

Ascend B2B 2020

Virtual Conference Agenda



Introduction

The Ascend B2B 2020 agenda rounds out with tactical, strategic and inspirational sessions from industry experts, digital champions and Episerver leaders. Ready to build stronger digital strategies and pave the path onward together?

Here's what's in store August 25-26 for Ascend B2B. We kick things off at 9:00 AM CDT both days.

August 25 - Day one

Times are in CDT

9:00 AM **Opening Remarks/Virtual Tour**

9:30 AM **How to Get Even Your Most Tech-Averse Customers Onboarded to Ecommerce**



Arnaud Le Chatelier

Director of Sales and Marketing, Dillon Supply Company

Industries like manufacturing and distribution are slow to adopt technology. Customers don't know how, or even refuse to adopt new methods of doing business. But COVID-19 was relentless and forced many tech-averse individuals into adopting technology as a legitimate method of ordering. Now that you see the ecommerce adoption numbers, how do you get them to stick? Arnaud Le Chatelier provides best practices for onboarding and training customers and promoting ecommerce utilization by building an intuitive, multichannel experience.

Panel: How Financial Services Companies Serve Customers in Difficult Times



Gaita Marie Mompoin

Sr. Manager, Marketing Technology, Silicon Valley Bank



Twilla Duvall

VP of Internet Services, Central Bancompany



John Field

Product Marketing Manager, Episerver

2020 in one word? Disrupted. Companies across industries have pivoted to cope with change. The Financial Services industry is no different. In this panel, we'll unpack how Central Bancompany and Silicon Valley Bank pivoted at the height of the pandemic. Plus, highlight priorities like financial education for customers, community outreach and other opportunities for the future.

Times are in CDT

10:00 AM

Q&A with HPE: The Future of Digital Content Delivery



Gabie Boko

Global Vice President Digital, Hewlett Packard Enterprise



Kirsten Allegri Williams

Chief Marketing Officer, Episerver

Join us for a customer spotlight presentation and executive dialogue with Gabie Boko, Global Vice President of Digital at Hewlett Packard Enterprise (HPE) with Episerver’s CMO, Kirsten Allegri Williams. Explore how Episerver provides one of the core datasets used by the Hewlett Packard Enterprise marketing team to automate the delivery of relevant content on web channels and a fireside chat discussion between two marketing leaders about the opportunities and challenges for taking on business transformations from the inside out.

Sponsor Presentation: Digital Transformation as an Organizational Initiative



Jeff Pratt

Commerce Experience Practice Director, Verndale **[Platinum Sponsor]**



Matt Hanlon

Applied Innovation & Technology Manager, Source Atlantic

The market demands digital transformation and optimized commerce, but delivering on that promise takes more than technology. Enabling better B2B experiences is an organization-wide initiative that needs contribution and buy-in across business units and at all levels of the company. Jeff Pratt, Commerce Director at Verndale and Matt Hanlon, Applied Innovation and Technology Manager at Source Atlantic discuss driving alignment around business goals, leveraging partners, and avoiding the pitfalls of transformation in silos.



Speaker Spotlight

Gaita Marie Mompont

Sr. Manager, Marketing Technology at Silicon Valley Bank

Gaita Marie Mompont is a Marketing Technology Leader at Silicon Valley Bank with 20+ years of experience in transforming marketing organizations into a technology-powered discipline. At SVB, she is a thought leader who focuses on building an innovative marketing technology stack that delivers a data- driven personalized journey for SVB Clients. Her past successes has been at key B2B companies such as Hewlett Packard, Veritas and Netgear where she drove the digital customer experience by delivering a marketing technology practice.

Times are in CDT

10:30 AM

Keynote: Sales and Marketing Alignment



Matt Heinz

President, Heinz Marketing

Too many companies face a roller coaster of inconsistent sales results, often accelerated by ineffective or random acts of marketing as well as unsustainable fire drills, short-term thinking and a lack of a solid foundation for profitable, predictable growth.

What may have worked in the company's earlier stages isn't working now, and the "growth hacking" mindset just leads to inconsistency, more burnout, bad morale and too-often missed objectives.

What's more, marketing's role and impact in driving sustainable sales growth is nebulous, where at best marketers aren't able to measure their true impact, and at worst they're still just acting like the arts and crafts department.

There is a better way. Based on the best practices of hundreds of successful B2B organizations worldwide, the Predictable Pipeline methodology covers seven key areas of marketing-driven impact that will deliver more prescriptive, reliable and scalable sales pipeline and results in the months, quarters and years to come.

In this presentation we'll cover strategies, tactics and operational best practices that make today's most successful B2B organizations more productive, more consistent, more motivated and more successful.

Keynote Speaker Spotlight

Matt Heinz

President, Heinz Marketing

Prolific author and nationally recognized, award-winning blogger, Matt is President and Founder of Heinz Marketing with 20 years of marketing, business development and sales experience from a variety of organizations and industries. He is a dynamic speaker, memorable not only for his keen insight and humor, but his actionable and motivating takeaways.

Matt's career focuses on consistently delivering measurable results with greater sales, revenue growth, product success and customer loyalty. He has helped organizations such as Amazon, Seagate, Morgan Stanley, The Bill & Melinda Gates Foundation and many others create predictable, repeatable sales and marketing engines to fuel growth.



Times are in CDT

11:15 AM Exhibit Hall Exploration**11:30 AM How Investing in Digital Became the #1 Revenue Opportunity for Dakota Supply Group Overnight****Todd Eber**

Director of Marketing, Dakota Supply Group

**Todd Sisson**

Digital Commerce Manager, Dakota Supply Group

COVID happened. Budgets froze. Digital initiatives accelerated. The pressure was on, and digital, commerce and marketing professionals had to pivot – or risk everything. Todd Eber and Todd Sisson shine light on how Dakota Supply Group ramped up investments in digital and resiliently marched toward the revenue goals they set at the beginning of 2020. They share secrets of the trade for getting more out of ecommerce like cross-sell, upsell, promotions and more.

Customer Experience Never Stops – So Where Do You Start?**Chris Purcell**

Product Strategy Manager, Episerver

Now, more than ever, Financial Services institutions have to consider how their digital customer experiences hold up to traditional and new competitors. However, most organizations fail because of three key things: understanding where they are today, what is possible, and which changes are going to have the biggest impact. Learn from Chris as he unpacks key considerations when thinking customer-centric and how to build out your own digital transformation plan.



Times are in CDT

12:00 PM

The Right Technology with the Right Mindset



Julian Billups

Global Head of Web and Web Strategy, Genpact

Products can prompt process change and enterprise companies have to do just as much selling and learning internally as they do while they're being sold to by vendors. In this session, Julian Billups, Global Head of Web and Web Strategy at Genpact will share the steps they took to address the internal change management they undertook to change mindsets, stop pushing out content without listening, and letting the AI within their tools do the work for them.

Global Survey: How to Close the B2B Customer-Centricity Gap



Amberly Dressler

Sr. Corporate and Executive Communications Manager, Episerver

Seventy-one percent of B2B organizations have a customer-centricity gap according to Episerver's 2020 global survey. In other words, the digital experience these companies deliver do not meet the expectations of customers yet the majority have already gone through a digital transformation project – most even say that digital transformation project was successful. So what gives? Let's look to data for answers. Through a series of questions, we guided 600 B2B leaders through a SWOT analysis of the strengths, weaknesses, opportunities and threats facing their business as it relates to digital experience. Here, we will provide a snapshot of the data through the lens of actionable steps you can take to close your own customer-centricity gap.

