

# EQUALITY INCLUSION BALANCE

A GUIDE TO SAASTR ANNUAL 2020



Our goal at SaaStr is to produce the most inclusive events in Cloud, and to provide the maximum opportunity for everyone, especially those from underrepresented groups, to leverage the best of what SaaStr Annual has to offer.

As part of that, we've put together this EI+B Guide, outlining programs, content, and opportunities specially designed to support these goals. We also deeply appreciate your feedback on what more we should be doing, new ideas, and what we can do better, please send that to us directly!

*Jason, Amelia, Deborah and Amy*



# DAY 1: SCALING FASTER

## TUESDAY AFTERNOON

EQUALITY, INCLUSION, + BALANCE

9:00

### SAASTR EQUALITY AND INCLUSION BRUNCH

Hilton, Market Room I-II And Affinity Patio | 9:00 - 10:00am

10:00

### WORKSHOP: USING PRIVILEGE AS AN ASSET WITH GETFEEDBACK

SHONNAH HUGHES | GLOBAL PRODUCT GROWTH & INNOVATION EVANGELIST | *GETFEEDBACK*

Marriott, San Jose Ballroom Salon V-VI | 10:00 - 10:30am

### WORKSHOP: COMPENSATION: KNOW YOUR WORTH AND NEGOTIATE YOUR BEST OFFER WITH WOMEN IN REVENUE

MARIA PERGOLINO | CMO | *ACTIVECAMPAIGN*

Marriott, San Jose Ballroom Salon III | 10:00 - 10:30am

### MOST SUCCESSFUL COMPANIES ARE MULTI-PRODUCT COMPANIES. HERE'S WHY WITH SQUARESPACE

NICOLE ANASENES | COO AND CFO | *SQUARESPACE*

Executive Ballroom | 10:00 - 10:30am

### LESSONS LEARNED FROM FOUNDING A BILLION DOLLAR COMPANY TO TAKING IT PUBLIC WITH CLOUDFLARE

MICHELLE ZATLYN | CO-FOUNDER & COO | *CLOUDFLARE*

Grand Ballroom B/C | 10:00 - 10:30am

### DEEP DIVE INTO THE BASICS OF SALES: DEAL MANAGEMENT WITH CARROT FERTILITY

BRITTANY CAULFIELD | VP OF SALES | *CARROT FERTILITY*

Lower Level Rooms, LL21E-F | 10:00 - 10:30am

10:45

### WORKSHOP: DIVERSIFYING YOUR C-SUITE, HOW YOU CAN INSTANTLY SCALE 20% FASTER! WITH WOMEN IN REVENUE

CORINNE SKLAR | CMO | *IBM IX*

Marriott, San Jose Ballroom Salon III | 10:45 - 11:15am

### GROWING PRODUCT AND ENGINEERING ORGS FROM ZERO TO IPO WITH REDPOINT VENTURES AND LOOKER

NICK CALDWELL | CPO | *LOOKER*

TOMASZ TUNGUZ | MANAGING DIRECTOR | *REDPOINT VENTURES*

Hall 3 | 10:45 - 11:15am

### WORKSHOP: HOW TO HIRE THE RIGHT PERSON TO RUN CONTENT FOR YOUR TEAM OR COMPANY WITH NOTION HQ

CAMILLE RICKETTS | HEAD OF MARKETING | *NOTION HQ*

Marriott, San Jose Ballroom Salon I-II | 10:45 - 11:15am

### DEEP DIVE SESSION: LEGAL COUNSEL AS PART OF YOUR CORE STRATEGIC TEAM

JAMIE HUREWITZ | FMR. VP OF LEGAL | *GITLAB*

Lower Level Rooms, LL21E-F | 10:45 - 11:15am

11:30

### BREAK FOR GROUP PICNIC LUNCHES

Worried about missing a session? Almost all sessions will be recorded and published on *SaaStr.com*, subscribe today and never miss a session.

# DAY 1: SCALING FASTER

## TUESDAY AFTERNOON

EQUALITY, INCLUSION, + BALANCE

1:15

### WORKSHOP: WORK SMARTER NOT HARDER - SCALING SAAS THROUGH GTM STRATEGIES THAT WORK WITH WOMEN IN REVENUE

SHARI JOHNSTON | PARTNER | *WINNING BY DESIGN*  
Marriott, San Jose Ballroom Salon III | 1:15 - 1:55pm

2:15

### HOW SLACK SCALES CUSTOMER EXPERIENCE

ALI RAYL | VP OF CUSTOMER EXPERIENCE | *SLACK*  
Grand Ballroom B/C | 2:15 - 2:45pm

### WORKSHOP: ALIGNING SALES & MARKETING WITH WOMEN IN REVENUE

JEN DIMAS | CMO | *GIGSTER*  
LAUREN GOLDSTEIN | CRO | *ANNUITAS*  
Marriott, San Jose Ballroom Salon III | 2:15 - 2:45pm

### WORKSHOP: BUILDING A NEXT-GENERATION SALES DEVELOPMENT TEAM WITH WOMEN IN REVENUE

TRACY EILER | CMO | *INSIDEVIEW*  
KELSEY ERICKS | SDR MANAGER | *INSIDEVIEW*  
Marriott, San Jose Ballroom Salon III | 2:15 - 2:45pm

### TRICKS TO BUILDING A HIGH RETENTION SALES CULTURE WITH UNITY TECHNOLOGIES

LAURA PALMER | VICE PRESIDENT, GLOBAL SALES, AMERICAS AND EMEA | *UNITY TECHNOLOGIES*  
Lower Level Rooms, LL21A-D | 2:15 - 2:45pm

### ENCODING CUSTOMER SUCCESS INTO YOUR COMPANY DNA WITH YEXT

WENDI STURGIS | CEO, YEXT EUROPE & CHIEF CLIENT OFFICER | *YEXT*  
Executive Ballroom | 2:15 - 2:45pm

### DEEP DIVE SESSION: EVERYBODY IS YOUR CUSTOMER: HOW DITCHING THE ACQUISITION FUNNEL REINVIGORATED GROWTH WITH ADROLL

JULIE ZHOU | SR. DIRECTOR OF GROWTH | *ADROLL*  
Lower Level Rooms, LL21E-F | 2:15 - 2:45pm

3:00

### SCALING TO \$100M ARR & BEYOND WITH PURPOSE AND CULTURE WITH PUPPET

YVONNE WASSENAR | CEO | *PUPPET*  
Hall 3 | 3:00 - 3:30pm

3:45

### WORKSHOP: HOW TO BUILD A BEST-IN-CLASS MARKETING TEAM FOR EACH STAGE OF GROWTH WITH WOMEN IN REVENUE

JULIA STEAD | CMO | *ALLOCADIA*  
MICHELLE BURROWS | CMO | *PROCARE SOFTWARE*  
REBECCA KLINE | GM OF GROWTH | *PAGERDUTY*  
Marriott, San Jose Ballroom Salon III | 3:45 - 4:25pm

### THE EVOLUTION FROM DEMAND GENERATION TO REVENUE MARKETING WITH FINANCIALFORCE

JESS WEIMER | VP, GLOBAL REVENUE MARKETING | *FINANCIALFORCE*  
Grand Ballroom B/C | 3:45 - 4:25pm

