

# Rethink: The Future of Client-Centric GTM

June 24, 2025  
County Hall, London

Agenda correct as of May 14, 2025

## Rethink: The Future of Client-Centric GTM June 24, County Hall, London

Time	Title
8.30-9.00	<b>Registration and Light Breakfast</b>
9.00-9.15	<b>Welcome Address</b>  Speakers: Alisha Lyndon, CEO, Momentum ITSMA
9.15-10.00	<b>Keynote: Client-Centricity: From Ambition to Advantage</b>  Speakers: Meta Karagianni, Chief Consulting and Growth Officer, Momentum ITSMA  Vincent Rousselet, Senior Associate, Momentum ITSMA
10.00-10.40	<b>The Client-Centric Growth Imperative: CMO Perspective</b>  Speakers: Abhinav Kumar, Global Chief Marketing Officer, Tata Consultancy Services  Patrick Xhonneux, Senior Vice President Global Marketing, SAS
10.40-11.15	<b>Coffee Break &amp; Networking</b>  Ask the Expert: 1:1 Sessions
11.15-11.20	<b>Movement Break</b>
11.20-12.00	<b>Breakout Tracks</b>

	Track 1: Innovate and Grow with ABM	Track 2: Build Trust and Accelerate Growth with Thought Leadership
	<b>Revitalizing ABM: Ensuring Strategic Alignment and Long-Term Investment for Sustainable Growth</b>  Speakers: Alisha Lyndon, CEO, Momentum ITSMA	<b>From Top of Mind to Bottom Line: Activating Thought Leadership Across the Buyer Journey</b>  Speakers: Mark Wellings, Executive Director, Thought Leadership, Momentum ITSMA  Aggie Anthimidou, Senior Marketing Lead, Global Industry Marketing, LinkedIn  Amy Curnow, Associate – Data Centres and Europe Marketing Lead, Rider Levett Bucknall
12.00-13.15	<b>Lunch &amp; Networking</b>  12.20-12.50 – Demandbase Spotlight Session  12.20-12.50 – Turtl Spotlight Session	
13.10-13.15	<b>Movement Break</b>	
13.15-13.55	<b>Breakout Tracks</b>	
	Track 1: Innovate and Grow with ABM	Track 2: Build Trust and Accelerate Growth with Thought Leadership

	<b>From Pilot to Powerhouse: A Strategic Guide to Scaling ABM</b>  Speakers: Alex Brayshaw, Senior Consultant, Momentum ITSMA  Lucinda Dobinson, Senior Consultant, Momentum ITSMA	<b>Insight to Influence: Crafting Brand Value and Thought Leadership</b>  Speakers: Sarah DeFreitas, Executive Director, Research, Momentum ITSMA  Mark Wellings, Executive Director, Thought Leadership, Momentum ITSMA  Will Sturgeon, Head of Content and Thought Leadership, PwC
13.55-14.00	<b>Movement Break</b>	
14.00-14.40	<b>Breakout Tracks</b>	
	<b>Track 3: Embed Client-Centricity Across the Organization</b>	<b>Track 4: Break Bad Habits to Ignite Client-Led Growth</b>
14.00-14.40	<b>From Chaos to Clarity: Go-to-Market Orchestration and Alignment</b>  Speakers: Meta Karagianni, Chief Consulting and Growth Officer, Momentum ITSMA  Carrie Rediker, Principal Consultant, Momentum ITSMA	<b>Insight to Action: Using Critical Client Insights to Underpin Client-Led Strategies</b>  Speakers: Sarah DeFreitas, Executive Director, Research, Momentum ITSMA  Melanie Hill, Chief Marketing Officer, Chambers and Partners

	Track 3: Embed Client-Centricity Across the Organization	Track 4: Break Bad Habits to Ignite Client-Led Growth
14.45-15.25	<b>Stronger Together: How the Partner Ecosystem is Key to Transformative Growth</b>  Speakers: Guy Phillips, Partner, Momentum ITSMA  Will Nicholls, Chief Client Officer, Momentum ITSMA	<b>Less Guesswork, More Gears: Tune Your Content Engine for Growth</b>  Speakers: Marcia Trask, Principal Consultant, Content Practice, Momentum ITSMA  Laila Beswick, VP Marketing, International, Celonis
15.25-15.55	<b>Networking Break</b>  Ask the Expert: 1:1 Sessions	
15.55-16.30	<b>Client Vignettes: Stories from the Field</b>	
16.30-17.15	<b>Keynote: Your Roadmap for Building a Future-Ready and Change-Ready Marketing Team</b>  Speakers: Meta Karagianni, Chief Consulting and Growth Officer, Momentum ITSMA  Jo Connolly, Director, Learning and Development, Momentum ITSMA	
17.15-17.30	<b>Closing Remarks</b>  Speakers: Alisha Lyndon, CEO, Momentum ITSMA	
17.30-18.30	<b>Drinks Reception &amp; Networking</b>	