12:30 PM

Exhibit Hall Exploration

Speaker Spotlight

Gabie Boko

Global Vice President Digital at Hewlett Packard Enterprise

Gabie has spent over 20 years in the technology industry and led transformations in senior marketing roles for companies including Cognos, SAP, Sage and HPE. Her experience has focused on connecting customer success to innovative customer experiences in software applications, digital marketing and websites, customer storytelling and events. Born and raised in Alaska, Ms. Boko is an avid outdoors person, wildlife photographer and advocate for protecting our natural resources and rural communities.



Times are in CDT

12:45 PM

Panel: The Great Brand and Marketing Pivot



Karmen Willhelm

Vice President of Marketing, Van Meter Inc



Wendy Bergh

VP, Digital & Analytics, ServiceNow



Sharon Shepard

Director, Digital Marketing, Optos



Kirsten Allegri Williams

Chief Marketing Officer, Episerver

At the height of the COVID-19 outbreak, marketers from industries across the board scrambled to update their marketing playbooks. Unique and trying times often force companies to re-evaluate their messaging, budget, products, services and of course, their content. Agile marketing teams who can shift at a moment's notice will survive and outperform their competitors. Kirsten Allegri Williams, Episerver's CMO will chat with marketers from Van Meter, ServiceNow and Optos about the great brand and marketing pivot of 2020.

1:15 PM

Closing Remarks

Ascend B2B 2020 Sponsorship:

Platinum



August 26 - Day two

Times are in CDT

9:00 AM **Opening Remarks**

9:30 AM **Get Ecommerce Working for You, No Salaries Attached**



Matt Hanlon

Applied Innovation & Technology Manager, Source Atlantic

Your employees may be your greatest expense, but they are also your most valuable asset. They shouldn't be tied up completing mundane tasks. Instead, your ecommerce system can take on multiple roles usually completed by humans, so your breathing humans can focus on building higher value. Ecommerce is a 24/7 extension of your team. Matt Hanlon, Applied Innovation and Technology Manager at Source Atlantic illustrates where your team should be spending their time and how you can help enable them with ecommerce.

The ROI of Intelligence Cloud – Deep Dive into Forrester's Total Economic Impact Report



Kevin Li

Sr. Director of Analytics & Personalization Strategy, Episerver

Join Kevin Li, Episerver's Senior Director of Product Strategy as he takes a deep dive on Forrester's Total Economic Impact study quantifying the ROI of Content Recommendations and other key capabilities within the newly launched Episerver Intelligence Cloud. Need help with building a business case for personalization? Then this session is for you as Kevin offers you 5 quantifiable benefits you can use to wow your organization.

Why Attend Ascend B2B?

Social distancing changed the game. The pandemic was the catalyst that accelerated change in B2B. Roles changed, preferences changed, the world as we know it changed. Now we must persevere. Ascend B2B brings together our community of B2B professionals, Episerver partners and industry experts to help B2B companies strengthen their digital strategies, build more customer-centric experiences and pave the path...onward together.



Times are in CDT

10:00 AM

Featured: **The Changing Nature of B2B Sales**



Mary Shea

Principal Analyst, Forrester

As pre-COVID and COVID-accelerated trends come together, industries, business models, and sales strategies will be disrupted. B2B sales leaders who seize the moment will abandon traditional seller hierarchies, activate a wide range of employees on behalf of revenue goals, and find new ways to enable, organize, and motivate their teams to better meet the needs of current and future buyers. Mary Shea unpacks the latest Forrester research on the shifts within B2B selling and the impact COVID has had on the acceleration of change.

Where Everybody Knows Your Name: The Power of Tribal Content Marketing



Deane Barker

Sr. Director of Content Management Strategy, Episerver

A key to attracting new customers is to validate their thinking. By demonstrating them that you have an interest in what they do and what they hold important by creating compelling content, you can become their preferred vendor. In this session, we will discuss examples of effective content marketing – why it works, and how to get it done. Everyone wants to do business with friends, and sometimes you just want to go where everybody knows your name.

10:30 AM

Exhibit Hall Exploration

Speaker Spotlight

Nate Wotruba

Director of IT Services at Amerhart



A high-achieving application development manager competent in all aspects of the Software Development Lifecycle (SDLC) for both Web and desktop applications, Nate has expertise in leading people, interfacing with business partners and creatively solving challenges and providing customer delight. Nate is skilled at C#, MVC, T-SQL, JavaScript ASP.Net, and more, with industry experience in manufacturing and health/financial services. Nate is a passionate leader and team player with proven success architecting business solutions, overseeing development staff, and providing support for many and varied business applications. Nate currently serves as the Director of IT Services at Amerhart.

Times are in CDT

10:45 AM

Executive Panel: **Adapting, Leading & Building Through Change**



Terence Murray

Digital Transformation Leader, Sonance



David Weiss

President, Partsmaster



Tony Lucia

President, APi Distribution



Alex Atzberger

Chief Executive Officer, Episerver

Being a leader in any industry comes with a lot of pressure. Add a global pandemic to that equation, and you're faced with even more challenges. How do top B2B leaders adapt their strategies, protect and encourage their teams and lead with grace through disruption and change? Episerver's CEO, Alex Atzberger joins in conversation with leaders from Sonance, Partsmaster and APi Distribution to learn more.

11:15 AM

Voice of Customer: Methods for Creating a Superior Customer Experience



Miguel Armenta

eBusiness Director, Royal Canin USA

Through triumph, tribulation, peace and crisis, nothing matters more than serving the customer. And nothing helps you more when serving the customer than continuous feedback loops direct from your customer. How can you get closer to your customer and ensure you're providing the experiences they are looking for while supporting your business strategies? Miguel Armenta, eBusiness Director at Royal Canin walks you through proven voice of the customer methodologies that help build a better overall customer experience and drive B2B success.



Times are in CDT

11:15 AM **Delivering 1:1 B2B Digital Experience in a Regulatory World**



Sue Bergamo

Chief Information & Chief Security Officer, Episerver

The number one external threat to B2B organizations is increasing digital expectations from customers, according to Episerver’s 2020 global survey. One way to close the gap between what customers expect and what companies can deliver is to understand who customers are and what they want. To collect and use that data, however, requires data compliance. Amid regulations aimed at how organizations gather, store and use customer data, how can B2B companies deliver the 1:1 digital experiences that are expected of them while exceeding regulatory obligations? Episerver CIO & CISO, Sue Bergamo will explain why trust is critical to delivering a standout digital experience and how personalized, one-to-one digital experiences can be achieved while being GDPR compliant and addressing the many individual U.S. state laws that impact retail brands.

11:45 AM **Everything You Need to Know About Episerver’s B2B Product Roadmap**



David Bowen

VP Product Management, Episerver



Jeff Natzke

Associate VP, Product – Commerce, Episerver



Justin Anovick

Chief Product Officer, Episerver

During this session we will cover the direction of the Episerver platform going into details on roadmap items that help solve B2B challenges across industries. We have a lot of great things in store, so get ready!

12:30 PM **Exhibit Hall Exploration**

Why Attend Ascend B2B?

Join us to get actionable insights, practical solutions and industry-leading resources that will help you shape the future of your business and create outstanding customer experiences.



Times are in CDT

12:45 PM

Keynote: Redefining Resilience



Nora McInerny

Best-Selling Author & Host of Terrible Thanks for Asking Podcast

Before it became a popular buzzword, resilience was an adjective used to describe goldfish or tires, something that didn't need much taking care of. Even the dictionary says that resilience is about the "ability to return to the original shape." Isn't that a little ridiculous? How can we possibly be expected to return to our original shape when our life falls apart? Don't we want to allow ourselves to be altered by disruption, setbacks change? Isn't adaptation — a true change — something to celebrate in a rapidly changing world and workplace?

