



CONNECTED

UK SUMMIT

18TH - 20TH JULY 2022

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TO THE CSO
CONNECTED
SUMMIT
2022

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WELCOME NOTE

Words can barely express how excited we are to welcome you back to our UK Summit.

It's been a difficult period for our industry, we've seen a lot of event organisers veer towards digital alternatives and as much as we've now incorporated online into our membership, physical events will always remain the heart of what we do.

We know that this is just the start of a long way back to normal for in person events but hope with your support we can continue to build a world class community with the best in person events on the market.

The next couple days are jam packed with quality conversations, learnings and challenge and truly hope we can deliver an experience that leaves you wanting more!

Here's to the relaunch of our summits, I'm so grateful to everyone here for making it possible.

Have a great couple days!

Joshua Smith

CSO ON-SITE TEAM



JOSHUA SMITH
CEO



SIR ROB MCCABE
MASTER OF CEREMONY / CXO



GARY SMITH
SALES ENABLEMENT ANALYST



STEFAN PRICE
VIDEOGRAPHER

ATTENDEES



TAMARA MCMILLEN, HG
PORTFOLIO CCO/CRO

ADVISORY BOARD MEMBER

Tamara McMillen is a global revenue leader and board level executive with over 20 years of executive leadership across sectors including SaaS, software, services, analytics and media. Most recently, Tamara was a CRO/Growth Specialist at Hg, a private equity firm investing in SaaS, software and services growth companies. In this role Tamara partnered with Hg's portfolio companies on value-creation initiatives to deliver consistent and predictable revenue growth. Prior to Hg, Tamara was the Executive Director, Sales for Virgin Media Business and Managing Director, EMEA for Verizon Digital. She is a Non-Executive Director on the board of Wilton & Bain and Board Advisor to CSO Connected.



DAVE OATES, COYOTE SOFTWARE
CHIEF REVENUE OFFICER (CRO)

ADVISORY BOARD MEMBER

Dave has over 25 years of experience in driving rapid and sustained and triple digit growth at software companies such as Primavera, Argus Software and Conga. He is currently the Chief Revenue Officer of Coyote Software, a PropTech software company focused on helping Commercial Real Estate Investment and Asset Managers buy, manage and sell real estate assets.



SEEMA MENON, SOROCO
ENTERPRISE ACCOUNT DIRECTOR

ADVISORY BOARD MEMBER

Commercially astute leader in Technology (Soroco), Media and Entertainment (Sony Pictures Networks) with a good understanding of Artificial Intelligence & Machine Learning (SparkBeyond), an experienced strategist (Headstride) with a curiosity for learning and self-improvement. Highly driven with a proven track record of achieving targets every year through leading high performance teams, enabling a relationship of trust and a passion for building strong relationships with key stakeholders (internal and external) in challenging commercial environments globally. An enthusiastic team player who inspires thought leadership for excellence through keynotes, published articles and workshops.



HOWARD YOUNG, CONVERA
GLOBAL HEAD OF CHANNEL PARTNERS

Howard has worked at Convera (formerly Western Union) for 22 years working across a variety of Go To Market roles both as an individual contributor and a leader. Howard has led local and global teams and has a long history and experience of managing and leading teams to a successful outcome.

Effective feedback, structured coaching and a clear communication style are the core foundations of Howard's leadership ethos.

His current role sees him lead the global channel partnerships within the payments business who are responsible for acquiring and managing new, indirect routes to market via strategic channel partners. Howard is based in the UK.



PAUL BROOKS FCILT, FIOD, WINCANTON PLC
SALES DEVELOPMENT DIRECTOR

Paul is a sales leader with over 25 years board level experience. He is an acknowledged expert in deal qualification and deal shaping with over £1Bn of qualified deals completed. Paul has a track record in building and developing sales capability across multiple businesses, sectors and continents. Paul is a sought-after consulting partner and international conference speaker covering all aspects of relationship development, customer solution building and the presentation of winning propositions.



JODIE BATTSON, WESTERN UNION BUSINESS
HEAD OF PARTNERSHIPS

Having joined Western Union Business Solutions 10 years ago, Jodie has held a variety of roles within the company, most recently moving from managing one of their Corporate Dealing teams into her current role as Channel Partnerships Manager, UK. Jodie holds an Investment Advice Diploma from the Chartered Institute of Securities and Investments, and is passionate about connecting their Clients and Business Partners with the resources, information and expertise they need to successfully navigate the challenges of trading internationally.

An experienced Sales Leader, Jodie is an advocate for nurturing and developing talent, and managing sales performance to drive results. In addition, Jodie is a trained Mental Health First Aider and a passionate advocate for workplace wellbeing.

Cloudapps: Full Funnel Revenue Intelligence. Made Simple.

How's your sales pipeline looking? What sets your top performers apart? Which deals will close this quarter?

Get the answers you need with Cloudapps' revenue intelligence platform. Unite your sales, marketing and customer success teams to build stronger pipelines, boost forecast accuracy, improve conversion rates and support your sales reps.

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Ready to see revenue intelligence in action?

Chat with our CEO **Andy McDonald** today at the CRO Summit

Text **07867 806841** or email
amcdonald@cloudapps.com to meet up!





JEREMY COSTER, RAKUTEN ADVERTISING
VP CLIENT GROWTH

I have led the sales operation for Rakuten Advertising for 5 years covering the UK and EU regions. Managing a team selling global advertising solutions including affiliate marketing, display, paid social, paid search and connected TV to the worlds largest brands. During that time Rakuten Advertising has experienced consistent double digit year on year growth and expanded into new markets and new verticals.



STEPHANIE MACLAURIN, BIRDIE
HEAD OF SALES

Stephanie has spent the last decade in sales leadership and is currently Head of Sales at Birdie, responsible for the new business and expansion teams. Birdie is the leading home healthcare technology platform that aims to radically transform the lives of older adults. Birdie is B-Corp certified and was recently named as a top two Home Health Tech provider globally in the cohort of top 150 Most Innovative Digital Health startups by CB Insight in 2021.



PETER TODOROV, THE ABB GROUP
GVP, SALES & MARKETING OPERATIONS

Gravitas excelling across a wide span, with a broad international experience as a hunter, farmer, supervisor and general manager, with a track record of delivering exceptional revenue growth in highly competitive markets, with world class leadership of direct and indirect sales, channels, marketing, services, business development and account management, for a large multi industry portfolio.



