



Circulate 2017
Keynote & Panel Speaker Abstracts

Ashu Garg
General Partner, Foundation Capital

Why a 10X Increase in MarTech Spend Is Ushering in the Decade of the CMO

Gartner estimates that by 2017 CMOs will begin to spend more on technology than their CIO counterparts, elevating the role of the CMO and bringing them the tools they need to do more and do it more effectively. This session will explore how this shift is ushering in the 'Decade of the CMO,' and the impacts it will have beyond the marketing department. Ashu will offer first-hand insight into changing buyer behavior, discussing how these shifts are remaking marketing as a technical discipline and influencing the ways that marketers interact with buyers.

Bonnie Crater
President and CEO, Full Circle Insights
The Insights Economy

As marketers and sales professionals we're now operating in a world that is data-rich. In fact, IDC predicts that the 'digital universe' will reach 180 zettabytes in 2025. There's a new economy that is emerging - the Insights Economy - that focuses on harvesting big insights that drive growth and change. Much like the industrial economy that deals in physical goods and firms source raw materials like oil and then turn them into products, in the Insights Economy, data is the raw material. People, applications, and artificial intelligence process the raw data into Insights, which are more valuable than the data alone.

Panel Discussion: The Chief Revenue Officer - The New Suite Spot!

Moderator: Andrew Gaffney, Editor, Demand Gen Report

Panelists: Cari Baldwin, CRO, Square2Marketing; John Donlon, Senior Research Director, SiriusDecisions; Steven Wastie, CRO, Origami Logic; Scott Miller, CRO, Synthio

The panel will explore this burgeoning executive position with a panel of CROs and an industry analyst on the by-product of this new role in bridging the sales and marketing divide.

Jim Sinai
Vice President Product Marketing, Salesforce Einstein

Scaling ABM Through AI and Machine Learning

Is AI just a hype? or will it deliver meaningful gains to marketing and sales? The promise of AI and machine learning is to deliver the right message to the right person at the right time. Jim Sinai, VP of Product Marketing for Salesforce Einstein will cover the latest on where the AI technology is today and the promise it holds in the immediate future.

John Donlon

Senior Research Director, SiriusDecisions

Realizing the Promise of Data-Driven Marketing

Much lip service is given to the idea of being “data-driven” but few organizations have a comprehensive vision for what that means, let alone a playbook to implement the foundational elements that would allow them to realize the benefits of a data-centric philosophy. In this presentation, we’ll share an architecture and process framework for developing a truly data-driven marketing organization, along with tools and templates to operationalize it from the CMO to the individual contributor.

Tom Seclow

Partner, Spencer Stuart

What CEO’s Look for in a CMO

It’s the best of times and the worst of time to be a marketer. Come hear from one of the world's leading global executive search and leadership consulting firms on what the expectations are of today’s CMOs.

AJ Agrawal

Founder, Verma Media

10 Ways to Bridge the Gap With Millennial Marketers

The millennial generation is taking the workforce by storm. So how can seasoned marketers better get along with their younger counterparts? In a candid, quick fire discussion, find out what millennial marketers want you to know about them, and learn 10 ways in which you can to work together better to harness strengths across generations.

Patrick Renvoise

Co-Founder & Chief Neuromarketing Officer

Neuromarketing and Neuroselling: The New Sciences of Persuasion

Renvoise and his company SalesBrain pioneered the use of brain science in marketing. In this unique session you will learn the latest neuroscience discoveries to radically transform your sales and marketing performance.

Tom Fishburne

The Marketoonist

Always in Beta: Adopting a mindset for the modern digital world

There has never been a more exciting time to work in marketing and sales. With each new wave of technology, companies have access to data-driven insights to connect with their

audiences more directly and deeply than ever before. But organizations haven't quite kept pace with the potential brought by technology. Many marketers adopt new tools while still following a Mad Men-era playbook. These are the awkward adolescent years of digital. With cartoons and case studies, this talk will frame the right marketing and sales mindset needed to take advantage of the modern digital world.