In this talk, Nora uses stories from her own life and her podcast to introduce a new definition for resilience, one that celebrates the fact that change is the result of growth. Growth hurts, but not as much as it hurts to stay the same.

1:15 PM

Closing Remarks

Keynote Speaker Spotlight

Nora McInerny

Best-Selling Author & Host of Terrible Thanks for Asking

Nora McInerny specializes in difficult conversations: death, loss, illness, mental health, trauma, change and how to move forward with grief with resilience, joy, love and humor. From having the 4th most popular TED Talk of 2019, to her work as the creator and host of the podcast Terrible Thanks for Asking, she regularly dives into the topics most people avoid with refreshing candor, heart and humor. In doing so, she draws upon her own story of profound loss: During six hellish weeks in 2014, Nora miscarried her second baby, lost her Dad to cancer and became a widow at age 31 when her husband died from brain cancer. In the ensuing years, Nora became a "reluctant grief specialist", best-selling memoirist, and founder dedicated to shining the light on the dark things in life with wit, humor and heart.



On Demand

These sessions will be available to you at any time during the conference for you to enjoy at your leisure.

Rowing in the Same Direction: Setting Objectives Your Entire Business Can Get Behind



Nate Wotruba

Director of IT Services, Amerhart

When it comes to digital transformation – all hands are on deck. Throwing technology at a problem simply won't cut it. You need measurable KPIs, people and resources to see true success in ecommerce and digital initiatives. Nate Wotruba from Amerhart illustrates how manufacturers and distributors can see success with the numbers to prove it.

Pro Tips: How First Supply's Social Media and Content Strategy Drives Higher Ecommerce Adoption Across Channels



Staci Otradovec

Ecommerce Manager, First Supply



Thressa Gustafson

Sr. Customer Success Manager, Episerver

Ecommerce is an ongoing process, not a one-time project. First Supply gets that. They didn't just launch an ecommerce site and go away from it. Instead they are present, relevant and helpful to their customers. Since launching their ecommerce site, they've seen a 400% increase in active online orders and a significant amount of mobile traffic. How? Staci Otradovec, Ecommerce Manager, will share their customer-centric strategy behind their "Pro Tips" marketing campaign and their content strategy.

Ascend B2B 2020 Sponsorship:

Gold

Absolunet.

XCENTIUM

XNGAGE

adapty
Digital | Commerce

Widgets Take the Wheel



Leah Webster

Sr. Customer Success Manager, Episerver



Wendy Johnson

Director, Customer Success Manager, Episerver

No matter what industry they're coming from, we have the same conversation with a lot of our customers. They ask, "Where is the best place to put a widget with content recommendations for X part of the journey?" We all know that our customers' journeys aren't linear, so your content placement shouldn't be either. You make a buyer's journey map to ensure you deliver the correct content. Episerver Content Recommendations gives your site visitors the ability to map their own journey. Join Leah and Wendy from Episerver's Customer Success team, for an overview of widget placement and best practices in using the data they provide to refine and optimize your content.

PIM in Your B2B Business



Chris Vafiadas

Senior Solution Architect, Episerver

Wonder why you need a Product Information Management System for your B2B business? Do you want to learn more about what a PIM is and the business goals it helps you solve? Join this session to learn everything you need to know about PIM and how Episerver can help you throughout your journey.

Epi B2B Commerce Cloud by Insite: Updated CMS/Storefront Technology



Jeff Natzke

Associate VP, Product – Commerce, Episerver



Trevor Pope

Director, Solution Consultant, Episerver

Learn about the updated CMS & Storefront technology and tooling available for B2B Commerce Cloud by Insite. We will focus on how this update enables business users to efficiently manage their commerce experience using the new tools available while enabling seamless upgrades. See how you can manage your digital brand by quickly making granular or global changes to respond to customers' changing needs and increase your business.

Personalization & Commerce



Eddy Dugan

Sr. Solution Architect, Episerver



Trevor Pope

Director, Solution Consultant, Episerver

Online purchasing and traffic is increasing exponentially for many distributors and manufacturers. Analysts are predicting this shift in customer behavior to be permanent. This is driving a need for personalization on your digital platform. This session will cover how businesses are incorporating different types of personalization including ERP Rules, customer segmentation, products and content display.

Episerver's Strategy for the Future



Ed Barrow

VP Product Strategy, Episerver

Digital is no-longer just a business strategy, Digital is your business, and delivering a contextualized seamless experience for prospects and customers is the key to surviving and thriving in uncertain times. Ed Barrow, VP Product Strategy will be explaining the growing importance of managing the overall Digital Experience, where innovative organizations are investing in experience management, and Episerver's top product roadmap priorities for our Digital Experience Platform.

Sponsor Presentation: **Understanding the Tips and Tricks for the Discovery Phase**



John Castro

Director, XCentium **[Gold Sponsor]**



Gene Evans

Chief Information Officer, Allied Wire and Cable

Choosing your ecommerce solution is one thing, but heading into the discovery and development stage is another. John Castro, Director at XCentium will highlight Allied Wire and Cable's digital journey. This session will cover the SDLC roadmap and benefits of the discovery phase, creating actionable tasks for developers, success and pitfalls to consider and lessons, tips and tricks for companies looking to digitally transform.

Sponsor Presentation: **Brasseler USA increases revenue by 400%**



Vinay Rane

Co-Founder & President, Adapty **[Gold Sponsor]**



Ryan J Dew, J.D

Senior Director, Marketing , Brasseler USA

Leading dental and surgical instrumentation provider focuses on providing frictionless customer experience to their B2B customers. Brasseler USA is leveraging B2B Commerce Cloud by Insite to rapidly deploy new customer experiences and bring other parts of their business online.

Sponsor Presentation: **Executing a Digital Customer Experience Vision as an Integral Part of Van Meter's 2025 Strategic Roadmap**



Joe Albrecht

Chief Executive Officer, Xngage **[Gold Sponsor]**



Kim Oliver

Ecommerce Product Data Specialist, Van Meter Inc



Evan Fratzke

Program Manager – Digital Marketing and Ecommerce, Van Meter Inc

Leading B2B businesses today need to create compelling digital touchpoints of tomorrow. Doing so requires organizations to truly understand customers and personas, their purchasing journeys, and rethink digital experiences. To achieve ambitious growth objectives in the context of its Roadmap 2025, Van Meter embarked on a digital transformation journey that began in 2018. In this client case study, Xngage, a leading digital commerce agency specialized in delivering buyer and seller interactions in B2B, teamed up with Van Meter to share the practitioners' perspectives and learnings from executing a digital commerce initiative in Electrical Distribution.

Speaker Spotlight

Evan Fratzke

Program Manager – Digital Marketing and Ecommerce at Van Meter

For more than 7 years, Evan has been focused on managing all things digital for Van Meter. Evan currently manages the ecommerce program. Prior to ecommerce, Evan was a Digital Marketing Specialist working on Van Meter's website, email marketing, social media presence, SEO strategy and ongoing graphic and video design projects. Prior to joining Van Meter, Evan worked at EFCO in various digital media positions. Evan holds a BA from Iowa State University in Advertising and Design.