4:00

### HAPPY HOUR AT EQUALITY LOUNGE

Sponsorhall Hall 1+2 | 4:00 - 5:30pm

5:30

### SAASTR NIGHTS

San Jose Arts District Adjacent to San Jose Convention Center | 5:30 - 9:00pm

# DAY 2: MYTHICAL CREATURES

## WEDNESDAY MORNING

EQUALITY, INCLUSION, + BALANCE

9:00

### BRAINDATES OPEN

Various Locations, Pre-register through the app | 9:00 - 10:00am

10:00

### PLATOHQ MENTORING AND RELATED WORKSHOPS

Various Locations, Pre-register through the app | 10:00 - 11:15am

### MARKETING'S ROLE IN SCALING A SAAS COMPANY WITH ADDEPAR

NATALIE SUNDERLAND | CMO | ADDEPAR

Executive Ballroom | 10:00 - 10:30am

### 5 CUSTOMER MARKETING STRATEGIES THAT ARE GUARANTEED TO GROW YOUR BUSINESS WITH SPROUT SOCIAL

TARA ROBERTSON | HEAD OF CUSTOMER MARKETING | SPROUT SOCIAL

Lower Level Rooms, LL21A-D | 10:00 - 10:30am

10:45

### FIVE WAYS WE DOUBLED OUR PIPELINE GROWTH IN ONE YEAR WITH SPRINKLR

YOLI CHISHOLM | VP OF MARKETING | SPRINKLR

Executive Ballroom | 10:45 - 11:15am

### AMA: BUILDING AN INCLUSIVE CULTURE FOR ALL...THE TOP MISTAKES LEADERS MAKE WITH WORKDAY

CARIN TAYLOR | VICE PRESIDENT, BELONGING & CHIEF DIVERSITY OFFICER | WORKDAY

SaaStr Square Park, Q&A Stage | 10:45 - 11:15am

### 3 GLARING MISTAKES PRODUCT TEAMS TEND TO MAKE (AND HOW TO AVOID THEM) WITH ZENDESK

SHAWNA WOLVERTON | SVP OF PRODUCT | ZENDESK

Lower Level Rooms, LL21A-D | 10:45 - 11:15am

11:30

### WOMEN'S NETWORKING LUNCH - OPERATOR COLLECTIVE THROW-DOWN: THE #1 SECRET TO BUILDING A HIGH-PERFORMANCE ORGANIZATION

JJ RAMBERG | CORRESPONDENT | FMR. MSNBC

MALLUN YEN | FOUNDER & PARTNER | OPERATOR COLLECTIVE

LEYLA SEKA | VENTURE PARTNER | OPERATOR COLLECTIVE

LEXI REESE | COO | GUSTO

ELISA STEELE | CHAIRMAN OF THE BOARD | CORNERSTONE

Lower Level Rooms, LL21A-D | 11:30 - 12:30pm

12:30

### WHAT BEING A FOUNDER TAUGHT ME ABOUT LEADERSHIP - LESSONS FROM GITHUB'S COO

ERICA BRESCIA | COO | GITHUB

Hall 3 | 12:30 - 1:00pm

### PRIORITIZING DIVERSITY, INCLUSION AND BELONGING AT A HYPERGROWTH STARTUP WITH DRIFT

ELIAS TORRES | CO-FOUNDER & CTO | DRIFT

Lower Level Rooms, LL21A-D | 12:30 - 1:00pm

### SALESFORCE CMO + SURVEYMONKEY VPCX: THE SECRETS TO UNLEASHING CUSTOMER CENTRICITY

STEPHANIE BUSCEMI | CMO | SALESFORCE

CHRISTINE RIMER | VP OF CUSTOMER EXPERIENCE & ADVOCACY | SURVEYMONKEY

Grand Ballroom B/C | 12:30 - 1:00pm

### DEEP DIVE SESSION: THE PLAYBOOK TO DATA-DRIVEN HIRING WITH TALKDESK

SHAUNA GERAGHTY | VICE PRESIDENT, GLOBAL TALENT ACQUISITION | TALKDESK

Lower Level Rooms, LL21E-F | 12:30 - 1:00pm

# DAY 2: MYTHICAL CREATURES

## WEDNESDAY AFTERNOON

EQUALITY, INCLUSION, + BALANCE

1:15

### WORKSHOP: FROM 100 TO 1000+: HOW TO GROW AND SCALE A CULTURE YOU LOVE WITH GURU

ANNE RAIMONDI | CHIEF CUSTOMER OFFICER | *GURU*

Marriott, San Jose Ballroom Salon IV | 1:15 - 1:55pm

### JUGGLING PEOPLE, PROCESSES, AND PRIORITIES: LEADERSHIP LESSONS FROM INTUIT, SURVEYMONKEY & STITCH FIX

DANA OSHIRO | GENERAL PARTNER | *HEAVYBIT*

ROBIN DUCOT | CTO | *SURVEYMONKEY*

MARIANNA TESSEL | CTO | *INTUIT*

CATHY POLINSKY | CTO | *STITCH FIX*

Executive Ballroom | 1:15 - 1:55pm

2:15

### THE FUTURE OF CUSTOMER EXPERIENCE AND ENGAGEMENT WITH NUTANIX, G2, EVEREST AND ADOBE

MARIE MACBAIN | VP, RESEARCH ENABLEMENT | *G2*

CYNTHIA STODDARD | CIO & SENIOR VICE PRESIDENT | *ADOBE*

MIKE KAIL | CTO | *EVEREST*

WENDY PFEIFFER | CIO | *NUTANIX*

Grand Ballroom B/C | 2:15 - 2:45pm

### DEEP DIVE SESSION: HOW TO CREATE SOMETHING BIG, SOMEPLACE SMALL WITH FLYWHEEL, WP ENGINE

KAREN BORCHERT | COO | *FLYWHEEL*

Lower Level Rooms, LL21E-F | 2:15 - 2:45pm

### WORKSHOP: HOW TO LAYOUT A FOUNDATION FOR PRODUCT LED GROWTH

RANA MUMTAZ | PRODUCT GROWTH ADVISOR | *EX-PENDO*

Marriott, San Jose Ballroom Salon V-VI | 2:15 - 2:45pm

### MOTIVATING AND INSPIRING SDRS BEYOND PURE COMPENSATION WITH REFLEKTIVE, CLOUDINARY AND SEGMENT

ALEX GRIFFIN | DIRECTOR OF BUSINESS DEVELOPMENT | *REFLEKTIVE*

LAUREN WADSWORTH | HEAD OF GLOBAL OUTBOUND SALES DEVELOPMENT | *SEGMENT*

SCOTT SCHNAARS | HEAD OF AMERICAS | *CLOUDINARY*

Lower Level Rooms, LL21A-D | 2:15 - 2:45pm

3:45

### HOW ENTERPRISES LEVERAGE SAAS FOR DIGITAL TRANSFORMATION WITH GOOGLE CLOUD

KIRSTEN KLIPHOUSE | PRESIDENT, NORTH AMERICA | *GOOGLE CLOUD*

Hall 3 | 3:00 - 3:30pm

### DEEP DIVE SESSION: CHIEF OF STAFF: THE NEW KEY HIRE WITH LAUNCHDARKLY

DELORES BROWN | CHIEF OF STAFF | *LAUNCHDARKLY*

Lower Level Rooms, LL21E-F | 3:00 - 3:30pm

### MANAGING IN ALL DIRECTIONS WITH SLACK

ARQUAY HARRIS | SENIOR DIRECTOR OF ENGINEERING, EXPANSION | *SLACK*

Lower Level Rooms, LL21E-F | 3:45 - 4:25pm

4:30

### HAPPY HOUR AT SAASTROPOLIS

Sponsorhall Hall 1+2 | 4:30 - 6:00pm

6:00

### THE BIG PARTY + THE QUIET PARTY

San Jose Civic Center + San Jose Tech Museum | 6:00 - 9:00pm



# DAY 3: MONEY DAY

## THURSDAY

EQUALITY, INCLUSION, + BALANCE

9:15

### WHAT IT REALLY TAKES TO GO FROM SERIES A TO SERIES B WITH CANVAS, SCALE VENTURES AND INDEX VENTURES

REBECCA LYNN | CO-FOUNDER & GENERAL PARTNER | *CANVAS VENTURES*

STACEY BISHOP | PARTNER | *SCALE VENTURES*

MARK GOLDBERG | PARTNER | *INDEX VENTURES*

DAFINA TONCHEVA | GENERAL PARTNER | *USVP*

*Grand Ballroom A | 9:15 - 9:45am*

10:45

### FROM UNICORNS TO DECACORNS: METRICS, TRENDS AND MORE WITH JASON LEMKIN AND AILEEN LEE

JASON M. LEMKIN | CEO | *SAASTR*

AILEEN LEE | FOUNDER AND PARTNER | *COWBOY VENTURES*

*Hall 3 | 10:45 - 11:15am*

### WORKSHOP: HOW TO BUILD A SCALEABLE SMB MACHINE WITH PATIENTPOP

KEVIN DORSEY | VP OF INSIDE SALES | *PATIENTPOP*

*Marriott, San Jose Ballroom Salon V-VI | 10:45 - 11:15am*

### WORK-SPOUSES: HOW TO STAY TOGETHER AS CO-FOUNDERS FOR A DECADE OR LONGER WITH RENEGADE PARTNERS

RENATA QUINTINI | PARTNER | *RENEGADE PARTNERS*

ROSEANNE WINCEK | CO-FOUNDER & MANAGING DIRECTOR | *RENEGADE PARTNERS*

*Grand Ballroom Foyer | 10:45 - 11:15am*

### ALIGNING SALES AND MARKETING TO ACCELERATE GROWTH

JEFF DAVIS | FOUNDER AND CEO | *JD2 CONSULTING GROUP, LLC*

ED CALNAN | CRO & CO-FOUNDER | *SEISMIC*

MARGARET ARAKAWA | CMO | *OUTREACH*

*Lower Level Rooms, LL21E-F | 10:45 - 11:15am*

12:30

### HOW TO BUILD INCLUSIVE COMPANIES WITH PROCORE, PAGERDUTY AND BESSEMER VENTURE PARTNERS

TALIA GOLDBERG | PARTNER | *BESSEMER VENTURE PARTNERS*

MARCUS COOPER | GLOBAL HEAD OF INCLUSION, DIVERSITY AND EQUITY | *PAGERDUTY*

VALERIE JACKSON | SR. DIRECTOR, GLOBAL INCLUSION AND DIVERSITY | *PROCORE*

*Executive Ballroom | 12:30 - 1:00pm*

### FUNDRAISING MYTHS: THE PITFALLS OF HYPE-DRIVEN FUNDRAISING AND OTHER UNSUSTAINABLE TACTICS WITH DEFY PARTNERS

TRAE VASSALLO | CO-FOUNDER AND MANAGING DIRECTOR | *DEFY.VC*

*Grand Ballroom Foyer | 12:30 - 1:00pm*

### GETTING YOUR COMPANY ONBOARD WITH NEW GTM MOTIONS WITH LEVER, SEGMENT AND STRIPE

LAUREN SCHWARTZ | SENIOR REGIONAL DIRECTOR, ENTERPRISE SALES | *SEGMENT*

TAMMY AGUILLON | HEAD OF ENTERPRISE AND STRATEGIC SALES | *LEVER*

KATE EARLE JENSEN | HEAD OF PLATFORM SALES | *STRIPE*

*Grand Ballroom B/C | 1:15 - 1:55pm*

### UNDERSERVED MARKETS FOR SAAS COMPANIES WITH NEXTGEN VENTURE PARTNERS, PRECURSOR AND BACKSTAGE CAPITAL

LOLITA TAUB | CHIEF OF STAFF | *CATALYTE*

BRITTANY DAVIS | PRINCIPAL AND DIRECTOR, DEAL FLOW TEAM | *BACKSTAGE CAPITAL*

SYDNEY THOMAS | SR. ASSOCIATE | *PRECURSOR VENTURES*

MEGAN HOLSTON-ALEXANDER | INVESTOR

*Grand Ballroom B/C | 2:15 - 2:45pm*

1:00

### MEET-A-VC

*Grand Ballroom A + Foyer | 1:00 - 3:00pm*

DAY 1

**TUESDAY**



## **OPENING DAY KICK OFF EQUALITY & INCLUSION BRUNCH**

Our opening day is jam-packed with top meetups, sessions and workshops. So rest up!! :)

SaaStr Annual 2020's first event is one of our favorites and most highly-attended, our Equality + Inclusion Brunch. This is a simple but powerful gathering right before the first sessions kick off at Annual designed to bring together top CEOs, top VCs and all the members of our EI+B program.

Please join us at 9 a.m in Market Room I-II and Affinity Patio in the Hilton San Jose (attached to the San Jose Convention Center).

We will also assign everyone that wishes to participate a “buddy” at the brunch. If you're attending solo, this can especially be a way to make one great new connection right at kick-off.



10:00 - 10:30<sub>AM</sub>

# WORKSHOP: USING PRIVILEGE AS AN ASSET WITH GETFEEDBACK

*Marriott , San Jose Ballroom Salon V-VI*

Shonnah is the Global Product Growth and Innovation Evangelist at Getfeedback by SurveyMonkey. In this role she champions the unique products and services offered to the partner and customer community at large. Being a brand ambassador she builds and sustains strategic relationships. Shonnah also is a valuable resource and leader of our Black & Latinx ERG. As the founder of Teen Tech Titans Shonnah Hughes is responsible for creating and executing a plan to secure the strategic partnerships and philanthropic resources needed to sustain and grow Teen Tech Titans worldwide.

Shonnah Hughes has spent more than a decade administering the Salesforce.com platform and other tools to create technical solutions for streamlining and optimizing processes to eliminate manual dependencies. Additionally, Shonnah has incorporated her training expertise in conjunction with her process improvement methodologies to effectively and efficiently train customers, end users and stakeholders.

Shonnah pioneers solutions that strengthen customer service, and the end user's satisfaction and adoption of software.

Shonnah created the Women In Tech Diversity Chapter to address the unique challenges and stigmas faced by minority women. This group provides support, encouragement, mentoring and opportunities to collaborate and network. Salesforce's "1:1:1 model" inspired Shonnah to give back to her local and extended community.

Her leadership with PepUp Tech, WiT Diversity & other community organizations has led to multiple awards & recognitions. Including the Equality Trailblazer award and a golden hoodie.

Shonnah Hughes had the distinct honor of signing the White House's Pledge to America's workforce along with Marc Benioff. The Pledge to America's Workers—committing to expand programs that educate, train, and re skill American workers from high-school age to near-retirement.

## SPEAKERS



**SHONNAH HUGHES**

GLOBAL PRODUCT GROWTH & INNOVATION EVANGELIST  
GETFEEDBACK

10:00 - 10:30<sub>AM</sub>

# **WORKSHOP: COMPENSATION: KNOW YOUR WORTH AND NEGOTIATE YOUR BEST OFFER WITH WOMEN IN REVENUE**

*Marriott , San Jose Ballroom Salon III*

Negotiating your compensation at any level can be intimidating. How do you know you are being compensated fairly? What amount of stock value should I expect at my level? Learn how to understand your worth and how to negotiate your best offer.