MARK SAVINSON, STRATEGY TO REVENUE
CEO

Trusted business advisor with extensive experience across a range of business functions and sectors. Brings an energising, motivational and encouraging approach along with unrivalled skills in analysing, understanding and solving complex problems. Gives direct and constructively challenging feedback to foster powerful growth across all areas of the business. Builds trust and confidence through robust working relationships and a flexible, outcome-focused attitude to change. Currently cultivating a portfolio career to include select non-executive roles where advice, influence and experience are valued and can help the organisation to flourish.



GERT JONK, ALCATEL-LUCENT ENTERPRISE
SENIOR VICE PRESIDENT EMEA



IAN AYLING, NOV
CHIEF SALES OFFICER (CSO)

An engineer with over 25 years of leadership experience in the Energy Industry primarily in Sales, Operations and Project Management roles and in a diverse range of international locations.



ALEX ELLINIS, LBS
STRATEGY ACADEMIC & CONSULTANT

Alex has spent over 20 years working across various industries including supply chain, Transport and logistics developing strategy and improving operational efficiencies, having worked for some of the worlds most recognised companies he now supports organisations optimise their strategic advantage. Having spent his early career in sales moving to operations, management, leadership and progressing to global executive roles within various industries, he is now consultant and owner/investor of several start-up companies while using his experience and academic knowledge to support boards as a non-executive director on leadership & strategy for competitive advantage.

Alex is completing his PhD in Business Strategy, he also holds a MSc in Strategic Management, MPhil in Business Research, a Black Belt in Lean Six Sigma, PG Cert in Learning & Teaching in Higher Education, and certification in Game Theory. Alex is a Chartered Manager & Fellow with the Chartered Management Institute (CMI), Fellow with the Institute of leadership & Management (ILM), Fellow with the Learning Performance Institute (LPI) and fellow in Higher Education. Alex lectures in various UK universities on Strategy, operations management and supply chain on both Bachelor and Master's degree programmes while conducting research on SME's and their competitive advantage within the UK



CATHERINE MANDUNGU, THINK REVOPS
REVENUE OPERATIONS LEADER/FOUNDER

Catherine Mandungu is a Revenue Operations expert and leader in London. She is the founder of Think RevOps, a forward thinking revenue operations consultancy for B2B tech businesses. Her expertise is in building efficient revenue engine through revenue management, digital transformation and enablement. She has over 10 years experience working in the commercial operations space for larger organisations such as Microsoft and Adobe as well as start-ups in the B2B tech space. Catherine believes in empowering businesses to create the most impact in their customer journey, by being committed to delivering a RevOps service people love and a culture where everyone can thrive.



PETER COLMAN, SIMON-KUCHER & PARTNERS
PARTNER

Partner with 24 years' experience in consulting and industry. Focused exclusively on leading Commercial Excellence programmes that grow revenues and profitability.

- Board level adviser on commercial strategy, pricing and sales topics
- Broad experience gained working for corporate clients, private equity-backed companies and venture capital-backed start-ups on over 100 commercial interventions.
- Leads Simon-Kucher's Technology, Industrials and B2B Services practice for the UK and Ireland.



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MICHAEL AKINLE, CLARI
ACCOUNT DIRECTOR

Michael sits on the Clari's Commercial Account team and is one of the founding members of the EMEA team. Michael joined Clari in February 2020 to help scale the top of funnel process and was solely responsible for generating pipeline in the region. Michael's passion is to help train and elevate SDRs to be the best in industry and he works as a trainer for SDRs alongside his role at Clari.



SHABRI LAKHANI, SALES WORKS
CHIEF REVENUE OFFICER

I started my career as an SDR and subsequently have spent over 12 years in the constantly evolving world of sales development building and leading sales development and inside sales teams. I spent 7 years at the largest FinTech in Europe, private equity owned, Finastra. I successfully scaled the team from 2 to 15 in Europe and Americas and created a team from scratch in Middle East, Africa and APAC of 15 reps, whilst creating an end to end inside sales team closing an additional £3m revenue annually.

In 2018, I founded SalesWorks, a global training and consulting firm that works with companies from seed to scaling ; purely focused on sales team development where we have re-imagined the legacy approach to training.



ALISON ALEXANDER, METACAMPUS
DIRECTOR OF ETHICS & SOCIAL POLICY



CATHERINE AGONIS, GXO
SALES EXCELLENCE

Catherine is currently the Sr. Manager of Sales Excellence of GXO Logistics, Inc. implementing process improvement and overseeing the market intelligence on behalf of the global sales team while leading staff across multiple regions to ensure success.

She previously worked for Procore, a global construction SaaS tech company, where in addition to helping launch their European region, she initiated their Diversity & Inclusion programs for EMEA and was the Head of their AVID ERG, (Atlantics for Visible and Invisible Disabilities).

She currently lives in London, and enjoys classical art and literature



RAM KUNAR, JK TECH
SR VP BUSSINESS HEAD EUROPE

Ram Kumar works as at Service Vice President - Business Head (UK& Europe) JK Tech, a global software solutions provider. As part of the leadership team, Ram leads business development teams , account managements team and operations across UK and European region in his new role.

Ram brings with him two more than decades of experience in Global Sales Leadership in driving hunting GTM Strategy, YoY business unit growth, P&L Management, Sales Team Leadership, Large Account Management, Partner Management (Analysts, Advisors, OEM Partners and Niche Industry Players) & Delivery Management with leading technology companies such as TCS, IBM, Wipro. He has an interest in Indian Philosophy and practices Vipassana Meditation.



OLIVER KLANDER, LIVE RAMP
COMMERCIAL LEAD, ENTERPRISE
SALES DIRECTOR

Experienced Sales and Operations Leader with over 15 years of experience in Media, Data and Tech. Excellent reputation for resolving problems, improving customer satisfaction, and driving overall operational and sales performance. Consistently saved costs while increasing profits.

Building and defining successful solution selling environments in the big data and the digital consulting industry, whilst empowering companies to extend their reach, define value propositions and USP's.



JOSH ALLISON, CLARI
ENTERPRISE ACCOUNT EXECUTIVE

Josh is part of the Clari's Enterprise Account Team team, previously he was at Salesforce/Tableau with over 7 years of experience in software sales. Josh's passion is sales alongside data and analytics



GARETH MAPP, SOFTWARE SOLVED
CHIEF SALES OFFICER (CSO)

Working with me will always be a mutually beneficial experience and I always commit to delivering the most value and highest returns possible, evidenced throughout my career, from highly regulated Testing Inspection and Certification, through to Manufacturing, Recruitment and now Technology/Software Development.



