



**25th Anniversary Year
(The third virtual but very live edition!)
Channel Focus Virtual Spring 2022
April 6 & 7, 2022**

Day 1: Wednesday April 6th, 2022

8:45-9:45am	Conference Introduction & New Initiatives & Opening Conference Panel: Let's get practical – how do you evolve your programs to meet the needs of differing partner types? Panel: Jeff McCullough - Global VP for Partner Sales - SolarWinds Karl Soderlund - SVP WW Channel Sales - Palo Alto Networks Joe Sykora - SVP WW Channels & Partner Sales - Proofpoint Nick Tidd - VP Global Partner Organization - Poly Moderator: Rod Baptie - CEO & President - Baptie & Company	
	TRACK 1 - Managing Channels in a Time of Change	TRACK 2 - Improving Channel Performance. Programs that Make a Difference
10:00-10:45am	Session 1: 3 Channel Partners discuss how their business is changing and how this changes what they need from their vendors. Panel: Joanna Mirov - Founder & CEO - MXOtech, Inc. Kayvan Yazdi - Principal - TruAdvantage Wade Yeaman - CEO - Fluid IT Services Moderator: Christian Alvarez - SVP WW Channels - Nutanix	Session 2: What does it take to build a state-of-the-art incentive program? Panel: Claudio Ayub - SVP TMT Lead - 360insights Sergio Bea - VP Global Channels - Accedian Richard Flynn - Co-Founder & CMO - The Spur Group Kenneth Fox - CEO - Channel Mechanics Moderator: Joe Sykora - SVP WW Channels & Partner Sales - Proofpoint
10:45-11:15am	Break and networking	
11:15-11:55am	Session 3: Building and measuring an effective partner success program. Panel: Keri Bolding - VP of Channel Sales - Sierra Wireless Crystal Ferreira - Head of B2B Channels - Logitech Sara Seegers - RVP Indirect Channel Sales & Opportunity Management - Lumen Karen Strub - VP Client Services - Vistex Moderator: Corey Pratte - VP of Global Partner Sales - Cadence	Session 4: Developing a state-of-the-art collaborative marketing program with your channel partners. Panel: Courtney Acuff - SVP of Marketing – Ansira Tricia Atchison - VP WW Partner Engagement & Experience - Citrix Cheryl Cook - SVP Global Partner Marketing - Dell Technologies Harbinder Khera - CEO & Founder - Mindmatrix Moderator: Heather Margolis - SVP of Marketing - 360insights
11:55-1:00pm	Lunchtime – (In Zoom) – DEI “Tell Us Your Story”: Are things changing? Two generations share their DEI experiences – Donna Grothjan - VP WW Channels - HPE/Aruba - Katie Grothjan - Digital Marketing Manager - Ingram Micro and Frank Rauch - Head of WW Channel Sales - Check Point	
1:00-1:45pm	Choice of 8 Workshops (In Zoom)	

2:00-2:45pm	Session 5: Changing compensation models to better reward your team's and your partners' needs in today's rapidly evolving market. Panel: Dave Allen - VP Americas Channels - Akamai Technologies Michelle Hodges - VP WW Channels - Gitlab Chris Jones - AVP Sales Channel - AT&T Integrated & Partner Solutions / Alliance Channel / ACC Business Kevin Rooney - VP Americas Channel Sales - Veeam Software Moderator: Frank Rauch - Head of WW Channel Sales - Check Point	Session 6: The partner portal evolution – how do you create a meaningful experience for your partners? Panel: Claudia Lee - VP Partner Marketing – Nutanix Gary Sabin – VP of Product Management - Impartner Derek Smith – VP of Global Sales & Partnerships - ChannelAssist Moderator: Tim Acker - VP Global Channels & Alliances - Ninjio
3:00-3:45pm	3 x 10-minute Quick tips sessions – 5 things you can do 1: To further your career prospects Frank Rauch - Head of WW Channel Sales - Check Point 2: To more effectively on-board and activate new partners - Marc Monday - Global VP of Strategic Partnerships - Sage 3: To gain mindshare with your partner's 'C' suite Rob Rae - SVP of Business Development – Datto, Inc	
3:45-3:50pm	Closing remarks	