Maria is known for building world-class go-to-market teams that drive growth, differentiation, and category leadership. She has served as a senior marketing leader for global B2B technology organizations for almost two decades including serving as Chief Marketing Officer, currently at ActiveCampaign and previously at Anaplan (NYSE:PLAN), Senior Vice President of Marketing & Sales Development at Apttus, and held marketing leadership roles at Marketo and Shunra Software (acquired by Hewlett-Packard Enterprises).

She is considered a B2B marketing expert from her success and innovative approaches in customer advocacy, demand generation, account-based marketing, strategic events, sales development and marketing communications. She has expertise in the Salesforce, Microsoft, Adobe and Oracle ecosystems. Maria holds both a BS and MBA in Marketing from Rutgers University and has participated in executive education programs at both Stanford and Wharton.

## **SPEAKERS**



**MARIA PERGOLINO**

CMO  
ACTIVECAMPAIGN

10:00 - 10:30<sub>AM</sub>

# **MOST SUCCESSFUL COMPANIES ARE MULTI-PRODUCT COMPANIES. HERE'S WHY WITH SQUARESPACE**

*Executive Ballroom*

Many of today's billion dollar companies didn't get to where they are by offering their customers a single-product experience. In order to expand your TAM and better address deeper customer needs, brands need to diversify their product offerings. Through the lens of Squarespace's own story, this session will address why every company needs to be a multi-product company in order to achieve success.

Questions:

Why is it no longer enough to offer only one product as a company?

How can brands expand their TAM by offering multiple products?

How can you expand your product offerings while remaining true to your company's mission?

How can you add more value to your customers by thinking bigger?

Nicole is currently on the Board of Directors of ANSYS, Inc, and is the Chair of the Audit Committee for the Anita Borg Institute for Women and Technology. She holds an MBA from The Wharton School of the University of Pennsylvania and a Bachelor's degree from New York University.

## **SPEAKERS**



**NICOLE ANASENES**

COO + CFO  
SQUARESPACE

10:00 - 10:30<sub>AM</sub>

# LESSONS LEARNED FROM FOUNDING A BILLION DOLLAR COMPANY TO TAKING IT PUBLIC WITH CLOUDFLARE

Grand Ballroom B/C

Hear from Michelle Zatlyn, co-founder and COO of Cloudflare, a leading Internet security, performance, and reliability company running one of the world's largest networks. From running operations since day one, Michelle will share her unique perspective (along with some lessons learned) on what it's like to transform the idea on the back of a napkin into a thriving Internet company, and recently bringing the company public.

## **Key Takeaways:**

*The importance of choosing founders & a leadership team, that covers different surface areas.*

*How to pick investors that resonate with your mission, & turn down money from those that don't.*

*How to hire and scale a team, without sacrificing company culture or growing too fast.*

*How to stay sane amidst the intense roadshow and IPO process, and ensure its success.*

Michelle Zatlyn is co-founder and COO of Cloudflare, a leading performance and security company that was named to CNBC's Disruptor 50 List, selected by the Wall Street Journal as the Most Innovative Internet Technology Company for two successive years, and named a Technology Pioneer by the World Economic Forum. Before co-founding Cloudflare, Michelle held positions at Google and Toshiba and launched two successful startups. She holds a BS degree, with distinction, from McGill University, and an MBA from Harvard Business School, where she was awarded the Dubliner Prize for Entrepreneurship.

Michelle has been named a Young Global Leader by the World Economic Forum, one of the Top 15 Women to Watch in Tech by Inc. magazine, and a 40 Under 40 leader by San Francisco Business Times. She was also featured as one of the Women Who Rule Silicon Valley in an issue of ELLE magazine and was included in Fortune's recent 40 Under 40 list.

## SPEAKERS



**MICHELLE ZATLYN**

CO-FOUNDER & COO  
CLOUDFLARE

10:00 - 10:30<sub>AM</sub>

# DEEP DIVE INTO THE BASICS OF SALES: DEAL MANAGEMENT WITH CARROT FERTILITY

*Lower Level Rooms, LL21E-F*

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Brittany has over 15 years of experience in both pre and post IPO companies, acquisitions, and with bootstrapped and early stage companies. While advancing from SDR to a VP of sales, Brittany has gained an appreciation for the nuances of the various sales roles.

She has a passion for building high-performing, repeatable revenue teams including inside/outside sales (SMB-Enterprise), business development/channel, outbound, sales engineering/solution consultants and sales operations. Building on her experiences from figuring out what to sell for LinkedIn circa 2006 (IPO/acquisition), Echosign (acquisition), Cloudinary, SimpleLegal (acquisition) she now leads the revenue efforts for Carrot Fertility to make fertility care accessible to ALL.

## SPEAKERS



**BRITTANY CAULFIELD**

VP OF SALES  
CARROT FERTILITY



10:45 - 11:15AM

# **WORKSHOP: DIVERSIFYING YOUR C-SUITE, HOW YOU CAN INSTANTLY SCALE 20% FASTER! WITH WOMEN IN REVENUE**

*Marriott , San Jose Ballroom Salon III*

Diversifying your C-Suite it is not just the right thing to do but is proven to make just better business sense. Learn the importance and results of developing an executive team that is inclusive of different perspectives including adding a mix of backgrounds and talents to your team.

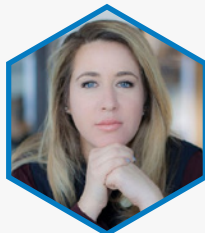
Corinne Sklar is the global Chief Marketing Officer for Digital Strategy and IBM iX Marketing.

For the past 15 years, Corinne has led the global expansion and growth of Bluewolf as its first and only CMO. In 2019, she was appointed to her current position as the global CMO of IBM iX Marketing, which includes Bluewolf.

Corinne continues to set new standards for services marketing, including thirteen successful Dreamforce events and eight The State of Salesforce reports. She applies her deep knowledge of corporate marketing to shape go-to-market strategies with leading clients and global brands, as well as execute a number of successful re-brands. Corinne is a recognized industry expert through numerous awards, including CRN's Power 50, IDC, Top Women of the Channel, and DMNews. She is an outspoken advocate for promoting female business leadership, founding The Women Innovator's Network (WIN) in 2009. Today, she continues her commitment to fostering an inclusive culture and gender parity within IBM Services.

As a native Californian, she's lived in San Francisco for seventeen years with her partner Ryin and their two-year-old Japanese Chin. Outside of IBM, Corinne pursues her passion for design and the arts sitting on the boards of both the Yerba Buena Center for the Arts (YBCA) and Marketing Operations Cross-Company Alliance (MOCCA). Corinne has degrees in Intermedia Arts and Journalism from Mills College in California. She and her team are based in San Francisco.

## **SPEAKERS**



**CORINNE SKLAR**

CMO  
IBM iX

10:45 - 11:15<sub>AM</sub>

# GROWING PRODUCT AND ENGINEERING ORGS FROM ZERO TO IPO WITH REDPOINT VENTURES AND LOOKER

Hall 3

Nick Caldwell has built and grown product and engineering organizations at PowerBI (0 to 300 engineers), Reddit (500M MAU) and Looker (\$2.7B sale to Google). Nick will share 5 big lessons he's learned along the way that you can use as you build your company's product and engineering functions from its earliest days to its largest successes.

Nick Caldwell is the Chief Product Officer at Looker, creating a powerful platform for building modern data experiences. Prior to joining Looker he spent 2 years at Reddit as VP of Engineering, helping quintuple the engineering team while working on a bottoms-up revamp of every part of the world's 4th most popular website. He also spent 13 years at Microsoft, culminating in a role as General Manager of the Power BI product family where he rapidly transformed the company's business intelligence suite. Nick holds a degree in computer science and electrical engineering from MIT and an MBA from UC Berkeley. He's also a board member of /dev/color, a non-profit whose mission is to maximize the impact of Black software engineers. Nick is a native of P.G. County Maryland, but is happy to call San Francisco home.

Tomasz Tunguz is a Venture Capitalist at Redpoint Ventures. Board member at Chorus.ai, Dremio, Gremlin, Kustomer, Looker, Mattermost. Student of startups, blogger at tomtunguz.com, and co-author of Winning with Data.

## SPEAKERS



**NICK CALDWELL**

CPO  
LOOKER



**TOMASZ TUNGUZ**

MANAGING DIRECTOR  
REDPOINT VENTURES

10:45 - 11:15<sub>AM</sub>

# WORKSHOP: HOW TO HIRE THE RIGHT PERSON TO RUN CONTENT FOR YOUR TEAM OR COMPANY WITH NOTION HQ

*Marriott , San Jose Ballroom Salon I-II*

Camille heads up marketing efforts at productivity startup Notion. Prior, she pioneered First Round Review and oversaw marketing and communications at First Round Capital. During her time there, she created a publication and newsletter that showcased wisdom and tactical advice from hundreds of top operators across the tech industry.

Storytelling is the through-line of her career so far, which also includes managing communications at Tesla Motors and reporting for VentureBeat and The Wall Street Journal. She has her BA in history from Stanford University.

## SPEAKERS



**CAMILLE RICKETTS**

HEAD OF MARKETING  
NOTION HQ

10:45 - 11:15<sup>AM</sup>

## DEEP DIVE SESSION: LEGAL COUNSEL AS PART OF YOUR CORE STRATEGIC TEAM

*Lower Level Rooms, LL21E-F*

Many founders of early stage startups struggle with determining when it is the right time to engage with legal counsel to focus on the legal matters of the company other than fundraising or corporate transactions. Often times there is a belief that the company is “too small” for an inside counsel or perhaps there is just a lack of knowledge of what benefits can be provided by having an internal legal resource.

Jamie has enjoyed a long career serving as a trusted legal advisor and business partner to technology companies of all sizes. She is currently the VP of Legal at GitLab. Jamie joined GitLab as their first legal counsel and has been responsible for creating the legal and compliance infrastructure and building out her team, all while supporting the company through hyper-growth and preparations for the company’s exit strategy. She enjoys taking on new and exciting challenges.

Jamie holds an MBA from the University of St. Thomas in St. Paul, Minnesota, a Juris Doctor from Hamline University School of Law in St. Paul, Minnesota, a Bachelor of Science in Business Administration from DePaul University in Chicago, Illinois, and is currently pursuing an Executive LLM in Securities and Financial Regulations from Georgetown University Law Center in Washington D.C.

Jamie resides in the suburbs of Minneapolis with her husband and four children

### SPEAKERS



**JAMIE HUREWITZ**

FMR. VP OF LEGAL  
GITLAB



## PICNIC LUNCHES

We'll break into group Picnic Lunches on Tuesday. We'll have optional picnics for attendees in our Equality program as another "first day" chance to meet up with other program attendees.