JACKIE CLARK, JAPAN AIRLINES
VP EUROPE GLOBAL STRATEGIC SALES

Jackie Clark is Japan Airlines Regional Vice President of Global Strategic Sales for Europe. She joined Japan Airlines over 4 years ago after 19 years at British Airways where she held various management roles in UK and Europe Sales as well as two years in India as Managing Director of CallBA, BA's subsidiary call centre.

Jackie joined Japan Airlines to lead the expansion of their global sales division across Europe; she was also responsible for the UK Japanese and non-Japanese sales divisions



NEIL BATSTONE, EUROFINS DIGITAL TESTING
HEAD OF GLOBAL SALES AND MARKETING

Highly experienced business manager with focus on technology, software and managed services sales in international markets. New business start up and business development. fix/ build for direct and indirect sales channels across multiple verticals including telecommunications, finance and government



ROBERT CULLEN, XACTLY
HEAD OF INTERNATIONAL GTM,



ANDY MCDONALD, CLOUDAPPS
CHIEF EXECUTIVE OFFICER

Helping companies and individuals improve performance. My focus is on Cloudapps, to be the market leading provider of CRM sales intelligence, powered by the world's most accurate deep learning AI technology. I also spend time coaching companies and individuals to help improve their performance and wellbeing.

Having led high performing teams in large corporates, high growth SMEs and start-up businesses the heart of success has always been dependent on the people in these teams. The investment in each individual to develop their own growth plans delivers profound results for the company and for themselves by building progressive plans towards meeting their goals both personal and professional.

Specialties: Business start-up and growth planning, sales, corporate change, marketing, public speaking. Board level experience in presenting and reporting. Motivating and managing teams to achieve a common goal.



JODIE FREW, INTEL
EMEA IOT MULTI-INDUSTRY IOT ACCELERATION MANAGER

Jodie is well known known as a trusted partner to business innovators, leveraging more than 20 years of experience delivering large scale IT Transformations projects in a range of industries, passionate about a number of key technologies that are shifting the way businesses engage with their customers - IOT Edge AI | AI in the Cloud and the true meaning of the "Digital Supply Chain" for measurable business results. She thinks strategically and brings all factors into play such as community, environment and sustainable future planning. She is passionate about the changing world we live in and how technology drives a connected way of thinking



DAVID BROWN, COUNTERCRAFT
VP EMEA

A seasoned, accomplished, and enthusiastic Sales & Business Leader with 20+ years' international sales management experience; well-versed in taking companies through rapid scale-up through to IPO or trade sale.

Well-versed in providing turnkey Cyber Security, ERP, Process Modelling, Process Control, Optimisation, and Regulatory Compliance Solutions, working with global organizations in a variety of industries including Utilities, Energy, Petrochemical, Oil & Gas, Power, Pharmaceutical, and Manufacturing.



MITUL RUPARELIA, CITIUS PARTNERS
FRACTIONAL CHIEF REVENUE OFFICER

Mitul is a Fractional Chief Revenue Officer and Advisor with 20+ years' experience in successfully transforming scale-ups and underperforming businesses to deliver exponential revenue growth.

Focusing on B2B Software, Services and Hardware, Mitul has built and led global GTM teams targeting customers in telecommunications, government, financial services, public sector, and aviation.

Having transformed a series of small, mid-size and large B2B technology businesses, Mitul founded Citius Partners to partner with VCs, Growth and Private Equity funds to optimise the GTM model for their individual portfolio companies.

Prior to Citius Partners, Mitul has held executive roles with Siteimprove (MarTech), Vision-Box (biometric / identity management), BlackBerry (CyberSecurity), SAP (BigData, Telco) and Sybase 365 (Mobility and Telco)



GRAHAME CARTER, GATTACA
CHIEF SALES OFFICER

I have the pleasure of leading a proactive and positive division of 270 highly capable specialist consultants working within the engineering sector. What we do is simple.....but that's not to say it easy.....we help our clients hire the best candidates for their engineering requirements.

We do this through being more specialist, more driven, more engaging and more thorough than our competitors...whilst also having more fun! I am proud to work with leading companies within the Water, Rail, Highways, Transportation and Property. I can also boast about having a team that care about their clients, their candidates and their careers.



JASON COLE, QUOTACOM
DIRECTOR BUSINESS DEVELOPMENT

Throughout my career, my experience has covered a vast range of Industry sectors including Automotive, Engineering, Retail, Manufacturing, Finance , MedTech, Professional Services, Telco and various Software Vendors. My strong understanding of the Enterprise technology space has enabled me to successfully deliver on a wide variety of mandates covering areas including Autonomous Driving, ADAS, IoT & Connected Devices, Artificial Intelligence, Big Data, Decision Science and Engineering



DAN LOWNDES, KNIGHTS PLC
HEAD OF SALES

Experienced Head of Marketing with a demonstrated history of working within the services and retail markets. Skilled in Services Marketing, Marketing Strategy, Product Marketing, Digital Marketing, and Marketing. Strong marketing professional with a Master's Degree focused in MSc Strategy & International Marketing from Aston Business School.



MARK TANNETTA, TURINTECH
HEAD OF SALES

Experienced sales leader with a passion for bringing cutting edge technology across Financial Services and other verticals globally, as well as motivating and leading sales teams. Interested in the application of AI/ML across FS. Following crypto/digital assets since 2015.



JAY PERKINS, ALCUMUS
VP OF SALES

Business professional with more than 13 years of combined experience fuelling revenues, mounting market share, and elevating brand performance for a wide range of organisations. Delivers sustainable profit growth through establishment of innovative sales and marketing platforms.



JON NICHOLSON, ROYAL MAIL
UK SALES DIRECTOR

Jon is the Sales and Marketing Director for Royal Mail Parcels. Having spent over 20 years in the Parcels and Logistics sector across operational, specialist, international and commercial roles, Jon has a wide ranging view of the industry. Having spent many years at TNT Express, as well as time at CityLink and most recently Royal Mail, he is now accountable for driving growth in both the domestic and international market and currently is responsible for delivering and growing revenues of circa £1.6bn per annum via a wide ranging and varied sales and marketing team.



