

B2B Marketing

IGNITE USA 2021

Agenda

June 2–3, 2021 • Virtual • #B2BIgniteUSA

		Main stage		
		Brand and content strategy	Insight and intelligence	Growth
Keynote	<p>From B2B to DEI: Unpacking why B2B marketing is all about content <i>Shanita Akintonde, podcaster, author, professional speaker, L.O.V.E. doctor, Columbia College Chicago</i></p>			
	<p>Panel: How to address 2021 B2B DEI challenges in your organization Moderator: <i>Katie Martell, marketing and communications consultant, producer, author, Woke-Washed</i> <i>Karen McFarlane, CMO, Kaye Media + LetterShop Media; Ty Heath, director, market engagement, The B2B Institute at LinkedIn; and Lauren McCadney Williams, director, marketing delivery, CDW</i></p>			
	Session by Adobe			
Breakout tracks	Session by Acquia	<p>Why digital communities are your next big thing in B2B marketing <i>Ashley Friedlein, CEO and founder, Guild</i></p>	<p>Navigating the 'new normal' and crowdsourcing the future of work <i>Parks Blackwell, VP of marketing and client development, PMG; and Leela Srinivasan, CMO, SurveyMonkey</i></p>	
	<p>Scaling thought leadership: Four pillars to fast-track your strategy <i>Ashley Faus, content strategy lead, Atlassian</i></p>	<p>Truths and insights – Bonding organizations with storytelling, listening and AI <i>Pradeep U.N., director, customer experiences, Microsoft</i></p>		<p>CX success bridging global brand to market demand <i>David Neal, VP global accounts, Transmission, and Lance Hill, global head of commercial marketing, HP</i></p>
	<p>Keeping your brand house in order <i>Cara McCall, VP, marketing, CNA Insurance; Amanda Callahan, VP, client services, LoSasso Integrated Marketing</i></p>	<p>Session by Agent3 and Salesforce</p>		<p>Speed to market-ing <i>Randy Frisch, CMO and co-founder, Uberflip</i></p>
	<p>Building a marketing function from the ground up <i>Jessica Zall, SVP, global head of marketing and communications, Capitolis</i></p>	<p>B2B insights: Missing in action <i>Maureen Blandford, Transformation Whisperer, author</i></p>		<p>Scaling ABM to drive impactful results for individual deal cycles <i>Ruth Bradshaw, marketing consultant, Agent3; Regina Soller-Gould, senior director, Americas Marketing, Pure Storage</i></p>
	<p>Need-to-know: Essential 2021 insights into SMBs for enterprise marketers <i>Dan Gliatta, chief growth officer, Cargo</i></p>	<p>Session by The Croc</p>		<p>Executive engagements: Powered by digital <i>Anamika Gupta, director, head of customer marketing, Fujitsu Americas, Inc.</i></p>
	<p>Irrational loyalty: Building a B2B brand that attracts legions of fans <i>Deb Gabor, CEO and founder, Sol marketing</i></p>			<p>How to quickly launch a partner program that scales to drive revenue <i>Braydan Young, co-founder and chief alliances officer, and Francois Grenier, VP of partnerships, Sendoso</i></p>
	<p>The future of B2B marketing – as an industry or profession <i>Inspirational vision of the future. How tomorrow's leaders think about how it needs to evolve – and their part in it.</i></p>			
	<p>Buyer enablement backed by science: How digital content drives decisions <i>Tim Riesterer, chief strategy officer, Corporate Visions</i></p>			

		Main stage			
		Marketing operations and technology	Execution and campaigns	CX	
Keynote	It's time for growth! <i>Keith Pigues, CEO and founder, Luminas Strategy</i>				
	Leading with inclusion: The role of a B2B marketer <i>Joseph Taiano, managing director – marketing for consumer industries, Accenture</i>				
	<i>Stephen (Steffin) Harris, corporate VP; and Stephanie Ferguson, corporate VP, global demand center, Microsoft</i>				
Breakout tracks	Using technology to accelerate growth: A look ahead in account-based marketing <i>Ben Goldman, senior VP, digital, 180byTwo powered by MeritB2B; Tim Hurd, group director, client strategy, Tinuiti; Brian Jones, EVP integrated strategy, Just Global; and Anthony Carraturo, senior VP, performance marketing, MeritB2B</i>	Ashley Heaton, Brookfield Properties	Michael McLaren <i>global CEO, Merkle B2B; and Anthony Toguchi, head of institutional digital marketing, Vanguard</i>		
	You have the tech, now what? Three steps to maximize the value of your marketing technology <i>Brandi Starr, chief operating officer, Tegrta</i>	Putting your brand first: How databricks turned their purpose into profit <i>Stephanie Matlack, associate director, account management, Just Global; Stephen Schleifer, senior director, customer marketing, Databrick</i>	Digital sales enablement for B2B: From product-focused to customer-focused <i>Afonze Ali, CX and business strategist, Altudo</i>		
	The future of marketing operations: The age of execution <i>Darrell Alfonso, global marketing operations manager, Amazon web services</i>	Taming the wild, wild, west: Next gen B2B influencer marketing at Intel <i>Tatiana Natzke, VP, client services, Social Tribe; Lucinda Henry, B2B influencer engagement strategist, Intel Corporation</i>	Session by MarketOne		
	Three secrets you need to know about artificial intelligence as a digital marketer <i>Pam Didner, B2B and tech marketing consultant, author, speaker</i>	Programmatic paid social for B2B marketing <i>Sam Karow, president and founder, Effective Marketing Communication</i>	Experience, digital transformation and brand delivery: How digitization of B2B impacts brand <i>Samantha Paxson, chief marketing and experience officer, CO-OP Financial Services; Rick Milenthal, CEO, The Shipyard</i>		
		Five mistakes to avoid with a B2B customer data platform <i>David Raab, founder CDP Institute</i>	Driving impact through a unified ABM approach at scale <i>David Neal, VP global accounts, Transmission; and David Contreras, North America head of commercial marketing, HP</i>		
		Michael Barnett, CEO, InGo	Making your website your best salesperson <i>Meghan Stabler, VP, global product marketing and communications, Bigcommerce</i>		
	Keynote	Adapt and grow: How to map content to the buyer journey and show marketing ROI <i>Michael Brenner, VP of Digital Marketing, SAPs</i>			