1:15 - 1:55<sub>PM</sub>

# **WORKSHOP: WORK SMARTER NOT HARDER - SCALING SAAS THROUGH GTM STRATEGIES THAT WORK WITH WOMEN IN REVENUE**

*Marriott , San Jose Ballroom Salon III*

An interactive workshop where we'll explore the metrics executives at SaaS companies should be paying attention to in the boardroom to make the right decisions for growth.

Shari Johnston is a partner at Winning by Design and leads the Account Based Strategy practice. After holding marketing leadership roles at 5 B2B SaaS startups, Shari has turned her experience and passion for Account Based strategy, to helping clients scale. With both practitioner and client experience, companies can benefit and scale faster by using tried and true techniques for marketing and sales alignment, account based pipeline building programs, and training. Previous to Winning by Design, Shari held executive marketing positions at Casetext, Radius, OpenDNS, and Demandbase where she was responsible for overall marketing strategy and execution across corporate, product and demand generation marketing functions.

Shari was a recipient “Top Women in Revenue” in 2017 and frequently speaks on marketing leadership, Account-based marketing and marketing, and sales alignment. She is also the founder and board member of WomeninRevenue.org, a non-profit focused on the education and advancement of women in GTM leadership positions. Shari lives in San Francisco with her husband and two sons.

## **SPEAKERS**



**SHARI JOHNSTON**

PARTNER  
WINNING BY DESIGN

2:15 - 2:45<sup>PM</sup>

# HOW SLACK SCALES CUSTOMER EXPERIENCE

*Grand Ballroom B/C*

One of Slack's first employees, Ali Rayl is on a mission to provide best-in-class customer experiences. In this session, Slack's head of customer experience shares how to scale a customer experience function that engages and delights customers through faster, connected teams.

Ali Rayl is the Vice President of Customer Experience at Slack, responsible for making the working lives of Slack's millions of users simpler and more productive. She joined Slack during its conception as the director of QA for Tiny Speck, now known as Slack Technologies, Inc., and has cultivated a culture of customer "love" for more than seven years.

Prior to Slack, Ali was Director of QA for Songbird, an open-source music platform. She received her bachelor's in humanities from the University of Colorado, Boulder.

## SPEAKERS



**ALI RAYL**

VP OF CUSTOMER EXPERIENCE  
SLACK

2:15 - 2:45<sub>PM</sub>

# WORKSHOP: ALIGNING SALES & MARKETING WITH WOMEN IN REVENUE

*Marriott, San Jose Ballroom Salon III*

Seasoned SaaS marketing and sales leaders host an interactive session addressing the typical challenges faced between marketing and sales teams and how to overcome the inevitable problems of alignment.

For more than 20 years, Jen has led marketing at high growth enterprise software companies like Plex, Demandbase, Egnyte, Polycom and Hyperion. At Gigster, Jen engages with our global customers and prospects about the benefits of digital transformation and how to create customer software with remote, distributed teams to create a culture of innovation within their enterprise.

Lauren is ignited by a passion for driving business outcomes with brands that are ready to define and deliver optimal buyer and customer-centric experiences. In her role as Chief Revenue Officer, Lauren helps marketing and sales leaders at enterprise organizations transform their demand marketing to drive profitable revenue growth and build sustainable brands. Over her 25 year B2B Marketing career, Lauren has partnered with some of the world's most respected and innovative companies, including Adobe, Airbnb, American Express, GE, Google, HP, IBM, LinkedIn, Microsoft, Oracle, Salesforce.com, Starwood Hotels, Xerox, and dozens of others. Experience includes insights-driven marketing, account-based marketing, marketing automation strategy and execution, sales and marketing alignment and B2B demand generation.

In 2018, Lauren co-founded Women in Revenue ([www.womeninrevenue.org](http://www.womeninrevenue.org)), a 501c3 organization built to empower current and future women leaders in technology sales and marketing roles with education, mentorship and networking opportunities.

## SPEAKERS



**JEN DIMAS**

CMO  
GIGSTER



**LAUREN GOLDSTEIN**

CRO  
ANNUITAS

2:15 - 2:45 PM

# WORKSHOP: BUILDING A NEXT-GENERATION SALES DEVELOPMENT TEAM WITH WOMEN IN REVENUE

*Marriott , San Jose Ballroom Salon III*

The sales development function is critical for lead conversion and generating pipeline. But it remains one of the most challenging teams to build and retain. This session will unveil the newest techniques for recruiting and ramping, how to motivate and measure, and considerations such as inside vs outside models, inbound/outbound blend, and where the function should report (sales or marketing).

Tracy Eiler has been driving marketing strategy at both cloud-based and traditional enterprise technology companies for more than 25 years. At InsideView, Tracy leads the end-to-end marketing strategy and initiatives.

Tracy was recently named a B2B Demand Marketing Game Changer, is included in the Top 20 Women to Watch in Sales Lead Management, and in the Top 30 Most Influential Women in B2B Marketing Technology. She is the co-author of the best-seller *Aligned to Achieve: How to United Your Sales & Marketing Teams Into a Single Force for Growth* (Wiley 2016).

Kelsey is a driven sales leader seeking to maximize a company's full potential by managing, coaching, motivating & mentoring sales and lead generation teams. She has worked in SaaS and B2C organizations in high-velocity sales teams, as well as driving enterprise/complex sales cycles. Her current team at InsideView has become the "feeder team" for sales, and she has tremendous experience in recruiting and training potential sales people from the sales development role.

## SPEAKERS



**TRACY EILER**

CMO  
INSIDEVIEW



**KELSEY ERICKS**

SDR MANAGER  
INSIDEVIEW

2:15 - 2:45<sub>PM</sub>

# TRICKS TO BUILDING A HIGH RETENTION SALES CULTURE WITH UNITY TECHNOLOGIES

*Lower Level Rooms, LL21A-D*

Laura spent 7 years as a Sales Leader with the Google Cloud division helping scale the business from a \$10M ARR business to a \$1B. business. Now, at Unity Technologies, one of Silicon Valley's Unicorn pre-IPO "unicorn" companies, she has had the opportunity to build and shape a sales culture from the ground up.

In this discussion, she breaks down the challenge and shares her blueprint for building a global sales culture in an organization ready to go to the next level. She discusses the importance of culture in building a business- from hiring to go to market. She also shares what she learned from her time at Google and how that has influenced her focus and time at Unity.

Laura has over 20 years of experience in enterprise technology sales at both pre and post IPO companies. She has a passion for building high-performance enterprise sales teams that disrupt industries. Laura joined what was a small, entrepreneurial organization at Google in 2010 whose mission was to convince organizations there was a better way to work. The concept of "cloud" was brand new and most enterprise customers were only experimenting with this emerging technology. As Head of Sales she was ultimately responsible for running the strategic account business. Now she leads global sales for pre-IPO company Unity Technologies which empowers gaming and AR/VR creators through their real-time 3d platform. 2500 people and headquartered in San Francisco, Unity is now on a mission to disrupt and expand its reach into key industry verticals such as engineering, automotive, media and entertainment, and manufacturing- all industries where the power of real-time 3d visualization will change the way in which they create, collaborate and market their products and services.

## SPEAKERS



**LAURA PALMER**

VICE PRESIDENT, GLOBAL SALES, AMERICAS AND EMEA  
UNITY TECHNOLOGIES



2:15 - 2:45<sub>PM</sub>

# ENCODING CUSTOMER SUCCESS INTO YOUR COMPANY DNA WITH YEXT

*Executive Ballroom*

In the world of SaaS, everyone talks a good game about meeting and exceeding customer expectations. But while its importance is obvious, most don't have all the ingredients to truly make customer success a part of their company's DNA. Yext Europe CEO Wendi Sturgis, who has met with countless customers across industries and continents, will draw from her experience as a tech executive as well as a reformed consultant, to share how a combination of attitude, people, processes — and a little special sauce — are the keys to building a world-class customer success approach that pervades every part of a company's culture.

Wendi has twenty years of experience as a technology and marketing leader at some of the world's largest tech companies. She is currently CEO of Yext Europe, in addition to her role as Chief Client Officer at Yext. Wendi has been a leader at Yext since joining the company in 2011, and has held a variety of executive roles, including leading Sales, Partnerships, Customer Success, and Consulting.

She has previously held executive positions at Oracle, Gartner, Right Media, and Yahoo!, where she was Vice President of Account Management for North America. She has served on multiple boards including Dailyworth.com, Student Transportation, Step Up Women's Network, Georgia Tech Advisory Board, and the Georgia Tech Foundation.

Wendi is a graduate of Georgia Institute of Technology and an adjunct professor of business at Columbia Business School. She was named to the 40 Women to Watch Over 40 list in 2013.

## SPEAKERS



**WENDI STURGIS**

CEO, YEXT EUROPE & CHIEF CLIENT OFFICER  
YEXT

2:15 - 2:45 PM

# DEEP DIVE: EVERYBODY IS YOUR CUSTOMER: HOW DITCHING THE ACQUISITION FUNNEL REINVIGORATED GROWTH WITH ADROLL

*Lower Level Rooms, LL21E-F*

While an acquisition funnel can be a useful tool to measure the flow of customers in and out of your service, it can often be detrimental to growth when used as a basis for decision-making. When the marketing team always chooses its activities based on what will drive the greatest number of activations or revenue, the customer tends to suffer. Learn how AdRoll (a division of NextRoll) rebooted its highly transactional relationship with its customers, and in doing so, unlocked brand new opportunities for growth.

Julie Zhou has built over a decade of experience in product management, growth, and marketing for some of the most well-known products in the world. She is currently a Senior Director of Growth at AdRoll (a division of NextRoll), a growth marketing platform for ambitious direct to consumer brands. Prior to that, she led growth marketing at Hipmunk (acquired by Concur), the fastest, easiest way to plan travel and was a product marketer for Google AdWords, Maps and Android.

## SPEAKERS



**JULIE ZHOU**

SR. DIRECTOR OF GROWTH  
ADROLL

3:00 - 3:30 PM

# SCALING TO \$100M ARR & BEYOND WITH PURPOSE AND CULTURE WITH PUPPET

Hall 3

In this session, Yvonne will discuss how to build a high-impact, purpose-driven business and how that affects her day-to-day as a CEO.

Before you scale to \$100m ARR you need to stop and ask: Is my organization prepared from a value and change management perspective? At Puppet, we built an entire organization around eliminating soul-crushing, manual work so that practitioners can focus on innovation while enabling our employees to do some of the best work of their careers. This purpose and focus has permeated every aspect of our growth since the company's founding. While everyone's growth story is unique, it's never too early to instill a strong sense of values and purpose within an organization. In this session, you'll learn the importance of being purpose-driven, the strategic value of your company alumni, and the fundamentals of scaling without losing sight of your company values - no matter what growth stage you may be in.

Yvonne's corporate experience includes: New Relic where she was a key player in taking the company public and later CIO; Airware where she was CEO and proved the value of drone analytics; VMware where she held numerous senior leadership roles scaling and diversifying the company; and Accenture where for over 17 years she enabled clients around the globe to lead in their industries leveraging technology.