KATRI SILANDER, SCHNEIDER ELECTRIC
VP COMMERCIAL EXCELLENCE & GROWTH

Katri is an experienced transformation Leader with a proven track-record in transforming organizations, cultures, processes & methods. 20 years of experience in leadership roles in technology, branded consumer goods, retail & forest industries. Experience in mergers and acquisitions, strategy process, commercial excellence and business process development.

Passionate about building and transforming sales and marketing organizations to win with customers in digital era. Enthusiastic in building talent and leading change in complex multicultural environments.

Confident working across cultures, disciplines and with all levels of hierarchy. With the background in competitive sports and music extremely result oriented and focused yet innovative in my ways of working. Quick to grasp the essence of complex issues, engage key stakeholders and make things happen through people achieving measurable results in complex multinational environment.



RAJNI KANT, VP & GM
HARMAN CONNECTED SERVICE

Rajni Kant is an accomplished, passionate & Client centric Business Leader with significant experience in managing large P&L, turnaround businesses and achieve top & bottom-line growth.

In a career spanning over 24 years, Rajni has played multiple roles in management of large & complex program, Sales Leadership, change processes, People acquisition in Europe & UK, and P&L accountability. Rajni has extensive experience in developing new market in Product/Platform Development, Engineering Services, Big data analytics, Digital & Cloud Transformation. He has experience working across the globe - Americas, Europe, Middle East, and Asia. He enjoys formulating & executing business strategies and deliver positive experience & value for his Team, Customers & Partners.



SALLY SHUTTLEWORTH, THE MARKETING CENTRE
REGIONAL DIRECTOR

Sally founded The Marketing Centre in South Africa in 2012 and has a team of 20 working across 3 regions there, as well as being Regional Director for the South West in the UK. The Marketing Centre in the UK has 100 experienced marketing directors working across 10 regions – each of whom work with businesses of all sizes to help accelerate growth and develop co-ordinated marketing strategies which are fundamentally customer focused and closely aligned to the sales efforts and outputs.



BRADLEY BARTLETT, JOWSTER
FOUNDER

Brad founded Jowster Consulting, designed, and created to help SaaS and Tech enabled High growth business expand globally by sourcing, selecting and training top talent. With 12 years' experience building client relationships and problem solving, Brad is looking forward to helping with your growth pain points and employer branding.



LJUBICA DRASKIC, SMARTCIC
HEAD OF SALES AND BUSINESS
DEVELOPMENT

She has over 20 years of experience working in the IT sector and is highly skilled in sales leadership, achieving targets and motivating her team. Seasoned in multinational working environments, she is a recognized senior IT expert and is known for her ability to negotiate with IT suppliers-providers and IT tenders.

Ljubica holds a master's degree in Telecommunications Engineering from the University of Belgrade. In 2015 and 2016, she was recipient of the Who's Who Professional of The Year 2015/2016 – Central Eastern Europe. Ljubica is based in the greater Nice metropolitan area of France, and credits her success to excellent communication, interpersonal, project management, report writing and presentation skills.

International Society of Female Professionals VIP Member Ljubica Draskic can be found on the Association Directory,

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GERRY HILL, CONNECTANDSELL
LEADING GTM IN EUROPE

Gerry serves as VP EMEA for ConnectAndSell. Gerry is a revenue strategist and sales scientist, helping companies design sustainable and repeatable go-to-market processes and strategies. He has independently consulted to, and served, over 28 companies in the past five years, helping them achieve breakthrough growth and investment goals. Before that, he has sat in the Chief Revenue Officer seat for two pre-revenue companies, taking them from zero money to 7 figure ARR in less than 24 months. He has also founded and failed at one tech company.

Gerry started his formal career in sales at 15 years old, peddling sportswear at his local branch of Intersport on his local high street. He is currently serving on the advisory board of two UK based technology scale-ups alongside building ConnectAndSell's business in Europe.



TSVETELIN ANASTASOV, TECH FRANCE ADVOCATES
DATA CONSULTANT AND CO-FOUNDER

Tsvetelin Anastasov is a Data Strategist and Consultant. His expertise is in crafting unified data vision, strategy and roadmap for large B2B and B2C organisations. Today he is a consultant that helps executives see data as an asset, as a new way for achieving growth by discovering their full potential and reimagining the business models of tomorrow. He is also a co-founder of Tech France Advocates (TFA) - sister-organisation of London Tech Advocates. TFA aims to provide a link between all the players in tech (start-ups, scale-ups, investors and research centers) and foster collaboration.



SIMON WHEELDON, CLOUDAPPS
CO-FOUNDER AND COO

Simon started his career in Andersen Consulting, delivering large complex IT projects for TSB, Barclay's Bank, Northwest Water and Shell. He then moved to Siebel in a sales role, and then to Salesforce managing the Force.com sales across EMEA.

Simon Wheeldon is co-founder and Chief Operating Officer at Cloudapps, a leading provider of revenue intelligence technology in the CRM sector, helping sales executives forecast, predict and improve sales results using artificial intelligence and behavioural science.



LAUREN CARTIGNY, THE SELF-SCIENCE LAB
FOUNDER & EXECUTIVE COACH

5 years ago, Lauren was faced with an unexpected burnout, following a 13 years successful international corporate career in Sales for leading Tech firms. At the height of her career, after closing a £10M contract, Lauren's personal life started falling apart. She found herself physically and emotionally weakened, with severe weight loss, acne and digestive issues as a result of chronic stress.

After a journey of self-enquiry, healing her body, mindful living, rebuilding her confidence and her life, Lauren knows one thing; we all have the power to consciously transform ourselves if we can learn to get out of our own way!

Lauren Cartigny is an Executive Coach, Leadership Trainer and the Founder of The Self-Science Lab, a community of conscious professionals on a self-discovery journey to transform the quality of their lives both at work and at home.



SCOTT SNELL, PLADIS GLOBAL
VICE PRESIDENT SALES UK & I

Dynamic commercial and people leader with a strong track record of developing and delivering sustainable sales and profit growth. Strategic and astute with broad experience across the multiples, digital, wholesale, and convenience trade channels, with FMCG sales, brand, commercial and account management expertise. Passionate with high emotional intelligence enjoys transforming, building and leading winning teams and a reputation for making things happen.



RICHARD SMITH, ALLEGO
VP SALES EMEA

Rich fell into the sales profession after leaving University with an underwhelming Computer Science degree. He has performed all sales roles from lead generation to revenue contributor, and now leads the growing Allego sales team across EMEA. He is passionate about coaching and developing others, particularly those just starting out in their career.



