of Product Marketing & Sales Enablement, Seismic TBA
3:05-3:25	INSIGHTS. APPLIED.: Daniel Kuperman, Director of Product Marketing, MindTickle How to Transform Sales Enablement Into Your Competitive Advantage
3:25-3:45	MC Q&A
3:45-4:15	THOUGHTEXCHANGE PRESENTS... Interactive roundtable discussions of the most pressing PMC topics, as selected by you!
4:15-5:30	PRIZES. NETWORKING with cocktails

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