Sponsor Presentation: **Rapid-fire Q&A: Why TEC's User-centric Digital Approach Doubles Revenue, Year After Year**



Bernard Dahl

Creative Director, Absolutnet [Gold Sponsor]



Don Kruszewski

Vice President Operations, Temperature Equipment Corporation

Temperature Equipment Co's digital shift has produced massive value for customers and keeps increasing revenue. A rapid-fire round of Q&A with TEC's Don Kruszewski to find out about the organizational challenges of actually pulling this off.

Five Thoughts on B2B Marketplaces



Nate Barad

Director, Product Marketing, Episerver

Amazon and other marketplaces are everywhere. Companies across B2B industries must consider their exposure to marketplaces and incorporate a strategy for tackling them in short and long term planning. In this session, Nate Barad, Director, Product Marketing at Episerver shares five thoughts on B2B marketplaces and highlights where they can help you and where they can hurt you. In most cases, they can and will do both.

Q&A with Southwest Airlines Pilots Association



Jason Brooks

Solutions Architect, Southwest Airlines Pilots Association



Mike Bernard

Head of Audience and Product Marketing, Episerver

COVID-19 has done a number on many businesses. Few have been hit as hard as the airline industry. The Southwest Airlines Pilots Association represents over 9,000 pilots. It's more important now more than ever for the SWAPA to communicate with their members and be able to quickly update their members with critical information. Jason Brooks will give us a behind-the-scenes look at how SWAPA uses technology to keep their members informed in the midst of ever-present change.

Q&A with Ent Credit Union



Taylor Vowell

Director of Digital Marketing, Ent Credit Union



Mike Bernard

Head of Audience and Product Marketing, Episerver

Credit Unions are pretty amazing. Traditional banking services but oriented to serve members through a non-profit, co-operative structure. This continues to be the lynchpin of their differentiation but it faces heightened risk due to ever changing regulations, competition from large, national, for-profit banks and in-person services being limited due to COVID-19. Taylor Vowell will unpack how Ent Credit Union has enabled a digital strategy that's making Ent a success and keeping members engaged online.

Q&A with Caliber Home Loans



Uttiya Basu

Senior Project Manager, Caliber Home Loans



Mike Bernard

Head of Audience and Product Marketing, Episerver

With historically low interest rates, many people are looking to buy a new home or refinance their mortgage. On the other hand, COVID has made some rethink if it's a good time sell. Additionally, people still have questions about the economy. What does all this lead to? Lots of change within the mortgage industry. Caliber Home Loans needs to be able to keep their customers happy and informed. Uttiya Basu will unpack what he's seeing in the industry and how Caliber is prepared to keep their customers happy.

Ready to join us?

We can't wait to share all this great content with you. If you're ready to register after checking out our full agenda, visit ascendb2b2020.vfairs.com



About our speakers

Featured speakers



Mary Shea

Principal Analyst,
Forrester

In her role as a principal analyst at Forrester, Mary works with the world's leading brands and technology providers to help them better understand the changing dynamics between B2B buyers and sellers and how to optimize their market-facing strategies to succeed in the 21st-century.

Session:

August 26, 10 AM CDT - Featured: The Changing Nature of B2B Sales



Matt Heinz

President,
Heinz Marketing

Prolific author and nationally recognized, award-winning blogger, Matt is President and Founder of Heinz Marketing with 20 years of marketing, business development and sales experience from a variety of organizations and industries. He is a dynamic speaker, memorable not only for his keen insight and humor, but his actionable and motivating takeaways.

Matt's career focuses on consistently delivering measurable results with greater sales, revenue growth, product success and customer loyalty. He has helped organizations such as Amazon, Seagate, Morgan Stanley, The Bill & Melinda Gates Foundation and many others create predictable, repeatable sales and marketing engines to fuel growth.

Session:

August 25, 10:30 AM CDT - Keynote: Sales and Marketing Alignment





Nora McInerney
Best-Selling Author
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Nora McInerney specializes in difficult conversations: death, loss, illness, mental health, trauma, change and how to move forward with grief with resilience, joy, love and humor. From having the 4th most popular TED Talk of 2019 to her work as the creator and host of the podcast Terrible Thanks for Asking, she regularly dives into the topics most people avoid with refreshing candor, heart and humor. In doing so, she draws upon her own story of profound loss: During six hellish weeks in 2014, Nora miscarried her second baby, lost her Dad to cancer and became a widow at age 31 when her husband died from brain cancer. In the ensuing years, Nora became a “reluctant grief specialist”, best-selling memoirist, and founder dedicated to shining the light on the dark things in life with wit, humor and hear.

Session:

August 26, 12:45 PM CDT - Redefining Resilience

Customer speakers



Arnaud Le Chatelier
Director of Sales &
Marketing, Dillon Supply
Company

Arnaud has spent his career at Dillon Supply in various roles in Sales & Operations, always aiming to understand customers’ needs and expectations. Businesses should constantly be looking for ways to re-invent themselves to adapt and innovate in an ever-changing environment. When he is not working, Arnaud enjoys playing soccer with his wife Chelsea and tennis with his children (Eva, Thibault, Gisèle and Elodie).

Session:

August 25, 9:30 AM CDT - How to Get Even Your Most Tech-Averse Customers Onboarded to Ecommerce

Why Attend Ascend B2B?

Attend keynote sessions, network with forward-thinking professionals, and join hands-on workshops about commerce, content and everything in between. Anyone in marketing, IT, leadership or other business roles from companies in the manufacturing, distribution, high tech and financial services industries would highly benefit from attending Ascend B2B 2020.





David Weiss
President,
Partsmaster

David Weiss is a seasoned International Executive with almost 30 years' experience in the MRO, Specialty Chemical and Advertising Industries. David joined NCH in February of 2009 as the President & CEO of the Asia Pacific Region. NCH is a \$1 billion global leader in the maintenance industry, specializing in manufacturing, sales and service of water treatment, wastewater, lubrication and maintenance products. Under David's leadership NCH Asia, operating in 13 countries with 850 associates achieved significant improvement in business performance across a variety of facets including organic growth and profit, competitive strategy, innovation and customer and employee engagement. In July 2017, David was promoted to President & CEO of Partsmaster, a division of NCH, one of the nation's fastest growing MRO (Maintenance, Repair & Operations) companies. Prior to joining NCH, David founded a full-service marketing, advertising, catalog and interactive agency, focusing on B2B clients in the gift, home furnishings, luxury goods and real estate industries, the firm was based in New York and Hong Kong.

Session:

August 25, 10:45 AM CDT - Executive Panel: Adapting, Leading & Building Through Change



Don Krusxewski
Vice President
Operations,
Temperature Equipment
Corporation

Don was born and raised in the HVAC industry and has been with Temperature Equipment Co since 1992. From college, started in the warehouse, moved to warranty, branch operations and sales, and then to corporate, always keeping a chin up and eyes wide open understanding that a digital metamorphosis was about to begin. A change that will require us all to look at "it" from a different pair of glasses. A change that will bring balance to supplier and customer relationships as well as employee and family.

Session:

On Demand - Rapid-Fire Q&A: Why TEC's User-centric Digital Approach Doubles Revenue, Year After Year

**Evan Fratkze**

Program Manager –
Digital Marketing and
Ecommerce,
Van Meter

For more than 7 years, Evan has been focused on managing all things digital for Van Meter. Evan currently manages the ecommerce program. Prior to ecommerce, Evan was a Digital Marketing Specialist working on Van Meter's website, email marketing, social media presence, SEO strategy and ongoing graphic and video design projects. Prior to joining Van Meter, Evan worked at EFCO in various digital media positions. Even holds a BA from Iowa State University in Advertising and Design.