RUSSELL RENTON, CONNECTANDSELL
CUSTOMER SUCCESS AND RETENTION, EMEA

He is both passionate and specialised in building and optimising outbound sales processes, teams, and with coming from an IC background he knows first-hand how to get the most of out every prospect interaction. His background has been applying go-to-market excellence across a wealth of different propositions and industries, having got his first taste of quota carrying and closed/won business in a sales and demand generation outsourcing business. This is now applied in a similar way at ConnectAndSell, across 40+ small to enterprise-size organisations, with their own frameworks, team dynamics and objectives. Although still early in his career in many respects, Russell has built up 8 years of experience and best practice in direct Inside Sales environments. Including team management and development, sales and marketing tech-stack implementation, and ICP messaging.



RICHARD TUCKER, QUINCUS
REGIONAL BUSINESS DEVELOPMENT DIRECTOR

A Senior Regional Business Development Director and Board Level Strategy Advisor with a key understanding of end-to-end supply chain logistics, leveraging Enterprise SaaS technology to deliver entire solution delivery. Over 20 years knowledge and experience working in supply chain and logistics, retail and eCommerce, fulfilment and third party logistics, along with expertise in enterprise technology solutions, from first mile visibility, transport optimisation, final mile delivery software solutions, working with major brands in the UK, Europe, US and UAE. Instrumental in high growth, new product go-to market new innovation disruptive strategy launch in this fast-paced 'new normal' logistics industry. A capable and consistent problem-solver who is very ambitious, energetic and motivated to succeed.



ROB ACKERS, STRATEGY TO REVENUE
COMMERCIAL MANAGER

Rob has worked in a variety of channel, direct, and sales leadership roles for over 20 years. He began his career by running the distribution network for a major industrial engine manufacturer and then moved into the IT industry, focused in Auto-ID and POS. He has a track record of driving growth through building the right culture and developing high performing teams. He is now taking that experience and using it to help other Companies deliver meaningful and lasting change within their sales organisations as Commercial Manager of Strategy to Revenue



STEPHEN BUSHELL, BUSHELL INVESTMENT GROUP
DIRECTOR

Sales Director - BIG Property finance .co.uk (part of the Bushell Investment Group) : Managing Director of his own Consultancies, retailer and former Marketing Director Probrand Group Steve has empowering qualities and has a unique visionary skill to bring collaboration to empower innovation from technology portfolio covering products, services, dynamic marketplaces and software. Majoring on helping private and public sector organisations save millions of pounds on IT buy-price and process. His energy and creative expertise assisted in Probrand Ltd achieving Queen's Award for innovation on the winning IT procurement portal The ITIndex.co.uk which is CIPS, ICAEW and Government framework accredited.



MARCUS CAUCHI FF.IPS FIAST FRSA
LAUGHS LAST LTD

I work with CEOs, VPs of Sales & Marketing & Channel Chiefs of technology vendors who recognise that success is not a function of having hundreds of salespeople or dozens of channel partners who occasionally uncover a piece of business, but rather it's a function of having a handful of select salespeople & partners who share a common vision, have common goals, and can be counted on to work collaboratively to effectively, efficiently, and consistently uncover new opportunities.

We provide those leaders with the framework, strategy, and tools to build, develop, and sustain those productive sales, marketing & customer success teams and build long term, mutually-beneficial partnerships



GUY RUBIN, EBSTA
FOUNDER & CEO

'Guy Rubin is the founder and CEO of Ebsta, the relationship-centric revenue intelligence platform for Salesforce and HubSpot customers. Ebsta gathers real-time pipeline trends and benchmarks historical performance to help sales leaders confidently predict their forecast and grow their business.



PAUL YALLOP, GLASSBOX
SR VP, GLOBAL MID-MARKET



KARL TEMPEST-MITCHELL, PRODUCTION PARK
SALES DIRECTOR

Karl Tempest-Mitchell, over 25 years of experience in the broadcast sector. A highly regarded leader and senior executive that thinks and executes squarely at the intersection of business and technology spanning across business development, sales, marketing and go-to-market. An experienced leader of organisations, developing people and commercialising new technology that has a positive and enabling impact. I have many years of expertise in assessing emerging trends, identifying new opportunities and channels, articulating actionable strategies and mobilising teams.

I'm a globally experienced executive, with a track record of bringing new innovative products to market and growing multi-national businesses organically and through M&A and building and implementing successful strategies.



ANDREI GRAYSON, OMNI PLEX
SENIOR HEAD OF SALES



NOËL KENNEDY, TUBR
CHIEF GROWTH OFFICER

I've worked in sales for just over 20 years in nearly every position available from telesales to knocking on doors, field based to office based and now remote. I've grown revenue for Xerox, Geopost, O2, Ricoh and a number of other businesses. I have a degree in Business Computing and certifications from many of the top vendors in the world of visual communications where I spent over a decade of my career. I'm now in a niche deep tech company, in Machine learning and predictive time and spatial time data. I love business and especially sales, there's nothing like it and it's the oldest profession in the world too.



EROL SOYER, AETHER
CCO

I have held regional and international leadership roles, covering commercial, entrepreneurial, strategic, technical & communication responsibilities, with skills and experience gained from building and managing market-leading SaaS organisations, with responsibility for execution of all revenue generating activities.



JO WESTLAKE, ACCOR
DIRECTOR OF REGIONAL KEY ACCOUNT

Jo offers over 10 years of experience at one of the largest Global, and European market leading Hotel Chains. She has a strong passion for the Business Travel Industry, and proven Sales Professional with 20 years' experience within the industry across all market segments. Jo is a leader specialising in full Global Account Management in Corporate Business Travel.



OLIVER BAILEY, EBSTA
ACCOUNT EXECUTIVE

Oli works with Sales leaders who are looking to deliver consistent, accurate and predictable revenue growth. Having previously worked at PWC for a number of years, Oli brings a truly insightful and consultative approach to his role at Ebsta. His deep understanding of complex IT projects and change programmes means he is well placed to help companies understand their current or future tech requirements and optimise sales performance through a true data driven approach.



JUSTIN STEPHENSON, SANDLER TRAINING
PARTNER

Building World-Class Sales Cultures and High Performing Sales Teams?
Working with business leaders and sales leaders of SMEs who are looking to accelerate their revenue growth by applying the proven Sandler process for hiring, on-boarding and developing both sales and sales management. Clients of ours consistently outperform their peers with respect to both revenue and profit growth.



