

# GUIDE TO THE MARKETING INNOVATION SUMMIT FOR B2B

April 20-21, 2016 | Pier 27, San Francisco

Bringing together B2B's best and brightest innovators and thought leaders

## INSPIRATIONAL KEYNOTE SPEAKERS PLUS A SPECIAL GUEST



**Gina Bianchini**  
CEO & Founder,  
Mightybell



**Nir Eyal**  
Author of bestseller,  
*Hooked: How to Build  
Habit-Forming Products*



**Kevin Akeroyd**  
General Manager and  
Senior Vice President,  
Oracle Marketing Cloud



**Kumail Nanjiani**  
Stand-up comedian  
and star of HBO's  
*Silicon Valley*

## INNOVATIVE SUCCESS STORIES FROM LEADING B2B BRANDS AND INDUSTRY LEADERS



### Account-Based Marketing



**Matt Heinz**  
*President, Heinz Marketing*  
Eight Keys for Integrating ABM with Your  
Sales Team's Existing Target Account



**Sander Arts**  
*VP of Marketing, Atmel*  
Account-Based Marketing as a Key  
Differentiator in a Commoditized Market



**Megan Heuer**  
*VP & Group Director, SiriusDecisions*  
ABM: The Revolution Grows



### B2B Thought Leadership



**Jill Rowley**  
*Chief Evangelist of #SocialSelling*  
Social Selling for the B2B Marketer



**Delphine Cherewick**  
*Digital Marketing Lead, Dell*  
Agile Innovation for the B2B Marketer



**Mathew Sweezey**  
*Principal of Marketing Insights, Salesforce*  
Going Beyond the Empowered Buyer:  
The Next Five Mega Marketing Challenges



**Darian Shirazi**  
*CEO, Radius*  
Insight to Action: How Predictive Analytics  
Accelerates B2B Marketing Success



### Innovation & Technology



**Jeremy Bloom**  
*CEO, Integrate*  
Forget Bernie & Trump — Demand  
Orchestration is this Year's Revolution



**Adam Blitzer**  
*SVP & GM Pardot, Salesforce*  
Sales and Marketing: The New  
Power Couple Has Arrived



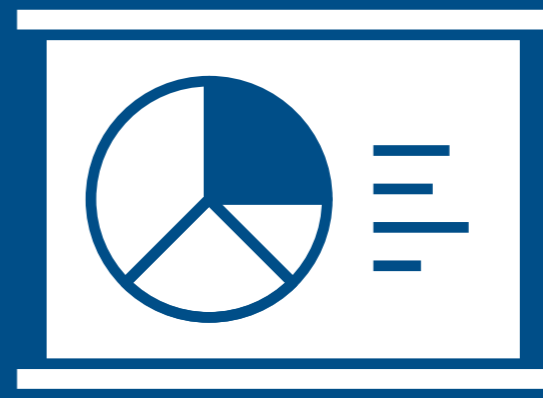
**Nick Edouard**  
*Co-founder, President & CMO, LookBookHQ*  
Bet on Bingeing: Why Content Consumption  
is the Key to Better Conversion



**Andy Markowitz**  
*GM, Performance Marketing Labs, GE*  
The Race to Accountability  
in a Time of Uncertainty

## TOP 5 REASONS TO ATTEND

**1 New Research**  
Learn the latest Account-Based  
Marketing trends with a just-released  
report from SiriusDecisions



**2 ABM Certification**  
Become an Account-Based Marketing  
guru with our full-day certification  
course (included in registration)



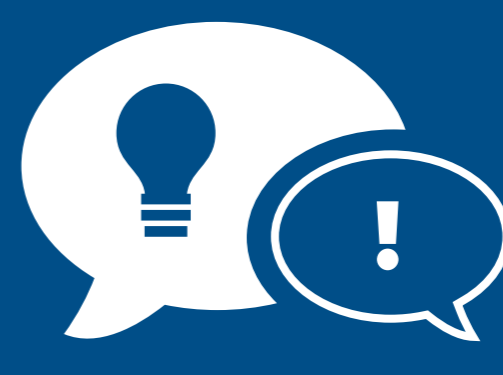
**3 Customer Workshops**  
Make the most of your Demandbase  
investments with hands-on workshops  
led by our best product experts



**4 Keynotes & Special Guest**  
Gina Bianchini and Nir Eyal, plus a  
special performance by Kumail Nanjiani,  
star of HBO's *Silicon Valley*



**5 Networking & Receptions**  
Mingle and share ideas with more than  
500 innovative practitioners and thought  
leaders from leading companies



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