Day 2: Thursday April 7th, 2022

8:45-9:45am	<p>Day's introduction and Women's Leadership Council and DEI Council updates</p> <p>Keynote day 2: Stop, start, continue – the panel debates the elements of their programs that fit into each of these categories.</p> <p>Panel: Cheryl Cook - SVP Global Partner Marketing - Dell Technologies Matt Cook - VP Global Partner Organization - Ciena Taylor Macdonald - Founder - RDBDG Mary Beth Walker - Head of Global Channel Strategy - HP</p> <p>Moderator: Rod Baptie - CEO & President - Baptie & Company</p>	
	<p>TRACK 1 - Managing Channels in a Time of Change</p>	<p>TRACK 2 - Improving Channel Performance. Programs that Make a Difference</p>
10:00-10:45am	<p>Session 7: Marketplaces – 4 vendors using them in very different ways discuss their marketplace strategies.</p> <p>Panel: Crystal Ferreira - Head of B2B Channels - Logitech Jeff McCullough - Global VP for Partner Sales - SolarWinds Louise McEvoy - VP US Channels - Trend Micro Chris Westfall - VP & Head of Channels & Alliances - Paylocity</p> <p>Moderator: Dan Overgaag - Managing Director - The Spur Group</p>	<p>Session 8: Building an XaaS go to market strategy.</p> <p>Panel: Lisa Citron - VP Global Channel Sales - F5 Rob Rae - SVP of Business Development – Datto, Inc Carmen Sorice - SVP Strategic Partnerships - Tangoe</p> <p>Moderator: Theresa Caragol – CEO & Founder - AchieveUnite</p>
10:45-11:15am	<p>Break and networking</p>	
11:15-11:55am	<p>Session 9: Recruiting and working with ISVs – what do they really want?</p> <p>Panel: Christian Alvarez - SVP WW Channels - Nutanix Alyssa Fitzpatrick - VP & General Manager SMG Global Partner Sales – Intel Marc Monday - Global VP of Strategic Partnerships - Sage</p> <p>Moderator: Rod Baptie – CEO & Founder – Baptie & Co.</p>	<p>Session 10: Partner performance metrics – identifying, gathering, and presenting data.</p> <p>Panel: Tim Acker - VP Global Channels & Alliances - Ninjio Meg Brennan - VP Global Channels - Riverbed Technology Nick Tidd - VP Global Partner Organization - Poly Mary Beth Walker - Head of Global Channel Strategy - HP</p> <p>Moderator: Laura Cooling-Braasch - AVP, Client Partnership – Ansira</p>
11:55-1:00pm	<p>Lunchtime (In Zoom): How the Ukraine War is Reshaping Everything - Larry Walsh - CEO & Chief Analyst - Channelnomics</p>	
1:00-2:00pm	<p>Choice of 8 Workshops (In Zoom)</p>	
2:30-3:15pm	<p>Session 11: 3 Channel leaders discuss the critical things that helped elevate their careers.</p> <p>Panel: Tricia Atchison - VP WW Partner Engagement & Experience – Citrix Sergio Bea - VP Global Channels -Accedian Lori Cornmesser - VP Global Channel Sales - CyCognito</p> <p>Moderator: Michelle Hodges - VP WW Channels - GitLab</p>	<p>Session 12: Partner churn – retaining those you want, retiring those you don't and recruiting those you need.</p> <p>Panel: Keri Bolding - VP Channel Sales - Sierra Wireless Chris Jones - AVP Sales Channels - AT&T Integrated & Partner Solutions / Alliance Channel / ACC Business Taylor Macdonald - Founder - RDBDG Karl Soderlund - SVP WW Channel Sales - Palo Alto Networks</p> <p>Moderator: Frank Rauch - Head of WW Channel Sales - Check Point</p>
3:15-3:20pm	<p>Closing remarks</p>	



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The Workshops

The Discussion Workshops - A Real Opportunity to Debate These Issues

1. How do you build an effective MSP strategy?
2. How do you enable your partners to be better marketers?
3. The Channel chief of the future, which new skill-sets will be required?
4. Could you, should you and if so how, do you embed your partners, into your marketplace strategy?

The Five Golden Rules Workshops - The 5 Things That Will Make You More Effective at

5. Increasing engagement with your partner portal.
6. Understanding who your influencers are and how you influence them.
7. Developing an effective engagement strategy for your SaaS products.
8. Building an effective GSI strategy.