## SPEAKERS



**YVONNE WASSENAR**

CEO  
PUPPET

3:45 - 4:25<sub>PM</sub>

# WORKSHOP: HOW TO BUILD A BEST-IN-CLASS MARKETING TEAM FOR EACH STAGE OF GROWTH WITH WOMEN IN REVENUE

*Marriott , San Jose Ballroom Salon III*

Michelle Burrows serves as Chief Marketing Officer at Procure Software, providing integrated software, products and solutions for child-centered businesses. In her role as CMO, Michelle drives strategy, brand awareness, demand generation and delivering outstanding customer experiences. Prior to Procure, Michelle spent over 20 years in B2B software companies - from small start-ups to Fortune 50 organizations and recently led marketing as the CMO of Serenova, a cloud-based contact center solution. Before Serenova, she was the Vice President of Marketing and Analytics at Comcast Business, while also leading the customer loyalty contact center. Other career highlights include serving as the Vice President of Demand Marketing at inContact (NICE inContact) and holding key leadership positions at Rally Software (CA Technologies) and Verint Inc. She holds a BA in Communications from the University of Massachusetts, Amherst and a MBA from the University of Denver.

## SPEAKERS



**JULIA STEAD**

CMO  
ALLOCADIA



**MICHELLE BURROWS**

CMO  
PROCARE SOFTWARE



**REBECCA KLINE**

GM OF GROWTH  
PAGERDUTY

3:45 - 4:25<sup>PM</sup>

# THE EVOLUTION FROM DEMAND GENERATION TO REVENUE MARKETING WITH FINANCIALFORCE

Grand Ballroom B/C

Demand Generation is the staple function for any organization looking to increase “Demand”. Over the last decade, the function of Demand Generation gears to being a silo - where the function has its own KPIs, and often time vanity metrics, that cloud the picture.

The function of Revenue Marketing is what game-changing marketers are evolving to in which they align their KPIs with Sales. It’s a catalyst for required change that pivots the legacy way of thinking about marketing programs and how success is defined.

In this talk, Jess Weimer will share her view on why she orchestrated the change at FinancialForce - moving from a Demand Generation centric function to a Global Revenue Marketing organization. She will share how that cascades down to everything from Org Design, Measurement, Customer Listening and cross-functional collaboration to drive pipeline velocity with Sales.

Jess Weimer is the Vice President, Global Revenue Marketing at FinancialForce - the only customer-centric ERP & the #1 PSA solution, native to Salesforce. Jess is a modern demand-to-revenue marketing leader who is reputed for her expertise in building scalable, high performing global demand campaigns, accelerating pipeline, and enabling sales - all the while delivering a tolerable cost of acquisition. Jess is passionate about inspiring and mentoring teams, across dispersed organizations and countries, focused on empirical results.

Prior to joining FinancialForce in January 2018, Jess led both global net new acquisition and install base campaigns for Magento, an Adobe Company; delivering 70% YoY increase in pipeline created, and a 60% YoY increase in closed won revenue. Prior to Magento, Jess built and scaled global demand and integrated campaigns at ServiceNow, which went from \$500K to well over \$1B in revenue during her ~4 year tenure. Jess has held similar global demand leadership positions at 8x8, DataDomain and Covad Communications.

## SPEAKERS



**JESS WEIMER**

VP, GLOBAL REVENUE MARKETING  
FINANCIALFORCE





## **HAPPY HOUR AT EQUALITY LOUNGE**

Everyone at Annual is welcome to gather in the Cantina for our Happy Hour, but we'll also have an additional happy hour in our Equality Lounge from 4:00-6:00pm as well, right inside SaaStropolis.



# SAASTR NIGHTS

On the first night of Annual, we shut down 3+ city blocks in the adjacent San Jose Arts District (“SOFA”) for a series of parties, meetups and more.

We’ve added a number of new activities at SaaStr Nights, including Art Walks through the galleries, and we’ve put together a special docent-led Art and Wine walk for our Equality program attendees. The Art and Wine walks are also great for solo attendees to meet new friends. Please let us know if you want to join!



DAY 2  
**WEDNESDAY**



## BRAINDATES OPEN

We will have 100s of small group and 1:1 braindates running throughout Annual. You can pre-register on our app, or just drop into the Braindate lounge in the middle of SaaStropolis.

Our EI+B program attendees have been provided early access to all braindate registration.





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## PLATOHQ MENTORING AND RELATED WORKSHOPS

We'll have an incredible batch of 1:8, 1:20 and other group mentoring sessions put on by our friends at PlatoHQ including:

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### HOW TO THINK ABOUT DIVERSITY & INCLUSION AS A LEADER WITH TILE

JOSSIE HAINES | DIRECTOR OF ENGINEERING | *TILE*

### QUALITIES OF A GREAT ENGINEERING MANAGER WITH PAYPAL

SAMEERA RAO | GLOBAL HEAD OF CONSUMER ENGINEERING | *PAYPAL*

### SETTING UP A GREAT HIRING AND INTERVIEW PROCESS WITH ZENDESK

JULLY KIM | DIRECTOR OF ENGINEERING PROGRAMS | *ZENDESK*

### HOW TO PRIORITIZE WHAT FEATURES TO BUILD WITH FACEBOOK

NADINI DUTT JAYAGAL | PRODUCT ENGINEERING MANAGER | *FACEBOOK*

### HOW TO DIRECTLY MEASURE THE IMPACTS OF YOUR PRODUCTS WITH APPLE MAPS

SARI HARRISON | HEAD OF PRODUCT OUTCOMES | *APPLE MAPS*

### IDENTIFYING & MEASURING KPIS FOR YOUR SAAS PRODUCT WITH KOMODO HEALTH

SHAILVI WAKHLU | HEAD OF ANALYTICS | *KOMODO HEALTH*

### HOW DESIGN THINKING CAN RADICALLY CHANGE YOUR DISCOVERY PROCESS

ASHLEY WELCH | *SOMERSAULT INNOVATION*

### LEADING WITH AUTHENTICITY WITH ATLASSIAN

ANDREA GONZALES | BUSINESS SOLUTIONS MANAGER | *ATLASSIAN*

### THE MOST POWERFUL WAY TO KEEP CUSTOMERS THAT NOBODY IS TALKING ABOUT

ALLIE JANOCH | CEO | *MAPISTRY*

JESSICA DAY | CMO | *IDEASCALE*

### TRANSITIONING FROM INDIVIDUAL CONTRIBUTOR TO MANAGER WITH QUIZLET

MARY NICKNISH | SENIOR ENGINEERING MANAGER | *QUIZLET*

10:00 - 10:30<sub>AM</sub>

# MARKETING'S ROLE IN SCALING A SAAS COMPANY WITH ADDEPAR

*Executive Ballroom*

Addepar, a leading technology platform for wealth management, in November announced that it surpassed \$1.7 trillion in assets managed on its platform, up from \$1.3 trillion in December 2018. Over less than a year, Addepar grew assets on its platform at an average of \$10 billion per week. Addepar CMO Natalie Sunderland can discuss the role marketing played in scaling the company at this rate and the lessons she learned along the way. She can also dive into how to expand one product offering to different markets and reach different customer segments on the appropriate channels through marketing tactics.

Natalie Sunderland is the Chief Marketing Officer at Addepar, a financial technology company and wealth management platform that specializes in data aggregation, analytics, and performance reporting to help investors make informed decisions.

Prior to joining Addepar, she led Qventus through rapid growth between 2016 and 2018. Before Qventus, she worked for nearly 20 years in leadership roles within the broader financial system, including American Express, Citigroup, and Ameriprise Financial. With her experience, she understands how to inspire and inform the innovators we need to progress with technology at the forefront. Natalie is reinventing the way we think of financial technology by building strong brands around the best offerings and making the complex, simple.

## SPEAKERS



**NATALIE SUNDERLAND**

CMO  
ADDEPAR



10:00 - 10:30<sub>AM</sub>

# 5 CUSTOMER MARKETING STRATEGIES THAT ARE GUARANTEED TO GROW YOUR BUSINESS WITH SPROUT SOCIAL

*Lower Level Rooms, LL21A-D*

The cost of acquiring a customer is 30 times that of keeping an existing one. In addition, 89% of companies see customer experience as a key factor in customer loyalty and retention. There's no question, customer marketing needs to be prioritized in your business in order to rise against your competition. In this session we'll discuss proven strategies that will go beyond the traditional customer marketing tactics, for example customer marketing org charts, and tested methodologies that will guarantee you more loyalty, engagement, and growth for your business.

Tara Robertson is the Head of Customer Marketing at Sprout Social, a leading Social Media Management (SMM) platform for business. With over 15 years of experience, she has consulted hundreds of companies on marketing strategy and execution and spearheaded the development and growth of the customer marketing and segment strategy team at Sprout. Prior to Sprout, Tara was the VP of Marketing at Hotjar and VP of Marketing & Creative Services for TSL Marketing, a digital marketing agency.

## SPEAKERS



**TARA ROBERTSON**

HEAD OF CUSTOMER MARKETING  
SPROUT SOCIAL



10:45 - 11:15AM

# FIVE WAYS WE DOUBLED OUR PIPELINE GROWTH IN ONE YEAR WITH SPRINKLR

Executive Ballroom

Comparing FY18 vs FY19 pipeline, Sprinklr DOUBLED its pipeline growth. How did we achieve this, and how can you do this too?

- 1) Inside sales and marketing alignment. We all know this is easier said than done, so we will give real-life examples of how we made this happen.
- 2) Social Account-Based Marketing. We made this a top priority for not only inside sales but our entire marketing team.
- 3) Re-thinking Marketing Automation. We didn't automate for the sake of adding automation.
- 4) Eliminating gated content. We don't know why gates exist and will explain why they shouldn't.
- 5) Create a website that sells. We completely redesigned our website and will explain how we did and what we learned along the way.

Yoli Chisholm is the VP of Marketing at Sprinklr, a provider of enterprise social media management software. In this role, she is responsible for supporting revenue growth strategies that drive acquisition, activation and advocacy. She is also currently a founding advisor at STEAM Role, a networking app and platform where students, young professionals, top STEAM (science, technology, engineering, art/design, and math) role models and companies come together to make the digital economy accessible for everyone. In February 2017, Yoli published the book "Crushing Corporate," which discusses the intentional pursuit of successful entrepreneurship while working at a corporation. Before Sprinklr, she led enterprise marketing teams at Microsoft, eBay, Lavalife.ca and Point.com in the US and Canada.

## SPEAKERS



**YOLI CHISHOLM**

VP OF MARKETING  
SPRINKLR

10:45 - 11:15AM

# AMA: BUILDING AN INCLUSIVE CULTURE FOR ALL...THE TOP MISTAKES LEADERS MAKE WITH WORKDAY

*SaaStr Square Park Q&A Stage*

Why it matters that everyone in your culture can succeed. The dangers of excluding any demographic from your D&I efforts. Strategies to build an inclusive culture.

Carin Taylor is chief diversity officer at Workday and has global responsibility for the development and execution of Workday's inclusion and diversity strategy.

Prior to joining Workday, Carin served as the head of diversity, inclusion, and innovation at Genentech where she was responsible for strategic initiatives including executive coaching, building and leading highly effective teams, and increasing employee engagement. She was also responsible for creating strategies to successfully recruit, develop, and retain diverse workforces as well as enabling large organizations to leverage diversity and inclusion to drive innovation. Before Genentech, Carin held various positions in human resources, inclusion and diversity, finance, and customer service at Cisco Systems.

