



2023 MARKETING LEADERSHIP

MOMENTUM ITSMA's ANNUAL FORUM

Westin Verasa Hotel, Napa, CA

May 16th-17th

This is an invitation to inspiration. An opportunity to exchange invaluable insights with fellow ambitious marketing leaders. To share knowledge, grasp opportunities, and explore the things that matter most to you in testing times.

Our bespoke agenda looks at the latest trends, practices, and innovations in marketing strategies and tactics. We tackle critical, timely topics within a vibrant community with a common goal of achieving market-beating growth.

Agenda

MONDAY, MAY 15

5:00–7:00 pm

Welcome Reception & Pre-Registration
(Westin Verasa Hotel, Solera Courtyard)

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TUESDAY, MAY 16

8:30 am	Registration & Breakfast
9:00	Kickoff & Being a Leader During Volatile Times Alisha Lyndon, CEO, Momentum ITSMA
9:30	Strategies to Win in 2023: Mobilizing Teams for Growth Acceleration Rob Leavitt, SVP, Advisory, Momentum ITSMA Pradeep U.N., Founder/CEO, The Stories and Wisdom Company
10:30	Networking Break: Sponsored by Boardroom Insiders
11:00	The Rise of the Risk-Averse Buyer: The Latest Enterprise-Buying Insights from Momentum ITSMA's CBX (Customer Buying Index) Research Robert Hollier, Partner, Momentum ITSMA
12:00 pm	Lunch—Solera Courtyard
1:15 pm	Marketing as a Growth Engine Sharon Driscoll, VP, Industry & Top Account Engagement, IBM
2:00 pm	Hot Topic Discussions: How Do You Scale ABM? Rob Leavitt, SVP, Advisory, Momentum ITSMA How Can You Leverage New Trends in Customer Buying Behaviors? Robert Hollier, Partner, Momentum ITSMA How Do You Lead Marketing Teams through Change & Challenging Times? Julie Freeman, Consulting Director, Momentum ITSMA
3:00 pm	Networking Break: Sponsored by Uberflip
3:30 pm	Marketing Leaders Panel: Building an Agile and Growth-Oriented Culture in Marketing Facilitator: Dave Munn, Chief Community Officer, Momentum ITSMA Mona Charif, EVP & CMO, NTT DATA Services Melanie Eidson, CMO, Color Health Shuchi Sarkar, Global Head of Marketing-Segments, AWS
4:30-4:45 pm	Day One Wrap-up Dave Munn, Chief Community Officer, Momentum ITSMA
5:00–7:00 pm	Networking Reception (Westin Verasa Hotel, Oval Lawn)

WEDNESDAY, MAY 17

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8:00 am	Breakfast
8:30 am	Welcome Back & Momentum ITSMA Update: How to GROW Your Most Valuable Customers Rob Leavitt, SVP, Advisory, Momentum ITSMA
9:00 am	The Role of Diversity & Inclusion in Marketing Leadership Facilitator: Alisha Lyndon, CEO, Momentum ITSMA Mona Charif, EVP & CMO, NTT DATA Services Sharon Driscoll, VP, Industry & Top Account Engagement, IBM
9:45 am	Integrating Brand as Part of Sports Sponsorships to Support a DEI & CSR Agenda Haley Price, Head, North America Sports Sponsorships, Tata Consultancy Services
10:30 am	Networking Break: Sponsored by Demandbase
11:00 am	ABM Leaders Panel: 20 Years On: The Progress and Challenges of ABM Facilitator: Rob Leavitt, SVP Advisory, Momentum ITSMA Marlowe Fenne, Americas ABM Lead, Cloudflare Danny Nail, Director, Global ABM COE Leader, Salesforce Anna Thompson, Global ABM Director, Capgemini
11:45 am	Final Thoughts & Conference Wrap-Up Alisha Lyndon, CEO, Momentum ITSMA Robert Hollier, Partner, Momentum ITSMA Rob Leavitt, SVP, Advisory, Momentum ITSMA Dave Munn, Chief Community Officer, Momentum ITSMA
12:00 pm	Boxed Lunch/Forum Ends Attendees are welcome to enjoy their meal in the Solera Courtyard for further networking
2:00 pm	ABM Council Meeting* Co-Host: Dave Munn, Chief Community Officer, Momentum ITSMA Co-Host: Rob Leavitt, SVP, Advisory, Momentum ITSMA *Invite-only, members of Momentum ITSMA's ABM Council

Please note: Momentum ITSMA reserves the right to make changes or substitutions to this event.