Session:

On Demand - Sponsor Presentation: Executing a Digital Customer Experience Vision as integral part of Van Meter's 2025 Strategic Plan

**Gabie Boko**

Global Vice President
Digital, Hewlett
Packard Enterprise

Gabie has spent over 20 years in the technology industry and led transformations in senior marketing roles for companies including Cognos, SAP, Sage and HPE. Her experience has focused on connecting customer success to innovative customer experiences in software applications, digital marketing and websites, customer storytelling and events. Born and raised in Alaska, Ms. Boko is an avid outdoors person, wildlife photographer and advocate for protecting our natural resources and rural communities.

Session:

August 25, 10:00 AM CDT - Digital Content Delivery

**Gaita Marie Mompoin**

Sr. Manager,
Marketing Technology,
Silicon Valley Bank

Gaita Marie Mompoin is a Marketing Technology Leader at Silicon Valley Bank with 20+ years of experience in transforming marketing organizations into a technology-powered discipline. At SVB, she is a thought leader who focuses on building an innovative marketing technology stack that delivers a data-driven personalized journey for SVB Clients. Her past successes has been at key B2B companies such as Hewlett Packard, Veritas and Netgear where she drove the digital customer experience by delivering a marketing technology practice.

Session:

August 25, 9:30 AM CDT - Panel: How Financial Services Companies Serve Customers in Difficult Times



Gene Evans
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Officer, Allied Wire
and Cable

Gene Evans is an experienced Chief Information Officer with a demonstrated history of working in the electrical and electronic manufacturing industry. Skilled in Computer Repair, Remote Desktop, iOS, Business Development, and Antivirus. Strong information technology professional with a MCSE focused in Systems Engineer, Networking, and LAN/WAN Management/Manager from Microsoft.

Session:

On Demand - Sponsor Presentation: Understanding the Tips and Tricks for the Discovery Phase



Jason Brooks
Solutions Architect,
Southwest Airlines
Pilots Association

Jason Brooks is a Full Stack developer with a passion for the front-end. He has been developing on the web professionally for over 18 years. Jason is a Certified Usability Analyst with a degree in Interactive Media Design and Marketing from the University of North Texas. For 6 years, Jason has been redesigning and developing Southwest Airlines Pilots Association's web properties. As of July 2020, Jason's official role is as a Solutions Architect.

Session:

On Demand - Q&A with Southwest Airlines Pilots Association



Julian Billups
Global Head of Web
and Web Strategy,
Genpact

Julian is the global leader of web and web strategy at Genpact, one of the fastest growing companies in the world. As a senior member of a diverse and agile marketing team, Julian manages and runs Genpact's global digital properties delivering a best-in-class experience with a focus on leading edge content optimization and lead generation.

Julian believes in finding the perfect balance between forward thinking digital planning and clean execution, in communicating the innovation of businesses through a sharp digital storefront, and in handling new digital challenges through strong leadership and agile implementation.

Session:

August 25, 12:00 PM CDT - The Right Tech with the Right Mindset



Karmen Wilhelm
Vice President of
Marketing, Van Meter

Karmen Wilhelm is VP of Marketing at Van Meter Inc., where she leads the company's marketing and business planning initiatives. A graduate of Loras College, Wilhelm is an experienced marketing and PR professional. Passionate about telling Van Meter's story and creating lasting value for the company's many stakeholders, Wilhelm and her teams focus on researching customer insights, brand positioning, product promotion and education, digital marketing, social media, ecommerce, and more. Every effort is intended to create a positive customer experience and drive long-term growth and support for the company's more than 520 employee-owners.

Session:

August 25, 12:45 PM CDT - Panel: The Great Brand and Marketing Pivot



Kim Oliver
Ecommerce Product
Data Specialist,
Van Meter Inc

Kim is an experienced Data Analyst with a demonstrated history working in the wholesale industry. For more than a decade, Kim has been part of Van Meter, working as a Pricing Data Analyst before becoming the ecommerce Product Data Specialist in October 2018. Kim holds a Bachelor's Degree focused in Business Administration from Mount Mercy University. Kim's expertise includes Microsoft Excel, Data Analysis and Business Process Improvement.

Session:

On Demand - Sponsor Presentation: Executing a Digital Customer Experience Vision as integral part of Van Meter's 2025 Strategic Plan



Matt Hanlon
Applied Innovation &
Technology Manager,
Source Atlantic

Beginning his career as a summer student in 2007, Matt Hanlon has moved his way on to the executive team at Source Atlantic as the Applied Innovation & Technology Manager responsible for IT, ecommerce, and Analytics. Over the last 13 years Matt has completed a Masters of Industrial Distribution from Texas A&M and has been a champion in many IT implementations such as Microsoft Dynamics CRM, Prophet 21 ERP, CribMaster, and Office 365. In 2017 Matt decided to take on ecommerce and began the design and build phase with Insite and Verndale. Today, Matt manages the ecommerce division of Source Atlantic along with IT and a newly formed Analytics component.

Sessions:

August 25, 10:00 AM CDT - Sponsor Presentation: Digital Transformation as an Organizational Initiative

August 26, 9:30 AM CDT - Get Ecommerce Working for You, No Salaries Attached

**Miguel Armenta**

EBusiness Director,
Royal Canin USA

Miguel has been with Royal Canin, Mars Inc. for 10+ years where he currently leads the eBusiness team, his main purpose is to delivery extraordinary digital commerce centric experiences to make a better world for pets.

Session:

August 26, 11:15 AM CDT - Voice of Customer: Methods for Creating a Superior Customer Experience

**Nate Wotruba**

Director of IT Services,
Amerhart

A high-achieving application development manager competent in all aspects of the Software Development Lifecycle (SDLC) for both Web and desktop applications, Nate has expertise in leading people, interfacing with business partners and creatively solving challenges and providing customer delight. Nate is skilled at C#, MVC, T-SQL, JavaScript ASP.Net, and more, with industry experience in manufacturing, and health and financial services. Nate is a passionate leader and team player with proven success architecting business solutions, overseeing development staff, and providing support for many and varied business applications. Nate currently serves as the Director of IT Services at Amerhart.

Session:

On Demand - Rowing in the Same Direction: Setting Objectives Your Entire Business Can Get Behind

**Ryan J Dew**

Senior Director,
Marketing, Brasseler

Ryan J. Dew, J.D. Senior Director, Marketing at Brasseler USA. Ryan is a member of the Brasseler executive leadership team with primary responsibility of Marketing and Product Development, including the development of marketing strategy and tactics across all channels. Prior to this, he led Brasseler's legal affairs, human resources, e-commerce, digital marketing, and IT teams.

Session:

On Demand - Sponsor Presentation: Brasseler Commerce and Customer Experience Journey



Sharon Shepard
Director, Digital
Marketing, Optos

Sharon is the Director of Digital Marketing at Optos, Inc. with responsibility for the worldwide digital marketing footprint, including web and social properties, content, data integrity, and marketing tech stack. She has been a marketing professional for 20+ years and a digital marketing evangelist since 1997 [aka: the stone age], when she took a class while securing her MBA, called “Marketing on the World Wide Web” which upon completion [and securing an A grade], finally enabled her to answer the question, “what do you want to be when you grow up?”. Sharon lives in Massachusetts with her husband and two rescue dogs, Jack and Finn and sits on the Board of Directors for Baypath Humane Society and is an Executive on the Board of Directors for the Lake Maspenock Preservation Association.