## SPEAKERS



**CARIN TAYLOR**

VICE PRESIDENT, BELONGING & CHIEF DIVERSITY OFFICER  
WORKDAY

10:45 - 11:15AM

## **3 GLARING MISTAKES PRODUCT TEAMS TEND TO MAKE (AND HOW TO AVOID THEM) WITH ZENDESK**

*Lower Level Rooms, LL21A-D*

Between aggressive timelines and a lack of exposure to customers, the product design process is rife with challenges. Mistakes are bound to be made -- we're only human after all -- but not all mistakes are created equal. In this session, Zendesk's SVP of Product, Shawna Wolverton, will explore the top mistakes product designers tend to make, and how to anticipate and avoid common pitfalls when bringing a new product to market.

Shawna Wolverton is Senior Vice President, Products at Zendesk. Shawna manages Zendesk's global product teams to deliver thoughtfully designed, market-changing products. She follows a customer-first mindset and is energized by seeing what experiences are possible with Zendesk technology. Shawna currently holds three patents, and her career has revolved around making hard concepts easy and intuitive for users. Previously Shawna spent 15 years at Salesforce, as SVP of product management where she was a pivotal part of multiple product strategy teams including Platform. When she's not at the office, you can find her listening to live music or soaring to great heights on the trapeze.

### **SPEAKERS**



**SHAWNA WOLVERTON**

SVP OF PRODUCT  
ZENDESK



# WOMEN'S NETWORKING LUNCH

*OPERATOR COLLECTIVE THROW-DOWN: THE #1 SECRET TO BUILDING A HIGH-PERFORMANCE ORGANIZATION*

This is always one of our most popular events and does get 100% full, so if you can, pre-register in the SaaStr Annual mobile app.

Our Women's Lunch brings together a curated panel of some of the most successful women leaders in cloud together with round tables and personal discussions around a variety of impactful topics.

## SPEAKERS



**JJ RAMBERG**

CORRESPONDENT  
FMR. MSNBC



**MALLUN YEN**

FOUNDER & PARTNER  
OPERATOR COLLECTIVE



**LEYLA SEKA**

VENTURE PARTNER  
OPERATOR COLLECTIVE



**LEXI REESE**

COO  
GUSTO



**ELISA STEELE**

CHAIRMAN OF THE BOARD  
CORNERSTONE

12:30 - 1:00<sub>PM</sub>

# WHAT BEING A FOUNDER TAUGHT ME ABOUT LEADERSHIP - LESSONS FROM GITHUB'S COO

Hall 3

GitHub's COO, Erica Brescia, will share her experiences and lessons learned from her former life on the front lines of being a co-founder of her own company, and how those lessons apply to her current position overseeing operations for GitHub. Audience members will walk away with tangible examples of how to transform entrepreneurial experiences into skills that can be applied to roles at companies of all sizes and scale.

Erica Brescia is GitHub's Chief Operating Officer, where she leads the business development, support, and workplace teams. Prior to joining GitHub, she was the COO and co-founder of Bitnami, where she was instrumental in leading the team's business development efforts with all of the leading cloud platform providers. Erica's leadership in the technology space extends to serving on the board of directors of the Linux Foundation, as well as being an Investment Partner in X Factor Ventures, which empowers female-led businesses to succeed. When Erica isn't leading operations at GitHub, she loves going to the farmer's market, cooking, working out and laughing hysterically with her husband and their hilarious son.

## SPEAKERS



**ERICA BRESCIA**

COO  
GITHUB

12:30 - 1:00 PM

# PRIORITIZING DIVERSITY, INCLUSION AND BELONGING AT A HYPERGROWTH STARTUP WITH DRIFT

*Lower Level Rooms, LL21A-D*

Elias Torres immigrated to the United States from Nicaragua when he was 17. Now, his company, Drift, is one of the just 2% of VC-backed startups led by a Latinx founder. In this session, Elias will talk about his journey — and how he's working to ensure Drift becomes the new face of corporate America.

Elias Torres is the founder and CTO of Drift, the world's leading conversational marketing and sales platform. Prior to Drift, he served as the VP of Engineering at HubSpot, growing their revenue to \$100 million after the acquisition of his previous company Performable in 2011. Prior to Performable, Elias served as VP of Engineering at Lookery and spent the first 10 years of his career as an engineer at IBM.

In addition to starting, advising and helping early stage companies, Elias is passionate about building winning teams. He is also a community activist focused on supporting LatinX entrepreneurs across the US.

He has been featured in Forbes, Entrepreneur and TechCrunch.

## SPEAKERS



**ELIAS TORRES**

CO-FOUNDER & CTO  
DRIFT



12:30 - 1:00<sub>PM</sub>

# **SALESFORCE CMO + SURVEYMONKEY VPCX: THE SECRETS TO UNLEASHING CUSTOMER CENTRICITY**

*Grand Ballroom B/C*

Stephanie is an accomplished business leader with a strong track record of success in business-to-business solutions marketing, business operations, field marketing, and brand positioning. Over the past 20 years, she has served in executive leadership and senior marketing roles within the enterprise applications, analytics and BI, cloud, mobile and database technology sectors. Throughout her career, Stephanie has built highly-motivated multi-disciplinary teams that deliver high-performance results in a matrixed international environment.

As CMO of Salesforce, Stephanie leads a global team of 1400 marketers working at the intersection of product vision, a dynamic market, and a world-class sales organization.

Christine Rimer is a seasoned executive with a unique blend of product marketing, customer success, and enterprise systems experience leveraged to lead high-performing, cross-functional teams to deliver world-class customer experiences. As the Vice President of Customer Experience and Advocacy, Christine leads SurveyMonkey's customer experience program, community and thought leadership as well as customer advocacy efforts to drive self-service and sales-assisted growth through customer stories.

Prior to joining SurveyMonkey in 2016, Christine held a variety of customer experience leadership roles at Intuit including an eighty person professional services team implementing digital banking solutions in financial services as well as the leading the launch of Intuit's healthcare offering to 28 million consumers.

## **SPEAKERS**



**STEPHANIE BUSCEMI**

CMO  
SALESFORCE



**CHRISTINE RIMER**

VP OF CUSTOMER EXPERIENCE & ADVOCACY  
SURVEYMONKEY



12:30 - 1:00<sub>PM</sub>

# DEEP DIVE SESSION: THE PLAYBOOK TO DATA-DRIVEN HIRING WITH TALKDESK

*Lower Level Rooms, LL21E-F*

In this session you'll learn why your talent team should be the operational backbone of the company and your competitive advantage in an aggressive market. You'll learn how to standardize and create a data-driven hiring process which will result in the attraction and retention of higher quality talent at a lower cost to the business.

As the first U.S. employee at Talkdesk, Shauna initially helped scale Talkdesk's Marketing team, infrastructure and activities from the ground up. In 2016 she was tapped to build Talkdesk's Talent Acquisition function and since then has helped to scale Talkdesk to over 700 employees in 6 offices globally and to achieve \$1B+ valuation. Shauna now runs Talkdesk's global Talent Acquisition, HR, IT, Facilities and Executive Operations functions. Shauna has a doctorate in clinical psychology and has applied foundational knowledge from the field of psychology to help propel Talkdesk along its hypergrowth trajectory.

## SPEAKERS



**SHAUNA GERAGHTY**

VICE PRESIDENT, GLOBAL TALENT ACQUISITION  
**TALKDESK**

1:00 - 1:55<sub>PM</sub>

# FROM 100 TO 1000<sup>+</sup>: A WORKSHOP ON HOW TO GROW AND SCALE A CULTURE YOU LOVE WITH GURU

*Marriott, San Jose Ballroom Salon IV*

Raimondi is an industry veteran with over 20 years of experience driving growth for B2B and B2C companies, taking them from startup to nationally recognized brands. Most recently, Raimondi served as the SVP of Operations for Zendesk, driving employee growth from 350 to over 2,000 across 20 global offices, while operationalizing their strategy to expand into multiple product lines and grow up-market to better serve enterprise customers.

Prior to Zendesk, Raimondi was as a leader and executive for technology innovators including Survey Monkey, Blue Nile and eBay. Illustrative of her strong commitment to fostering innovation in tech, Raimondi is a Lecturer in Management at Stanford Graduate School of Business, teaching two popular courses: “Startup Garage” and “POWer: Building the Entrepreneurial Mindset.”

## SPEAKERS



**ANNE RAIMONDI**

CHIEF CUSTOMER OFFICER  
GURU

1:15 - 1:55 PM

# JUGGLING PEOPLE, PROCESSES, AND PRIORITIES: LEADERSHIP LESSONS FROM INTUIT, SURVEYMONKEY & STITCH FIX

Executive Ballroom

As companies scale, great individual contributors are being pushed into leadership positions. But there's very few who receive the education or roadmap to manage people and large-teams as they grow in their careers. That's perhaps doubly so in technical positions.

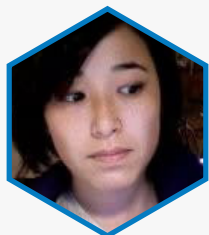
Dana Oshiro is a General Partner at Heavybit where for the past 6 years she's built the accelerator program, hired and managed the team, and helped developer and enterprise companies like LaunchDarkly, Netlify, and Snyk scale their go-to-market. She is deeply committed to changing the face of our industry and offering stage-appropriate tactical advice to founders.

Robin joined SurveyMonkey in October 2017. She leads the company's engineering function and works closely with product, design, and data teams to help define our technical product vision. Previously, Robin spent five years as Senior Vice President of Product Engineering at DocuSign where she scaled the engineering team into a high-velocity streamlined organization using scaled agile framework.

At the beginning of her career, Marianna served as Captain for Computer Center R&D in the Israeli Army. She earned a B.S. in computer science from Technion, Israel Institute of Technology, and has coursework toward an M.S. in computer science and brain research from the Weizmann Institute of Science in Israel.

Cathy has served as our Chief Technology Officer since 2016. From 2014 to 2016, Cathy served as Senior Vice President and Vice President, Enterprise Search of Salesforce. From 2009 to 2014, Cathy served in engineering management roles of increasing responsibilities at Salesforce.

## SPEAKERS



**DANA OSHIRO**

GENERAL PARTNER  
HEAVYBIT



**ROBIN DUCOT**

CTO  
SURVEYMONKEY



**MARIANNA TESSEL**

CTO  
INTUIT



**CATHY POLINSKY**

CTO  
STITCH FIX

2:15 - 2:45 PM

# THE FUTURE OF CUSTOMER EXPERIENCE AND ENGAGEMENT WITH NUTANIX, G2, EVEREST AND ADOBE

Grand Ballroom B/C

In today's digital age, customers are craving more personalized engagement and human connection. Three enterprise CIOs from Nutanix, Adobe, and Everest.org will discuss the importance of keeping humanity in technology and tactics for forging stronger customer experiences and loyalty.