STEVE BARNHURST, EBSTA
ENTERPRISE SALES DIRECTOR

Steve specialises in building high performing sales teams for PE backed organisations, or those looking to achieve their next transaction. Having worked in sales for many years, Steve has an intimate understanding of the science behind building a highly successful sales led business that consistently delivers year on year growth. Steve works with Ebsta's largest and most strategic clients helping them to leverage the insights required to supercharge their sales performance.



NIA BARNABIE, ONEWEB
VP OF REVENUE OPERATIONS



DAVE ROBSON , RIZING
BUSINESS DEVELOPMENT MANAGER



HELENA BELCHER, WINDSOR TELECOM
CHIEF REVENUE OFFICER

With a 25-year career in sales and marketing leadership roles, spanning both PLC and growth businesses, Helena is passionate about using creativity through every aspect of the sales funnel and into life to create a brand and customer experience that everyone loves. Today, as Chief Revenue Officer at Windsor Telecom, Helena leads the sales and marketing teams to work together and enable each other for success, thus achieving the best outcome for both the business and the customer.

Prior to Windsor Telecom, Helena has held senior roles at Sponge Learning, KCOM Plc and Wincanton Plc.



DAVID PARSONS, BENTLEY SYSTEMS
SENIOR DIRECTOR ACCELERATION
VENTURES

20+ years of sales and sales leadership experience in predominantly high-tech companies such as Bentley Systems, KBC (Yokogawa) and AVEVA. I really enjoy and am motivated by helping salespeople to succeed. I am semi-retired and actively looking at sales and sales leadership coaching.

Xactly

Focus on driving revenue.

We'll get you the insights to get there.

> PLANNING

Create sales plans 25% faster

TERRITORIES | QUOTAS | HEADCOUNT

> PERFORMANCE

Spend 30% less time on commissions

INCENTIVES | BENCHMARKING

> PREDICTION

Increase target attainment by 14%

FORECASTING | PIPELINE



SCAN TO
LEARN MORE





CHRIS HATFIELD, SALES PSYCHE
FOUNDER & COACH

Chris Hatfield is the Founder & Coach of Sales Psyche. A preventative solution that is focused on supporting sales & GTM teams with their mindset and mental health through confidential 1:1s & bitesize live training sessions.

Chris has a real passion for the human mind and how to better understand, manage and utilise it. A background of 14+ years in sales and leadership roles, he has worked with and spoken at the likes of Facebook, Google, Salesforce, Outreach and Vidyard to name a few.



ALEX HOBBS, CONNECTANDSELL
SALES DIRECTOR EMEA

Strategic adviser to a portfolio of UK and EMEA B2B scale-ups, VCs / PE houses.

10 years building & leading high-performance B2B sales teams
3 x VP Sales, CRO, Sales & Marketing... lifelong SDR
FT 1000, Deloitte Tech Fast 50/500, Queen's Award International
Trade (Enterprise)... Burnt out several times

10 years strategic growth and salestech / martech consulting
To VCs/PE, portfolio of series B, C, D... funding stage scaleups,
and Blue Chip enterprises

Enjoy helping revenue leaders to hit aggressive milestones predictably
and sustainably without the burnout...



LEIGH VARNHAM, SS&C CHORUS
DIRECTOR OF SALES

Currently heading up EMEA sales for SS&C Chorus. Previously at Coforge (www.coforge.com), as their Vice President of Sales for DPA (Digital Process Automation). Prior to that, Capgemini, where I headed up the automation unit and sales lead, delivering into the public and private sector, for nearly 3 years.

has over 25 years of experience, including 9 years in RPA. He gained experience as a business analyst, presales specialist and technical manager, before embarking on a sales career. He graduated from the University of Gloucestershire, majoring in Business Computer Systems.



BRAD JONES, RECORDED FUTURE
MANAGER, ACCOUNT MANAGEMENT

Brad is a highly accomplished leader and account manager. Adopting immersive experiences allows him to interact with his customer base, ensuring that he adds value to the work of these organisations. Brad has good communication skills and the ability to brief technical and non-technical audiences. Realising the importance and value of feedback, Brad reviews and analyses and feedback provided to him, ensuring his own continued personal development objectives are achieved, whilst acting as a change manager for his employer to ensure that they continue to offer the very best services possible.



ANDREA SEXTON, ADMIRE PR
FOUNDER AND CEO

Andrea is a true PR Professional with over 17 years of experience in the business. To Andrea and her team PR stands for Positive Reputations and offers a host of services including press coverage, award entries, social media, crisis planning and strategy. She says "Your reputation is our business. The PR industry needs a shakeup and she vows to provide effective and practical (measurable) results for your business. At the end of the day that means more brand mentions. More eyes on you. More sales! Andrea, in her spare time enjoys long distance running, riding and equestrian sports.



CHRISTINA BROOKE, ALLEGO
ACCOUNT EXECUTIVE

As an Account Executive at Allego, Christina works closely with sales leaders across EMEA to help them successfully enable their teams for success. She gets to the root of challenges faced by many of these successful sales leaders, and identifies opportunities to maximise ROI with the use of Allego's market-leading sales enablement platform. Outside of work, Christina enjoys all things "outdoors", is a keen hiker, and catches the odd Manchester United game at Old Trafford when she can!



JAMES CUTHBERTSON, RELATIVE INSIGHT
CHIEF REVENUE OFFICER (CRO)



CHRIS FRY, ALLEGO
ACCOUNT EXECUTIVE AT ALLEGO

Chris has been providing SaaS solutions to organisations across Europe for over 10 years. Currently he is helping sales leaders enable their teams to be more successful with Allego, having previously delivered event management software & CRM products to enterprise, mid-market & SME clients. Outside of work, Chris is a life-long Chelsea fan and enjoys spending time with his young family.



DAVID OWEN, XACTLY
ACCOUNT EXECUTIVE



BE PART OF EUROPE'S MOST SENIOR REVENUE LEADERSHIP COMMUNITY

WWW.CROCONNECTED.COM

HEADLINE PARTNER



Allego represents the next era of sales enablement empowering sellers in a hybrid world. The complete rep-centric platform ensures that sellers have the skills, knowledge, and content they need to optimize team success in a virtual world. In place of traditional training and content enablement tactics – which are rapidly outdated and often ineffective – Allego empowers reps with the activated content they need to close deals faster and more effectively, and the personalized coaching and learning they require for continuous improvement. And it all happens in the flow of their daily work. Not only that, Allego enables sales teams to replicate best-in-class, A-player behavior across entire teams, creating an environment of continuous improvement, in both performance and revenue

Whether it's providing feedback to one another through asynchronous video, or enhancing skills through AI-powered coaching and peer-to-peer collaboration, more than 750,000 professionals are using Allego to revolutionize the way they onboard, train, collaborate, and sell.

