

# ANA B2B Conference @ Wells Fargo

**When:**

**Start:** Wednesday, July 10, 2019 at 9:00am

**End:** Wednesday, July 10, 2019 at 3:00pm

**Where:**

Wells Fargo

333 Market St

2nd Floor Annex

San Francisco, CA 94105

## Agenda

| TIME   | EVENT DETAILS  |
|--------|--|
| 9:00am | <b>Continental Breakfast</b>   |
| 9:30am | <b>Opening Remarks</b>   |
| 9:45am | <b>HOW TO LEVERAGE INFLUENCERS TO DRIVE BUSINESS GROWTH</b><br><br>It is well known that influencers can do much to raise awareness for a brand among target audiences. But can influencers actually be a driver of growth? Can they help transform a business? In this presentation, Kevin Sellers, Avnet's global chief marketing officer will share how partnering with a key influencer has helped not only build brand awareness but also helped create new product offerings that are expanding Avnet's business.<br><br>In this presentation you will learn:<br>How Influencers can open new doors to growth as well as brand awareness<br><br>Ways to leverage influencers beyond just external messaging but as ambassadors of business transformation<br>How the right partnerships can lead to new product/service offerings that expand business opportunities<br><br><b>Kevin Sellers</b> |

| TIME    | EVENT DETAILS   |
|---------|---|
|         | Chief Marketing Officer, Avnet  |
| 10:25am | <p data-bbox="378 363 898 394"><b>DRIVING GROWTH FOR YOUR BRAND</b></p> <p data-bbox="378 436 1414 741">A seasoned marketing leader, Eric shares key insights from his experiences on both the agency and client side such as advertising, demand generation, channel marketing, Web, social, research and analytics. Passionate about evolving marketing capabilities and organizations to stay at the leading edge of marketing, Eric also serves as a board member and president of the ANA Business Marketing Northern California chapter, leading roundtables and many other chapter initiatives.</p> <p data-bbox="378 772 568 804"><b>Eric Andrews</b></p> <p data-bbox="378 814 1328 846">Vice President, Demand Operations, Cloud Infrastructure Group Oracle</p>  |
| 11:05am | <b>Networking Coffee Break</b>  |
| 11:15am | <p data-bbox="378 993 998 1024"><b>POWERFUL WAYS TO EMPOWER YOUR TEAM</b></p> <p data-bbox="378 1077 438 1108">TBD</p>  |
| 11:55am | <p data-bbox="378 1182 1177 1213"><b>ACCOUNT BASED MARKETING AS YOUR GROWTH ENGINE</b></p> <p data-bbox="378 1255 1414 1476">Founder and CEO of MomentumABM, Alisha shares learnings from her experiences delivering maximum ROI for category leaders including Amazon, Oracle and Microsoft. Passionate about marketing that matters and pioneer of the Account Based Marketing movement, Alisha also hosts Account Based Marketing podcast.</p> <p data-bbox="378 1507 844 1539">In this discussion, Alisha will cover:</p> <ul data-bbox="378 1591 1414 1770" style="list-style-type: none"> <li>How organisations can transform their go to market efforts, shift perceptions and grow their most important customers</li> <li>Tips on how to get started and where you'll see the biggest impact</li> <li>Learnings from the trenches including what to watch for</li> </ul> <p data-bbox="378 1801 584 1833"><b>Alisha Lyndon</b></p> <p data-bbox="378 1843 1096 1875">Founder and Chief Executive Officer MomentumABM</p> |

| TIME    | EVENT DETAILS  |
|---------|--|
| 12:35pm | <b>Networking Lunch</b>  |
| 1:25pm  | <p data-bbox="380 327 997 359"><b>POWERFUL WAYS TO EMPOWER YOUR TEAM</b></p> <p data-bbox="380 407 1390 617">In today's marketing world, digital transformation is a constant. As the director of content and communications at ThoughtSpot, a leader in search &amp; AI-driven analytics for the enterprises, Ryan Mattison couples his understanding of the tech stack and engineering with his belief in enabling and empowering people of the company as real asset.</p> <p data-bbox="380 653 1089 726"><b>Ryan Mattison</b><br/>Director, Content and Communications ThoughtSpot</p> |
| 3:00pm  | <b>Conference Adjourns</b>   |