As senior vice president and chief information officer of Adobe, Cynthia Stoddard oversees Adobe's global Information Technology and Cloud Operations teams. In her leadership role, Cynthia spearheads a global strategy for delivering services and operations that form the mission-critical backbone for the company. She has 25-plus years of business experience and IT expertise leading large global organizations including Adobe, Netapp, Safeway, and APL Limited in supply chain, retail, and technology development. Cynthia is a recipient of the CIO 100 Award in 2017 and 2018 for Adobe IT's innovative ways to deliver business value, and named a CIO Hall of Fame inductee in 2019. She holds a BS degree in accounting (Western New England University) and an MBA (Marylhurst University).

Mike D. Kail is Everest's CTO, responsible for the strategic execution and technical direction of the Everest Platform. Prior to Everest, Mike was Yahoo's CIO and SVP of Infrastructure, where he led the IT and Global Data Center functions for the company. He has more than 25 years of IT Operations experience with a focus on highly-scalable architectures.

Previously, Mike served as VP of IT Operations at Netflix, where he was responsible for Employee Technology and various Engineering components. Before that role, Mike was VP of IT Operations at Attensity, where he was responsible for the Americas data center operations team; including managing various Big Data systems with their Hadoop cluster, HBase and MongoDB components. He has been widely recognized for his insightful industry commentary on social media, and was recently named by the Huffington Post as one of the "Top 100 Most Social CIOs on Twitter."

## SPEAKERS



**MARIE MACBAIN**

VP, RESEARCH ENABLEMENT  
G2



**CYNTHIA STODDARD**

CIO & SENIOR VICE PRESIDENT  
ADOBE



**MIKE KAIL**

CTO  
EVEREST



**WENDY PFEIFFER**

CIO  
STITCH FIX

2:15 - 2:45 PM

# DEEP DIVE SESSION: HOW TO CREATE SOMETHING BIG, SOMEPLACE SMALL WITH FLYWHEEL, WP ENGINE

*Lower Level Rooms, LL21E-F*

When you're building a company outside of the world's tech hubs, finding capital, talent, and peers is really challenging. Flywheel is a SaaS company based in Omaha, Nebraska with more than \$20M in ARR, and in its first 7 years grew to be the fastest growing company in Nebraska before combining forces with WP Engine in June 2019.

In building a big company in Nebraska, we had to rethink how we attract great talent; how we approach fundraising and capital; and how we find peers in a place where companies and investors haven't seen many SaaS companies in their portfolios. In the face of those challenges, we've developed strategies that we'll share here to build and future-proof a culture, operation, and focus that can help any company thrive, regardless of where you're building it.

Karen Borchert is the COO at Flywheel, a WordPress hosting and technology platform and the fastest growing company in Nebraska. Flywheel was recently acquired by WP Engine, making it the largest company in WordPress. Karen's background is in building and scaling early-stage organizations, focusing on sales & growth strategy, goals & OKRs, and scaling company operations.

## SPEAKERS



**KAREN BORCHERT**

COO  
FLYWHEEL

2:15 - 2:45<sub>PM</sub>

# WORKSHOP: HOW TO LAYOUT A FOUNDATION FOR PRODUCT LED GROWTH

*Marriott, San Jose Ballroom Salon V-VI*

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Fmr. Pendo Director of Growth Rana Mumtaz will share fundamentals of growth and a basic foundation to lay down for operationalizing growth.

Rana is a product growth leader experienced in growing KPIs by 10X. She has over 15 years of experience in technology, product growth, strategy, and analytics. Her experience includes B2C, B2B SaaS, and AI products. Rana holds an MBA from The Wharton School, University of Pennsylvania and an M.S. in Engg. from Drexel University.

## SPEAKERS



**RANA MUMTAZ**

PRODUCT GROWTH ADVISOR  
*EX-PENDO*

2:15 - 2:45<sub>PM</sub>

# MOTIVATING AND INSPIRING SDRS BEYOND PURE COMPENSATION WITH REFLEKTIVE, CLOUDINARY AND SEGMENT

*Lower Level Rooms, LL21A-D*

Two of the most dynamic SDR leaders in SaaS, will walk business leaders through various ways to motivate and inspire SDR's beyond pure compensation. These techniques include preparation for success, regular stand-ups, good reads, reflection, enablement, and career growth insights and opportunities. This session is perfect for SDR leaders, sales leaders, marketing leaders, and anyone that sees the importance and value of a thriving SDR team.

Come see how these Sales Leaders, who've helped to build some of the most impressive SDR teams in Silicon Valley, keep SDRs motivated and producing even during the toughest times.

## SPEAKERS



**ALEX GRIFFIN**

DIRECTOR OF BUSINESS DEVELOPMENT  
*REFLEKTIVE*



**LAUREN WADSWORTH**

HEAD OF GLOBAL OUTBOUND SALES DEVELOPMENT  
*SEGMENT*



**SCOTT SCHNAARS**

HEAD OF AMERICAS  
*CLOUDINARY*



3:00 - 3:30 PM

# HOW ENTERPRISES LEVERAGE SAAS FOR DIGITAL TRANSFORMATION WITH GOOGLE CLOUD

Hall 3

As President of Google Cloud for North America, Kirsten Kliphouse lead the customer and partner-facing teams that serve enterprises, mid-market customers, and small and mid-sized businesses. Kirsten's goal is to help customers realize their aspirations by bringing teams together to co-create the possible through the use of technology. With less than 50% of enterprise workloads in the cloud today, there is no better time than the present to enable the future. Kirsten is excited to be part of the Google Cloud team.

## SPEAKERS



**KIRSTEN KLIPHOUSE**

PRESIDENT, NORTH AMERICA  
GOOGLE CLOUD

3:00 - 3:30 PM

# DEEP DIVE SESSION: CHIEF OF STAFF: THE NEW KEY HIRE WITH LAUNCHDARKLY

Lower Level Rooms, LL21E-F

SaaS key hires are traditionally focused on sales, marketing, product, and finance as they scale from \$0-\$10M ARR. Growing from \$10M ARR to \$40M ARR and the team growth that accompanies it requires a multi-dimensioned resource that can drive operational efficiency across teams and step in to fill in gaps as necessary. This session will cover what to look for in a Chief of Staff and the actionable ways that SaaS companies at this stage can utilize this key hire to achieve scalable maturity.

Delores Confer Brown, the Chief of Staff of LaunchDarkly, thrives off combating corporate entropy. A serial entrepreneur with an affinity towards high-growth SaaS start-ups, Delores incorporates her analytical drive, creative verve, and grit into her partnerships with companies, enabling them to reach scalable maturity. driving and translating high-level strategies into implementable tactics.

Most recently serving as Chief of Staff for two of Oakland, CA's Best Tech Companies, Delores's post-collegiate permits her to bring unique perspectives and the ability to speak across industries & teams. Her tech journey started at 16, interning as a particle physicist at Fermilab and studying Chemistry at the University of Illinois at Urbana Champaign. Delores also co-founded a wearable tech company, Agbara Life, and an international brand consulting firm while living throughout Eastern Europe and Asia for the majority of her post-collegiate life.

Delores now specializes in breaking the natural information and operational silos in SaaS companies across many fields including DevOps, healthcare, and communications. She credits the ability to thrive in ambiguous macro and micro environments to her family. Through her parent's transparency in their journey to success and mentorship and support in leadership and operations; and her role as a solo-parent to two daughters who frequent as her sounding boards and guests at her speaking engagements, panels, and conferences. Her passion for people is inborn and drives all and has allowed her to serve as a mentor and advocate for other mothers and people of color to navigate the space.

## SPEAKERS



**DELORES BROWN**

CHIEF OF STAFF  
LAUNCHDARKLY

3:00 - 3:30<sub>PM</sub>

# MANAGING IN ALL DIRECTIONS WITH SLACK

*Lower Level Rooms, LL21E-F*

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Arquay is the Senior Director of Engineering for Expansion. Prior to Slack she was a Web Development Manager at Google where she lead a team of Information Architects, Developers and Designers. Before that, as Director of Engineering at CBS Interactive, she oversaw the development teams for the B2B brands including ZDNet and Moneywatch.

Arquay is a developer who also has a Masters in Design and she loves the marriage of form and function. When not working she can be found cooking, stumbling over guitar and piano chords or watching Seinfeld.

## SPEAKERS



**ARQUAY HARRIS**

SENIOR DIRECTOR OF ENGINEERING, EXPANSION  
SLACK



## **THE BIG PARTY + THE QUIET PARTY**

We all might be running a little out of gas by this point, so we've got 2 very different types of parties on Wednesday evening.

First, Evan Rachel Wood (of Westworld fame) is bringing her band Evan+Zane to 2020 Annual!! She'll play right across the street at the San Jose Civic Auditorium.

Too loud? That's OK, too. At the same, we'll have a quieter wine-and-cheese evening at the San Jose Tech Museum just around the corner. This was one of our most highly-rated events last year.

You can also (of course) come to both!!

# DAY 3

# THURSDAY

Hopefully you're still with us on Thursday after all the sessions, mentors, parties! Phew!

Thursday is VC Day, and we've given Founders & CEOs with Equality, Inclusion + Balance passes priority access to our Meet With a VC program. If you've applied, we'll try to match you with VCs that best fit your company size and funding stage.

We're planning tons of insightful content focused on all things funding today -- from reverse pitch sessions to Angel Investing 101, plus plenty of other great sessions to choose from throughout the day!

9:15 -9:45AM

# WHAT IT REALLY TAKES TO GO FROM SERIES A TO SERIES B WITH CANVAS, SCALE VENTURES AND INDEX VENTURES

*Grand Ballroom A*

26% of seed-funded companies ultimately go on to reach a Series B. You're demonstrating product-market fit, showing signs of repeatability, and have started to build an efficient go-to-market engine. But it's at the B round where the rubber hits the road. This is the hardest round to raise.

It's the stage where numbers and metrics like LTV (lifetime value) and CAC (customer acquisition costs) matter. You need to prove product-market fit but also be able to show customers, usage and revenue are growing rapidly. And if you thought landing the round is tough, imagine how high expectations are around deploying it wisely and efficiently. So what does it take to raise your next round? What are some best practices to set up for raising a Series B and how do you then deploy that capital and set yourself up for Series C? We ask some of the best VCs in SaaS for their advice to founders on this tricky stage.

## SPEAKERS



**REBECCA LYNN**

CO-FOUNDER & GENERAL PARTNER  
CANVAS VENTURES



**STACEY BISHOP**

PARTNER  
SCALE VENTURES



**MARK GOLDBERG**

PARTNER  
INDEX VENTURES



**DAFINA TONCHEVA**

GENERAL PARTNER  
USVP

10:45 -11:15AM

# FROM UNICORNS TO DECACORNS: METRICS, TRENDS AND MORE WITH AILEEN LEE AND JASON LEMKIN

Hall 3

Jason will do an informal session with Aileen about her learnings co-founding Allraise, coining the term “unicorn”, kicking off the age of the Unicorn, and being a true pioneer in the seed VC world.

Aileen is founding Partner at Cowboy Ventures, a team that backs seed-stage founders re-imagining work and life through technology, what they call “life 2.0”. Cowboy Ventures works with a wide range of startups from modern SaaS companies like Guild Education and Lightstep to new digital native brands like Brandless and Dollar Shave Club.