Session:

August 25, 12:45 PM CDT - Panel: The Great Brand and Marketing Pivot



Staci Otradovec
Ecommerce Manager,
First Supply

Staci has been the ecommerce Manager at First Supply for 2 years. Prior to that, she spent 6 years with Grainger as a Web Designer and 4 years with Ariens as a Web Designer, UX Designer and Website Manager.

Session:

On Demand - Pro Tips: How First Supply’s Social Media and Content Strategy Drives Higher Ecommerce Adoption Across Channels



Taylor Vowell
Director of Digital
Marketing, Ent Credit
Union

Taylor Vowell is the Director of Digital Marketing for Ent Credit Union, Colorado’s largest credit union with over 1,300 employees, 388,000 members and \$7 billion in assets. Taylor has held various marketing and growth positions for a variety of companies. He holds a Bachelors from University of Colorado at Colorado Springs and volunteers as a DECA Inv. Conference Judge.

Session:

On Demand - Q&A with Ent Credit Union



Terence Murray
Digital Transformation
Leader, Sonance

With over 25 years of experience and leadership in the Consumer Electronics Industry, Terence has expertise in creating innovative business strategies and leading teams in designing and implementing unique software solutions and intuitive user experiences that simplify the challenges of complex transactions for both business users and end consumers. At Sonance, Terence is responsible for creating, planning and directing the company's Digital Transformation to provide the optimal customer experience and operational efficiency for their multiple brands and the channels they serve. Prior to joining Sonance, Terence was a Partner of a leading Systems Integration Company, AUDIOVISIONS, that was later acquired by Best Buy. At Best Buy he served as a Senior Director of Strategic Development for Services for almost a decade. Early in his career, Terence also held leadership positions with Harman International and Escient Technologies, LLC.

Session:

August 26, 10:45 AM CDT - Executive Panel: Adapting, Leading & Building Through Change



Todd Eber
Director of Marketing,
Dakota Supply Group

Todd is an accomplished leader with over 30 years of experience building a great blend of practical marketing knowledge coupled with a strong business sense from his time as a President/CEO/Owner of a wholesale distribution business. Early on Todd held a variety of marketing leadership roles with large organizations including Emerson Electric, Scotsman Industries and The Manitowoc Company, and for the last 18 years has held a variety of leadership roles and on the Board of Directors for DSG. Today, Todd is back with his marketing roots as DSG's Director of Marketing.

Session:

August 25, 11:30 AM CDT - How Investing in Digital Became the #1 Revenue Opportunity Overnight

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Todd Sisson
Digital Commerce
Manager, Dakota
Supply Group

With more than three decades of experience in the distribution industry, Todd Sisson has played almost every role in the distribution chain – from warehouse positions to sales management. Todd currently serves as the ecommerce Manager at Dakota Supply Group where he focuses on driving the digital experience for customers. He has played a key role in launching dsgsupply.com, implementing a new ERP and improving the overall experience. One of Todd's most rewarding accomplishments was starting a software company that allowed showrooms to digitize their sales funnel. In doing so, he created the largest fixture database available at the time with over 200,000 SKUs.

Session:

August 25, 11:30 AM CDT - How Investing in Digital Became the #1 Revenue Opportunity Overnight



Tony Lucia
President,
APi Distribution

Tony Lucia is the president of APi Distribution, the leading supplier of insulation, high performance coatings and specialty building products for the commercial, industrial, residential and oil and gas industries. In 2013, Tony began his career with APi Group in the Leader Development Program. He then joined the APi Distribution team in a business development role and most recently was the company's operations leader. Originally from Fairbanks, Alaska, Tony has called Minnesota his home since 1999. He graduated from the Carlson School of Management with a bachelor's degree in Finance. While attending the University of Minnesota, Tony played Division I hockey followed by a brief professional hockey career prior to joining APi Group. Outside of work, he enjoys spending time with his family, following his father and brother's hockey careers, and staying physically active.

Session:

August 26, 10:45 AM CDT - Executive Panel: Adapting, Leading and Building Through Change



**Twilla Duval**

VP of Internet Services,
Central Bancompany

For more than two decades, Twilla has been leading website and internet services at Central Bancompany. She also holds leadership positions in various organizations at the local, regional and international levels.

Session:

August 25, 9:30AM CDT - Panel: How Financial Services Companies Serve Customers in Difficult Times

**Uttiya Basu**

Senior Project
Manager, Caliber Home
Loans

Uttiya is a forward-thinking engagement specialist with key experience across the customer involvement spectrum, identifying and pursuing new business opportunities and developing programs to champion relationships. Uttiya has many years of IT expertise under his belt and currently serves as the Senior Project Manager at Caliber Homes Loans.

Session:

On Demand - Q&A with Caliber Home Loans

**Wendy Bergh**

VP, Digital & Analytics,
ServiceNow

As the VP of Digital & Analytics at ServiceNow, Wendy is a dynamic executive and general manager with leadership experience across startups and Fortune 500 companies. Wendy has deep expertise in digital, mobile and growth. She is passionate about customer experiences that make consumers' lives easier. Wendy has a proven track record of driving strategic initiatives, building great teams, and delivering solid results.

Session:

August 25, 12:45 PM CDT - Panel: The Great Brand and Marketing Pivot

Partner Speakers



Bernard Dahl
Creative Director,
Absolutnet
[Gold Sponsor]

Bernard is Absolutnet's Creative Director and oversees creative, brand and communications - as well as helping clients with brand experience and strategy. A born disrupter and proud layman, he has served on numerous boards including non-profits, trade federations, museums and retail and merchant councils.

Session:

On Demand - Sponsor Presentation: Rapid-Fire Q&A: Why TEC's User-centric Digital Approach Doubles Revenue, Year After Year



Jeff Pratt
Commerce
Experience Director,
Verndale
[Platinum Sponsor]

Jeff leads Verndale's Commerce Experience Practice, leveraging 25 years of digital strategy leadership experience across a wide variety of industries and business models. He is as hands on as they come and plays an active role in each and every one of the Verndale commerce engagements as a strategic advisor and stakeholder through every stage. Jeff's client work includes companies such as Orvis, Green Mountain Coffee Roasters/Keurig, Hershey Chocolate Company, as well as many companies in the manufacturing, alternate energy, and B2B sectors.

Session:

August 25, 10:00 AM CDT - Sponsor Presentation: Digital Transformation as an Organizational Initiative

Why Attend Ascend B2B?

Identify, learn and apply new skills that help you strengthen your team

Shape your business with leading digital strategies

Connect with and learn from like-minded companies, industry visionaries and the Episerver family





John Castro
Director, XCentium
[Gold Sponsor]

John obtained a Bachelor's degree in Computer Engineering and is from New York City. He has been involved in the software development field for over a decade. Although he knows enough code to be dangerous, John specialized in project management and client success.

John also has a strong ecommerce background as he worked for Steve Madden as a Technical Project Manager. In his short time here, he spearheaded projects on SEO, loyalty rewards program, and a hosting migration to the Cloud. John's interests are cloud-based solutions, AI, cryptocurrencies, IoT, and cybersecurity. When John isn't behind a computer, he enjoys playing sports (basketball, baseball, and swimming) and spending time with his toddler son and wife.