To learn more about Allego and how it can help you win with your sellers and buyers, please visit

WWW.ALLEGO.COM

PREMIUM PARTNERS

XACTLY

Xactly has helped thousands of companies and millions of sellers around the world beat their revenue targets. Using Xactly's solutions, leaders look past the current quarter to create revenue streams for long-term growth.

The Xactly Intelligent Revenue Platform marries artificial intelligence and 16 years of proprietary data in easy-to-use applications. Sentiment, process and trend analysis come together to form accurate machine forecasts. Quick identification and implementation of revenue plan, quota and territory improvements is easy. And, rapid calculation of even the most complex compensation plans keeps sales reps motivated and on track.

This makes the Xactly Intelligent Revenue Platform the only solution that aligns seller behavior with boardroom strategy to create a resilient, predictable and profitable business.

CLOUD APPS

At Cloudapps, we believe that Sales Managers are underserved, lacking tools and data insights needed to drive their teams. It's our mission to change this.

We are a team of Sales and CRM system veterans, led by our Chairman, Dr Steve Garnett (former Chairman of Salesforce EMEA), who have spent time learning CRM and sales behaviours at Oracle, Siebel & Salesforce.

Back in 2009, we recognised that sales success is driven by executing the right sales behaviours at the right time. But CRM technology doesn't record or drive sales behaviours and as a result, is often perceived to have failed.

We set out on our journey to build a solution that automatically observes and directs best practice sales behaviours. We wanted to surface these observations as insights for Sales Leaders, Sales Operations and Sales Enablement professionals. Allowing them to coach and motivate their teams based on observed sales behaviours (actual behavioural facts gleaned from top performers). In essence, harnessing behavioural science.

DAY 1 - MONDAY 18TH JULY 2022

13:00 TO 16:00 - ARRIVAL REGISTRATION

16:10 TO 16:30 - WELCOME ADDRESS

Join us for an official welcome and overview of the agenda for the days ahead

16:30 TO 18:00 - STRUCTURED NETWORKING

The fun starts

18:00 TO 18:30 - DOWNTIME

Time to relax and get ready for the evenings events.

18:30 TO 19:00 - DRINKS RECEPTION & CASUAL NETWORKING

Time to unwind and casually network over a couple of glasses.

19:00 TO 22:00 - GALA DINNER & KEYNOTE

Location: The Orangery

Keynote by Alison Alexander, *Metacampus*

DAY 2 - TUESDAY 19TH JULY 2022

06:45 TO 08:00 - BREAKFAST

08:10 TO 09:10 - ROUNDTABLES 1, 2 & 3

1. Optimising For Uncertain Times

Location: The Orangery

Survival of the fittest referred to those who best adapt to current conditions. What are you doing to prepare for what's to come? Revenue leaders have faced 2 years of the most turbulent times, and the future doesn't look like letting up any time soon. What are the major challenges you will face? What will everyone else be doing to adapt? Should you zig when others zag? How do you cut through the noise and clutter to make the right decisions for now and the future?

Marcus Cauchi FF.IPS FIAST FRSA, Laughs Last Ltd

2. How Has Remote And Virtual Selling Impacted Your Ability To Develop Sales Talent?

Location: Nightingale

The Covid pandemic brought about mass change in the sales world, but how have these changes impacted or are still impacting the way you sell virtually? More importantly, how do you now identify top sales talent and coach and develop your teams to success?

Richard Smith, VP Sales EMEA at Allego

3. Chanel Partners – How And Why Build That Ecosystem.

Location: Room At The Top

David has been building or turning around businesses for over 20 years. An EFFECTIVE channel partnership program is one of the fastest ways of achieving a force multiplier in sales and project delivery. Building (and maintaining) effective channel partner programs has always been in the top 5 must do things.

IF the end game is a sale, or IPO – then the proven ability to scale through others adds significant value to the organization at this stage. Any buyer wants to know what they can invest in to continue growing the business.

David Brown, VP EMEA from CounterCraft

09:10 TO 09:30 - COFFEE & NETWORKING

09:30 TO 10:10 - WORKSHOP #1

Do You Really Understand Your Value?

Location: Westminster Suite

Everyone talks about selling value but how do you know what that real value is? Dave took Coyote through and exercise to reframe their understanding of the real value of the solution and as a result, change their messaging; sales approach and corporate and development mindset. This session will look at how that strategic change was delivered and the initial impact it has had.

Dave Oates, CRO from Coyote Software

10:10 TO 10:40 - NETWORKING

10:40 TO 11:20 - WORKSHOP #2

Pricing Excellence: Managing Unprecedented Inflation Through Price Increase Campaigns

Location: Westminster Suite

Given the historic levels of inflation, businesses are facing significant margin erosion and pricing pressure. This session will focus on how to build a price adjustment process to protect margins, unlock growth and offset the commercial implications of rising costs.

Peter Colman, Simon-Kucher & Partners

11:20 TO 11:50 - NETWORKING

11:50 TO 12:30 - WORKSHOP #3

Reframing Stress & Reducing Burnout In Yourself & Your Organization

Location: Westminster Suite

Unhealthy stress & burnout are one of the biggest threats to any business success right now. If untreated it can see rising impacts on performance and most importantly individuals mental health. This workshop will focus on giving you the tools and insights to better understand how to reframe stress, spot the signs and causes of burnout, along with some ways to reduce it

Chris Hatfield, Sales Psyche

12:30 TO 14:00 - BUFFET NETWORKING LUNCH

14:00 TO 15:00 - OXFORD DEBATE

Cold Calling Is Dead

Location: Westminster Suite

Against:

Gerry Hill

Steven Barnhurst

For:

Howard Young

Jodie Battson

15:00 TO 15:15 - NETWORKING

15:15 TO 16:00 - PANEL

The Rocky Road Or Plain Sailing

Location: Westminster Suite

Host: *Tamra Mcmillen*

Dave Oates

Ian Ayling

Paul Brooks

16:00 TO 16:20 - COFFEE & NETWORKING

4. Reshaping Your Go-To-Market Strategy To Optimise Resources And Drive More Profitable Revenue

Location: The Orangery

If you're reading the headlines, the news about inflation, an uncertain economy and war are likely impacting your business strategy. As talks of growth begin to shift to things like cost containment and improving bottom-line efficiencies, Sales and Revenue leaders are zeroing in on how to make the most of their go-to-market (GTM) resources.