Prior to Cowboy, Aileen was a partner at Kleiner Perkins Caufield & Byers for over a decade, was founding CEO of digital media company RMG Networks and worked at Gap Inc in operating roles. She has degrees from MIT and HBS, is mom of 3 and wife to a startup founder, and is an Aspen Institute Henry Crown Fellow and co-founder of the non-profit All Raise.

## SPEAKERS



**AILEEN LEE**

FOUNDER AND PARTNER  
COWBOY VENTURES



**JASON M. LEMKIN**

CEO  
SAASTR



10:45 -11:15<sub>AM</sub>

# WORKSHOP: HOW TO BUILD A SCALEABLE SMB MACHINE WITH PATIENTPOP

*Marriott , San Jose Ballroom Salon V-VI*

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I believe in focusing on the “person” in “salesperson”

As I’ve grown as a leader I have a better understanding of what truly drives behavior, motivation, and long term success. If we can make better people, the sales will follow. I scale successful sales orgs. That’s what I love to do. From 0 to 150+ reps. 0-\$100M in revenue. I love all things sales, processes, and metrics.

If there is a book on sales, psychology or influence I have probably read it. I am a voracious learner, and am constantly pushing myself and my team to reach new heights of achievement.

## SPEAKERS



**KEVIN DORSEY**

VP OF INSIDE SALES  
PATIENTPOP

10:45 -11:15AM

# **WORK-SPOUSES: HOW TO STAY TOGETHER AS CO-FOUNDERS FOR A DECADE OR LONGER WITH RENEGADE PARTNERS**

*Grand Ballroom Foyer*

Renata is a Co-Founder and Managing Director of Renegade Partners. Prior to founding Renegade, Renata was a Partner at Lux Capital, an early stage deep technology investment firm, where she invested in founding teams transforming the future of humanity through the use of technology. Amongst them: Common Networks, RDMD and Brainiac.

Prior to joining Lux in 2017, Renata was a General Partner at Felicis Ventures, where she worked with startups that define new realities, markets and/or business models. Amongst them: Planet (micro satellites), Cruise Automation (acquired by GM), Dollar Shave Club (acquired by Unilever) and Bonobos (acquired by Walmart).

Roseanne Wincek founded Renegade Partners with Renata Quintini in 2019. Prior to that, she was an Investor at IVP where she invested in Compass, Glossier, Looker, KeepTruckin, MasterClass, MuleSoft (CRM), and TransferWise.

Roseanne was previously a Principal at Canaan Partners, a leading early-stage venture firm, where she invested in companies including Metacloud (CSCO), and Turo. Roseanne's tech career started when she co-founded imthemusic and built apps on the early Facebook platform while working on a Ph.D. at Berkeley. She has been a Product Manager at NextBio (ILMN) and an Associate at McKinsey & Co in New York.

## **SPEAKERS**



**RENATA QUINTINI**

PARTNER  
RENEGADE PARTNERS



**ROSEANNE WINCEK**

CO-FOUNDER & MANAGING DIRECTOR  
RENEGADE PARTNERS

10:45 -11:15AM

# ALIGNING SALES AND MARKETING TO ACCELERATE GROWTH WITH OUTREACH AND SEISMIC

Lower Level Rooms, LL21E-F

Achieving growth in B2B is becoming harder. Digital disruption has created information inequality and fundamentally changed the buyer-seller relationship. Modern buyers are digitally driven, socially connected, mobile, and empowered with nearly unlimited access to information, people, and resources. They don't care about your features and benefits.

To win in B2B today your organization must provide an amazing customer experience (CX) that helps buyers clarify their business challenges, explore what solutions are the best fit for their unique business, and facilitate them navigating their internal decision-making process to achieve consensus. The only way to meet the increased demands of the modern buyer is for Sales and Marketing to join forces and create an aligned Revenue Engine laser targeted on creating value for target customers at every interaction.

Attendees will leave with a better understanding of:

- How the modern buyer-seller relationship has changed
- The cost of Sales and Marketing misalignment to their organization
- How and why aligned teams significantly outperform their misaligned peers
- A strategic framework to approach alignment transformation

## SPEAKERS



**JEFF DAVIS**

FOUNDER AND CEO  
JD2 CONSULTING GROUP, LLC



**ED CALNAN**

CRO & CO-FOUNDER  
SEISMIC



**MARGARET ARAKAWA**

CMO  
OUTREACH

12:30 -1:00PM

# HOW TO BUILD INCLUSIVE COMPANIES WITH PROCORE, PAGERDUTY AND BESSEMER VENTURE PARTNERS

Executive Ballroom

Bessemer Venture Partners invests in companies that not only build promising products that categorically change industries, but also the people and leaders who are shaping the best places to work. To that end, Partner Talia Goldberg believes that company culture is a driver of innovation and the new modes of collaboration. In this special fireside chat, Talia sits down with two esteemed leaders in inclusion, diversity, and belonging— PagerDuty's Marcus Cooper and Procore's Valerie Jackson. While there is no one-size-fits-all approach to designing a comprehensive diversity and inclusion strategy, there are research-backed methods that improve rates of inclusion among teams and drive overall systemic change. Together on stage, these experts will share the strategies and insights on how to build inclusive companies.

Talia Goldberg joined Bessemer in 2012 and is the youngest elected partner in the firm's history. She is based in the San Francisco office where she focuses on early and growth stage software, consumer, and marketplace investments. In 2018, she was named one of Forbes' 30 Under 30 for Venture Capital.

Marcus is a global diversity, equity and inclusion leader with a passion for social justice and service giving. Marcus joins PagerDuty from NY-based Oscar Health, a tech-enabled health insurance startup aimed at refactoring the US Healthcare experience. Prior to Oscar, Marcus supported Andrew Yang (2020 US Presidential Candidate) at Venture for America, a non-profit organization aimed at the revitalization of American cities through technology and entrepreneurship.

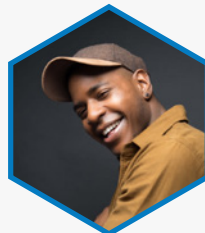
Valerie Jackson currently serves as Senior Director of Global Inclusion and Diversity at Procore Technologies, where she helps all Procorians to build a more inclusive culture and a stronger, better business. A passionate developer of people and opportunities, Valerie has focused on building and leading inclusion initiatives in global companies for nearly 15 years, primarily in the legal industry.

## SPEAKERS



**TALIA GOLDBERG**

PARTNER  
BESSEMER VENTURE PARTNERS



**MARCUS COOPER**

GLOBAL HEAD OF INCLUSION, DIVERSITY AND EQUITY  
PAGERDUTY



**VALERIE JACKSON**

SR. DIRECTOR, GLOBAL INCLUSION AND DIVERSITY  
PROCORE

12:30 -1:00<sub>PM</sub>

# **FUNDRAISING MYTHS: THE PITFALLS OF HYPE DRIVEN FUNDRAISING & OTHER UNSUSTAINABLE TACTICS WITH DEFY PARTNERS**

*Grand Ballroom Foyer*

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Trae Vassallo is a co-founder of Defy, an early stage venture capital firm. She was previously a General Partner at Kleiner Perkins, a co-founder of Good Technology, and an engineer at IDEO. Investments include eero (acquired by AMZN), Nest Labs (GOOG), Dropcam (GOOG), Aggregate Knowledge (NSR), and Opower (GOOG).

## **SPEAKERS**



**TRAE VASSALLO**

CO-FOUNDER AND MANAGING DIRECTOR  
*DEFY.VC*

1:15 -1:55PM

# GETTING YOUR COMPANY ONBOARD WITH NEW GTM MOTIONS WITH LEVER, SEGMENT AND STRIPE

Grand Ballroom B/C

Customers, along with hyper-growth, often are the ones that push organizations to evolve, and salespeople have to articulate what their customers and the market need in order to push internal teams to change. We'll discuss different ways our customers have pushed our organizations, and what we've learned from those moments.

Lauren is an enterprise sales leader at Segment, where she's spent 3 years building teams, developing reps into sales leaders, and scaling ARR growth. She's had the pleasure of bringing a wide variety of new customers to Segment, from Fortune 50 companies embarking on digital transformation, to digitally native fast-growth, and venture-backed startups.

Tammy Aguillon found her way into sales serendipitously and has never looked back. Now for the last twelve years, she's been in B2B enterprise sales at a number of hyper-growth companies, including Responsys (IPO, Oracle acquisition) and Xamarin (Microsoft acquisition). Currently, she leads the Enterprise and Strategic segments at Lever where they're focused on transforming how companies hire.

Kate has been at Stripe for three years. She's served in various leadership positions in the sales organization, leading the US mid-market and global outbound teams. She currently leads the Platform sales organization, selling to businesses that use Stripe's infrastructure to process payments for other businesses. Prior to Stripe, Kate worked at Google and attended Stanford GSB.

## SPEAKERS



**LAUREN SCHWARTZ**

SENIOR REGIONAL DIRECTOR, ENTERPRISE SALES  
SEGMENT



**TAMMY AGUILLON**

HEAD OF ENTERPRISE AND STRATEGIC SALES  
LEVER



**KATE EARLE JENSEN**

HEAD OF PLATFORM SALES  
STRIPE

2:15 -2:45PM

# UNDERSERVED MARKETS FOR SAAS COMPANIES WITH NEXTGEN VENTURE PARTNERS, PRECURSOR AND BACKSTAGE CAPITAL

Grand Ballroom B/C

As Venture Capitalists, we oftentimes get overwhelmed with the number of companies building in the same spaces. This problem is compounded in SaaS where there are a few industries that require low-hanging fruit solutions that can be mitigated by SaaS tools. Examples include: customer service, company communication, and sales have become uniquely competitive industries for SaaS solutions. However, there are a number of industries that have been untouched by SaaS. We think these industries are a potentially massive market representing billions of dollars that have been overlooked. We're looking forward to digging into them through this discussion.

Lolita Taub is the Chief of Staff at Catalyte, a 2x TEDx speaker and an AI enthusiast, with a venture capital and enterprise tech background.

Brittany is a Principal on the Investment team at Backstage, identifying and investing in pre-seed and seed stage companies for the fund and Accelerator.

Sydney is the Senior Associate at Precursor Ventures. In addition to her work at Precursor where she identifies and supports startups, she participates in several extracurricular activities to increase diversity in tech and level the playing field more broadly.

## SPEAKERS



**LOLITA TAUB**

CHIEF OF STAFF  
CATALYTE



**BRITTANY DAVIS**

PRINCIPAL AND DIRECTOR, DEAL FLOW TEAM  
BACKSTAGE CAPITAL



**SYDNEY THOMAS**

SR. ASSOCIATE  
PRECURSOR VENTURES



**MEGAN HOLSTON-  
ALEXANDER**

INVESTOR





## **MEET WITH VCS IN THE MEET-A-VC HALL**

We're asking as many VCs as possible to join founders from 1-3pm to meet, take questions, and share learnings. Go upstairs to the Meet-a-VC Hall if you want to talk more with dozens or hopefully hundreds of VCs.