Session:

On Demand - Sponsor Presentation: Understanding the Tips and Tricks for the Discovery Phase



Joe Albrecht
Chief Executive
Officer, Xngage
[Gold Sponsor]

Joe Albrecht has 25 years of experience in the software industry and has served in various executive leadership roles assisting customers with digital initiatives. He spent nearly 10 years of his career working for one of the largest national digital consulting agencies and worked with Fortune 500 clients in the US and EMEA. Joe is the founder and Managing Partner of Xngage, a digital commerce consulting and services firm, located in Cleveland Ohio. Xngage is dedicated to serving manufacturers and distributors with the mission to deliver Digital Commerce Success in B2B. Joe's passion for clients, technology, and problem-solving fuel his constant desire to innovate, integrate and deploy the capabilities required to meet his clients' digital transformation challenges with outstanding B2B e-commerce solution delivery. Joe holds an MBA from Case Western Reserve University in Cleveland and a Computer Science Master from the University of Ulm.

Session:

On Demand - Sponsor Presentation: Executing a Digital Customer Experience Vision as an Integral Part of Van Meter's 2025 Strategic Roadmap



Vinay Rane
Co-Founder &
President, Adapty
[Gold Sponsor]

Adapty is a global digital commerce company focused on customer experience, with offices in 3 countries and 200+ digital commerce experts around the world. As President Vinay holds significant contribution to the growth of Adapty in North America and focused on customer success and partnership strategy.

Session:

On Demand - Sponsor Presentation: Brasseler Commerce and Customer Experience Journey

Episerver speakers



Alex Atzberger
Chief Executive
Officer, Episerver

Prior to leading Episerver as CEO, Alex served as the President of SAP Customer Experience and as President of SAP Ariba, the world's largest, most global business network. In addition, Alex successfully led SAP's Markets Strategy, Competitive and Market Intelligence and Global Pricing organization to help shape SAP's 2015 strategy. A 13-year veteran of SAP, Alex began his career at McKinsey. Over the course of his career Alex has developed a passion for customer empathy, turning skeptics into champions for change. His international background has predestined him to be a believer in diversity and the benefits of global business. He holds an MBA from Harvard Business School and a Bachelor of Science in Finance and International Business from New York University's Leonard Stern School of Business. In 2013, Alex was selected as a Young Global Leader by the World Economic Forum. He lives with his wife and dogs in New York City.

Session:

August 26, 10:45 AM CDT - Executive Panel: Adapting, Leading & Building through Change



Amberly Dressler
Sr. Corporate
and Executive
Communications
Manager, Episerver

Amberly Dressler is the senior manager of corporate and executive communications at Episerver where her role touches every part of the owned, earned and paid media mix including analyst and public relations, social media, thought leadership and content syndication. Amberly has over 14 years of editorial and digital marketing experience with the bulk of her career spent in journalism and magazine publishing. She brings this journalistic view to content production at Episerver where she is responsible for publishing and promoting quarterly research reports as well as leading the Editorial Board - a cross-functional team that meets to coordinate the creation of content that analyzes and adapts to audience interest and intent.

Session:

August 25, 12:00 PM CDT - Global Survey: How to Close the B2B Customer-Centricity Gap



Chris Purcell
Product Strategy
Manager, Episerver

Chris lives to challenge the status quo, an accountant turned product strategist he has been on both sides of the fence when it comes to implementing system changes. Now he uses that experience to help shape solutions for businesses to go through their own transformations in the areas of digital operations and customer experiences.

Session:

August 25, 11:30 AM CDT - Customer Experience Never Stops – So Where Do You Start?





Chris Vafiadas
Senior Solution
Architect, Episerver

Chris is a Senior Solution Architect and has been involved in all aspects of software architecture, design and development from pre-sales to deployment during his career. At Episerver, Chris is part of the North American Solution Architect team, responsible for ensuring partner success by working closely with the North American Episerver implementation partners. Chris has experience with multiple different technology stacks and platforms, with a very heavy focus on both B2C and B2B commerce implementations. In recent years, content and commerce have come together in order to provide more customer-centric digital experiences, which has provided Chris the opportunity to work on CMS and Digital Marketing initiatives. Chris lives in Montreal with his wife and kids and his hobbies include playing ball hockey and homebrewing.

Session:

On Demand - PIM In Your B2B Business



David Bowen
VP Product
Management,
Episerver

David is an experienced product leader at Episerver. Involved in the digital industry since the late 90s, David has held a variety of roles; delivering successful large-scale commerce solutions and digital services. He is responsible for global product management at Episerver. David is passionate about the ever evolving digital and customer experience landscape and building products and services that provide value to growing businesses. He frequently speaks and writes on current trends, is based in London, UK and travels globally.

Session:

August 26, 11:45 AM CDT - Product Roadmap Update



Deane Barker
Sr. Director, Content
Management
Strategy, Episerver

Deane Barker is the Senior Director of Content Management Strategy at Episerver and a founding partner of Blend Interactive. He has been working in web content management since the mid-90s — before the discipline even had a name. Deane is a veteran of hundreds of implementations, ranging from small marketing websites to massive publishing operations, across nearly every programming architecture and dozens of different CMS platforms.

Session:

August 26, 10:00 AM CDT - Where Everybody Knows Your Name: The Power of Tribal Content Marketing



Eddy Dugan
Sr. Solution Architect,
Episerver

Eddy has been with Episerver for over 10 years, wearing many hats, all for the love of digital experiences, from developer trainer to solution implementor to solution architect. Prior to Episerver, Eddy spent 10 years in solution consulting, working with almost every technology under the sun. Originally from Austin, Texas, Eddy has lived in Seattle, Chicago, and finally in Colorado, where in his free time he, with his 10 year old son, will hike anywhere at any time for any reason (unless they're skiing).

Session:

On Demand - Personalization & Commerce



Ed Barrow
VP Strategy, Episerver

As VP of Product Strategy at Episerver, Ed Barrow is responsible for setting the future direction of the Episerver Digital Experience Platform, including Content Cloud, Commerce Cloud and the newly created Intelligence Cloud. Ed joined Episerver in November 2019 as part of the acquisition of Idio.ai where he was Founder and CEO, leading product and commercial strategy for 6 years to build the market leader in Content Intelligence & Personalization. Ed lives with his wife and 2 young kids outside of London, UK.

Session:

On Demand - Episerver's Strategy for the Future



Jeff Natzke
Associate VP,
Product - Commerce,
Episerver

Leading Episerver's commerce product vision, Jeff's experience spans almost 20 years as an analyst, architect, and technology leader. Before Episerver and Insite Software, he spent 7 years at a mid-size distribution and manufacturing company. He worked on a number of business & IT-related projects within the organization: ERP Conversion, B2B & B2C Site Launches, Launching a 3PL Division, etc. These real-life B2B experiences give him a unique perspective and deep understanding of Episerver's manufacturing and distribution customers' needs.

Sessions:

August 26, 11:45 AM CDT - Product Roadmap Update

On Demand - Epi B2B Commerce Cloud by Insite: Updated CMS/Storefront Technology



John Field
Product Marketing
Manager, Episerver

John has over 20 years' experience working with some of the best and brightest software vendors spanning enterprise search, content management, social media management and digital experience management. He has a talent for understanding current business problems and objectives and articulating succinctly how technology options could help solve them. In Product Marketing, John supports the business development and marketing teams, as well as communicating with product management, analysts and technology partners around Episerver's capabilities.

Session:

August 25, 9:30 AM CDT - Panel: How Financial Services Companies Serve Customers in Difficult Times



Justin Anovick
Chief Product Officer,
Episerver

Currently the Chief Product Officer at Episerver, Justin is responsible for product strategy, product management and technology partners. Justin has a 20+ year career with experience in sales, pre sales and professional services and experience with mid-size (\$100+M) organizations as well as M&A. He tends to be more business oriented than technical and has spent a lot of time helping to determine the best go to market strategies based on data, past experience, and what the field is seeing. Justin joined Episerver four years ago after leading product strategy at Verint. He is known as a creative thinker who knows how to present a compelling story and provides great leadership for his team. As part of the fun he has at Episerver, he also co-hosts their internal variety show "Episodes". Justin lives with his wife and kids outside of Charlotte, North Carolina.

