

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	Continental Breakfast
9:30am	Opening Remarks
9:45am	HOW TO LEVERAGE INFLUENCERS TO DRIVE BUSINESS GROWTH 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. In this presentation you will learn: How Influencers can open new doors to growth as well as brand awareness Ways to leverage influencers beyond just external messaging but as ambassadors of business transformation How the right partnerships can lead to new product/service offerings that expand business opportunities Kevin Sellers

TIME	EVENT DETAILS
	Chief Marketing Officer, Avnet
10:25am	<p data-bbox="380 365 896 399">DRIVING GROWTH FOR YOUR BRAND</p> <p data-bbox="380 441 1414 743">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="380 777 568 810">Eric Andrews</p> <p data-bbox="380 819 1328 852">Vice President, Demand Operations, Cloud Infrastructure Group Oracle</p>
11:05am	Networking Coffee Break
11:15am	<p data-bbox="380 1003 997 1037">POWERFUL WAYS TO EMPOWER YOUR TEAM</p> <p data-bbox="380 1079 438 1113">TBD</p>
11:55am	<p data-bbox="380 1184 1179 1218">ACCOUNT BASED MARKETING AS YOUR GROWTH ENGINE</p> <p data-bbox="380 1260 1414 1474">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="380 1516 847 1549">In this discussion, Alisha will cover:</p> <ul data-bbox="380 1596 1414 1768" style="list-style-type: none"> How organisations can transform their go to market efforts, shift perceptions and grow their most important customers Tips on how to get started and where you'll see the biggest impact Learnings from the trenches including what to watch for <p data-bbox="380 1806 584 1839">Alisha Lyndon</p> <p data-bbox="380 1848 1094 1881">Founder and Chief Executive Officer MomentumABM</p>

TIME	EVENT DETAILS
12:35pm	Networking Lunch
1:25pm	<p data-bbox="380 327 997 359">POWERFUL WAYS TO EMPOWER YOUR TEAM</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 & 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">Ryan Mattison Director, Content and Communications ThoughtSpot</p>
3:00pm	Conference Adjourns