

SAN FRANCISCO

OCTOBER 5, 2018

KEYNOTES BY



SiriusDecisions ▶

Gartner

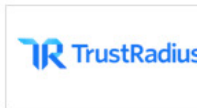
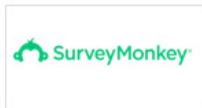
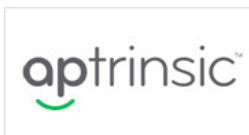
Hosted by 

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.

8:15-9:00	BREAKFAST
9:00-9:05	Welcome: Rowan Noronha, Founder, Product Marketing Community and Cate Zovod, MC, Sr Director, Product Marketing, Cognizant Accelerator
9:05-9:25	Sridhar Ramanathan, Managing Director & Co-Founder, Aventi Group Product Marketing: Practical Steps to Becoming an Architect of Growth
9:30-11:15	SECTION 1: Creating Messaging Founded on Market & Buyer
9:30-9:50	KEYNOTE: Dave Daniels, VP Customer Success, Pragmatic Marketing The Cup Holder Conundrum, Speaking the Language of Your Buyer
9:55-10:10	INSIGHTS. APPLIED.: Ryan Sorley, Founder, DoubleCheck Research Act with Intelligence: Messaging Founded on Win/Loss Analysis
10:15-10:30	SPOTLIGHT: Vinay Bhagat, Founder & CEO, TrustRadius Buyers Want the Brutal Truth, Not Slick Messaging
10:35-10:50	INSIGHTS. APPLIED.: Christine Rimer, VP, Product Marketing and Voice of Customer, SurveyMonkey Earn Trust and Drive Growth by Taking Feedback to Heart
10:55-11:15	MC Q&A
11:15-11:30	BREAK
11:30-12:55	SECTION 2: A Strategic Approach to Launch
11:30-11:50	KEYNOTE: Barbara Winters, Research Director, SiriusDecisions Taking a Strategic Approach to Launch for Better Business Results

11:55-12:10	INSIGHTS. APPLIED.: Sudeep Cherian, Director, Head of Global Product Marketing, LinkedIn Products Are Like Rockets: How to Move from Launch-As-You-Go to an Actual Launch Process
12:15-12:30	SPOTLIGHT: Mickey Alon, Founder & CEO, Aptrinsic How to Turn Your Product into a Growth Engine
12:35-12:55	MC Q&A
12:55-1:45	Hot Buffet Lunch
1:50-3:45	SECTION 3: Driving more Revenue with the Right Sales Enablement Programs
1:50-2:10	KEYNOTE: Michele Buckley, Research Director, Gartner Win by Helping Sales to Understand and Embrace the Customer's Situation
2:15-2:30	INSIGHTS. APPLIED.: Jason Smith, CEO & Co-Founder, Klue Capturing & Leveraging Competitive Intelligence to Drive Business Growth
2:35-2:50	INSIGHTS. APPLIED.: Jonathan Hinz, Director of Product Marketing & Sales Enablement, Seismic Bridging the Sales and Marketing Gap: A Better B2B Buyer Experience
2:50-3:05	INSIGHTS. APPLIED.: Daniel Kuperman, Director of Product Marketing, MindTickle How to Transform Sales Enablement Into Your Competitive Advantage
3:10-3:30	MC Q&A
3:35-4:15	THOUGHTEXCHANGE PRESENTS... Interactive roundtable discussions of the most pressing PMC topics, as selected by you!
4:15-5:30	PRIZES. NETWORKING with cocktails

OUR PARTNERS



HOW TO REACH US

www.productmarketingcommunity.com