Session:

August 26, 11:45 AM CDT - Product Roadmap Update

Ascend B2B 2020 Sponsorship:
Bronze





Kevin Li
Sr. Director –
Analytics &
Personalization
Strategy, Episerver

Kevin Li leads up product strategy for Episerver’s analytics and personalization capabilities, including the newly created Intelligence Cloud. Kevin joined Episerver in November 2019 as part of the acquisition of Idio.ai where he was Chief Strategy Officer and a founding member of Idio’s North American expansion. Topics of particular interest to Kevin are natural language processing, attribution modeling, CDPs, and all kinds of recommendation engines. He is also a frequent presenter at internal and external events and is super excited about the new microphone provided by Episerver’s marketing team.

Session:

August 26, 9:30 AM CDT - The ROI of Intelligence Cloud – Deep Dive Into Forrester’s Total Economic Impact Report



Kirstin Allegri Williams
Chief Marketing
Officer, Episerver

Kirstin Allegri Williams is an industry-recognized Chief Marketing Officer for leading B2B technology companies. Prior to Episerver, Kirsten was CMO for SAP SuccessFactors, the world’s leading provider of technology solutions for Human Resources. In her career as a corporate storyteller, she has rebranded and relaunched the digital presence of Ariba, another of SAP’s global software businesses, and lead partnerships with the United Nations to help businesses everywhere forge sustainable supply chains. She is also an advocate for women’s equality, diversity champion as a Filipino American and empowerment in the workplace. Kirsten has been honored by many organizations including The Internationalist as a “Next 50” top marketer. She is a graduate of Santa Clara University with a B.S. in Political Science and B.A. in Music. She received her Master of Music degree from the Manhattan School of Music in classical voice and sustains a career as a critically acclaimed mezzo soprano. She works in New York City and lives in New Jersey with her husband and their two children.

Sessions:

August 25, 10:00 AM CDT - Digital Content Delivery

August 25, 12:45 PM CDT - Panel – The Great Brand and Marketing Pivot

**Leah Webster**

Sr. Customer Success
Manager, Episerver

As a Senior Customer Success Manager, Leah is committed to helping high tech companies see success through digital solutions and intelligence. Prior to her role at Episerver, Leah has held various account and customer success management roles in the B2B tech space at companies like Forrester and ClearCompany Talent Management Software.

Session:

On Demand - Widgets Take the Wheel

**Mike Bernard**

Head of Audience and
Product Marketing,
Episerver

Mike is a seasoned SaaS marketing leader. He has held various marketing leadership roles at companies like Reeher, Relationship One and Insite Software. Mike has 10+ years of experience in demand generation, marketing operations, all things digital and leading strong teams. He is passionate about using creative storytelling to create content that resonates with people and using technology to disseminate that content. All the while, collecting and analyzing the data to make better informed decisions. Mike holds a B.A from the University of MN, Morris in economics and political science and an M.A. from Bethel University in theology and philosophy. Mike is passionate about Victorian architecture, reading biographies, happy hour and his family.

Sessions:

On Demand -

Q&A with Ent Credit Union

Q&A with Southwest Airlines Pilots Association

Q&A with Caliber Home Loans

**Nate Barad**

Director, Product
Marketing, Episerver

Nate Barad is a creative force in evolving the world's leading brands in the digital realm. He has lived and worked internationally, playing a lead role in building online businesses for Major League Baseball, Autotrader, ING Direct Paris, and Bank of England. After years of successful client brands, he now leads product strategy and marketing organizations for technology companies. His expertise in producing customer experiences that build revenue are reflected in his current role at Episerver.

Session:

August 26, 11:45 AM CDT - Five Thoughts on B2B Marketplaces

**Sue Bergamo**

Chief Information &
Chief Security Officer,
Episerver

Sue Bergamo is the CIO & CISO of Episerver, a global digital Commerce company. As an executive, she brings her leadership and broad technology experience to help companies concentrate on growth by promoting innovation and productivity enhancements through application development, infrastructure operations, data analytics, business process optimization and talent management. Previously, she held strategic positions at Microsoft and as the CIO at Net Atlantic, BTE Consulting and for two of Aramark's apparel companies, Galls and Wearguard-Crest. She has also held high level positions at the Staples Corporation and at CVS/pharmacy. As a certified cloud architect, Sue also has an AS in Computer Science from Tunxis College, a BS in Business Administration from Post University, an Executive Leadership MBA from Boston University and a Master's in Security from UMASS. Sue is a Board member for SIM (Society for Information Management), co-chairs the SIM Regional Leadership Forum (RLF) Mentorship Program and is a member of the CIO Roundtable. In another professional interest, Sue is a technical and business advisor to several startup companies and is the Program Director for Brandeis Universities Masters in Security Leadership program.

Session:

August 26, 11:15 AM CDT - Delivering 1:1 B2B Digital Experiences in a Regulatory World



Thressa Gustafson
Sr. Customer Success
Manager, Episerver

Thressa has been working directly with customers in the Manufacturing and Distribution segment for the last 5+ years. Thressa is inspired every day by the resilience within our diverse customer base, and feels honored to be a part of the legacies our customers are building. The success of her career thus far has been built by the success of her customers. Thressa lives by one of the 10,000+ lakes in Minnesota with her dog...and husband and kids.

Sessions:

On Demand - Pro Tips: How First Supply's Social Media and Content Strategy Drives Higher Adoption



Trevor Pope
Director, Solution
Consultant, Episerver

Trevor Pope works with distributors and manufacturers to understand their business opportunities and whether a B2B Commerce platform is a fit. He brings over 20 years of experience in management of process, people and technology. Trevor joined Insite Software in 2014 and has been immersed in the world of ecommerce ever since; working with existing and prospective customers on business cases, integrating systems and translating goals into solutions. Trevor joined Episerver following Episerver's acquisition of Insite Software in December 2019. He lives in Minnesota with his family and tries to get outside in any weather.

Session:

On Demand -

Epi B2B Commerce Cloud by Insite: Updated CMS/Storefront Technology PIM In Your B2B Business



Wendy Johnson
Director, Customer
Success, Episerver

Wendy is a dynamic, result-focused customer success expert driving revenue and growth through delivery of outstanding leadership and customer-centric service that inspires loyalty, trust and ongoing business. Wendy joined Episerver through the acquisition of Idio in November 2019. Prior to Idio and Episerver, Wendy focused on customer success and strategic account management at Demandbase. Wendy's success as a top sales performer paired with her ability to design and execute strategies for engagement, support and advocacy are critical to remaining competitive in the technology solutions landscape.

Session:

On Demand - Widgets Take the Wheel

About Episerver

Episerver empowers businesses to scale through the most customer-centric approach to digital experiences. Its Customer-Centric Digital Experience Platform™ features best-in-class content management, robust commerce and intuitive data and personalization solutions. The platform has consistently earned industry, analyst and media recognition for its vision, capabilities and customer commitment. Episerver's 900+ partners and 825+ employees in offices around the globe are proud to help more than 8,000 customers enrich their customer lifetime value, increase revenue and grow their brands.

Learn more at [episerver.com](https://www.episerver.com).