In this roundtable, we'll explore strategies to optimize your GTM resources to help you drive more predictable, profitable and resilient revenue, including:

- Creating optimized territories to drive rep efficiency and allow more time for sales coaching
- Developing compensation plans that drive behaviors aligned to your corporate goals
- Combining pipeline data with compensation plans to predict commissions, giving reps visibility into earnings and finance an accurate view of expenses
- Reducing technical debt by retiring point solutions and adopting a single RevOps platform

Robert Cullen, Head of International GTM from Xactly

5. Changing To An "Outside-In" Mind Set In Sales And Marketing

Location: Nightingale

Buyers are looking for something different from salespeople, rather than being told about your company and solution they crave insight that will help their businesses. To achieve this, sales people need new skills as well as a change in mindset in both sales and marketing, which starts with looking at the customer/market first, creating messages and propositions that focus on the customer.

In this hour, we will examine how by understanding the customer's buying process, sales and marketing can create value at every interaction and create a gap that can lead to differentiation

Mark Savinson, CEO of Strategy to Revenue

6. Forget everything Marketing Tells You to Say...

Location: Room At The Top

Forget everything Marketing Tells You to Say, if you want to set sales led meetings for your sales teams

Gerry Hill, VP EMEA from ConnectAndSell

17:30 TO 18:00 - ROUNDTABLE FEEDBACK

18:00 TO 18:45 - DOWNTIME

18:45 TO 22:00 - GALA DINNER & KEYNOTE

Is Card Counting Key To Your Revenue Success?

Location: Westminster Suite

Richard Smith, VP Sales EMEA at Allego, shares his journey from founding member of Conversation Intelligence start-up, Refract, through to acquisition by market leading Sales Enablement platform, Allego. Rich will explain why revenue performance shouldn't be a game of chance.

Richard Smith, Allego

22:00 TO 00:00 - BAR

DAY 3 - WEDNESDAY 20TH JULY 2022

06:45 TO 09:30 - BREAKFAST

09:40 TO 10:40 - ROUNDTABLES 7 & 8

7. Leveraging Data Monetization To Drive Revenue

Location: The Orangery

Join Catherine Mandungu & Tsvetelin Anastasov in a discussion about leveraging data monetization to drive revenue, it's benefits and approach and share your thoughts on:

- 1) Why should you be thinking of data monetisation?
- 2) Do organisation actively think and talk about insights as data monetisation?
- 3) At what stage should a company begin to organise itself around monetising data?
- 4) How do you leverage data monetisation to drive revenue and customer satisfaction?

Catherine Mandungu, Think RevOps

8. The Business of Business Travel

Location: Nightingale

Are you maximising your opportunities or is it an organisational headache? In this round table session with we delve into the challenges, options and ways to streamline your sales staff comings and goings, home and away.

Jo Westlake, Accor

9. Leverage Data To Achieve More With Less

Location: Room At The Top

As the macroeconomic climate changes, companies will need to adapt accordingly. New client acquisition may no longer be as easy, hiring might be paused and driving growth significantly challenged. In a market like this, how can you leverage data to achieve more with less? Ebsta will show you how you can unlock the wealth of data inside your business to prioritise deals, reduce churn and outperform your competitors. Join Ebsta's CEO and Founder, Guy Rubin, who will share some fascinating trends and insights that are relevant to any sales company looking to thrive.

Guy Rubin, Ebsta

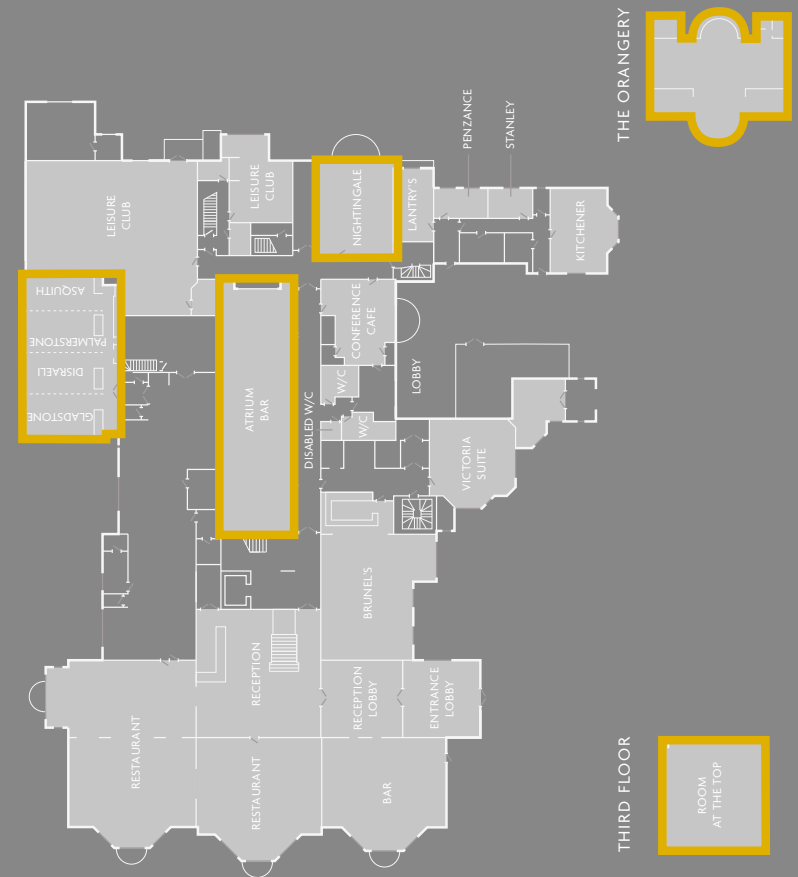
10:40 TO 11:00 - COFFEE & NETWORKING

11:00 TO 12:00 - FINAL CLOSING ADDRESS AND OPEN MIC

Location: Westminster Suite

12:00 TO 13:30 - BUFFET & FINAL NETWORKING

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