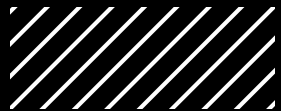
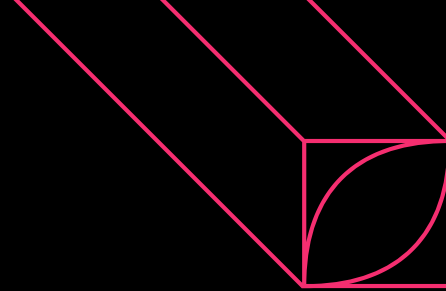
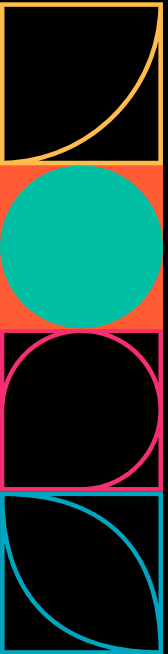
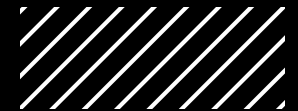


C-LEVEL EXECUTIVES **AT INBOUND**



INBOUND 2023 Custom Agenda



INBOUND IS THE ULTIMATE DESTINATION FOR ANYONE

looking to learn, grow, and connect with industry leaders across tech who specialize in marketing, sales, operations, customer success, and much more.

STAY UP TO DATE ON THE LATEST BUSINESS INNOVATIONS

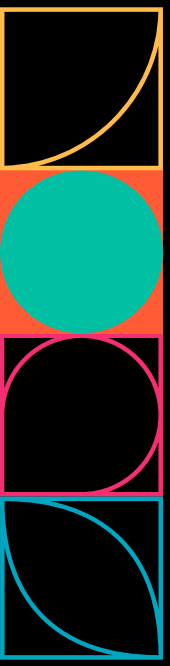
and approaches, discover new tools and resources to enhance your strategies and empower your teams, and develop fresh skills through hands-on workshops and interactive sessions, selected just for you.

THIS YEAR INBOUND IS FOCUSING ON THE POWER OF CONNECTION

and how the future of business is all about a connected mindset. As a C-level executive, INBOUND sessions will provide tips, tricks, and insights into the need-to-know-business trends and practices crucial to your work, while always keeping customers at the heart of your business.

HOW CAN YOU PUT INCLUSIVE LEADERSHIP INTO ACTION?

Looking for ways to uplevel your B2B LinkedIn ads strategy as a CMO? Want to connect and network with other executives and business leaders?



TOP SESSIONS FOR C-LEVEL EXECUTIVES

1. Lessons on Innovation, Leadership, and Navigating Change

with **REESE WITHERSPOON**
(Actor, Producer, Founder; Hello Sunshine)

Join Reese for a revealing conversation encompassing her practical strategies for driving growth and creating a culture of excellence, as well as the challenges and opportunities of producing content in a rapidly changing landscape.

3. Focus on the Future: Navigating the Next Decade

with **STEVEN BARTLETT** (Entrepreneur, Investor, Bestselling Author, and Host of Europe's no. 1 podcast "The Diary of a CEO")

A fireside chat with Steven Bartlett on his big bets on upcoming trends and how businesses can stay ahead of the curve in an ever-evolving world.

2. The Captain's Playbook: Strategies for Success

with **DEREK JETER** (Entrepreneur, Philanthropist and National Baseball HOF Inductee)

The Baseball Hall of Famer and business leader shares what his leadership experience on and off the field has taught him about calculating risk, and fueling a motivation bigger than ourselves when it comes to building and scaling teams and ventures.

4. The HubSpot Spotlight

with **YAMINI RANGAN** (CEO, HubSpot),
DHARMESH SHAH (Co-founder and CTO, HubSpot),
and **ANDREW PITRE** (Executive VP, Product; HubSpot)

Kick off INBOUND 2023 at Main Stage with HubSpot's Yamini Rangan, CEO, Dharmesh Shah, Founder & CTO, and Andrew Pitre, EVP, Product. Always one of INBOUND's most popular sessions, this is a don't miss moment for all attendees!

TOP SESSIONS FOR C-LEVEL EXECUTIVES

5. Going Global: How to Grow From \$0 - 500M in Revenue

with **JEETU MAHTANI** (EVP, Customer Success; HubSpot)

One way to unlock new market opportunities and drive revenue is by expanding into new geos. Quite regularly, this means going international. Hear about key strategies that will help you think through where and how to expand the reach of your business so that you can diversify your revenue streams and grow better. ***Reservation is required.**

7. Beyond the Buzzwords: Inclusive Leadership in Action

with **ELENA JOY THURSTON**
(Executive Director, Pride and Joy Foundation)

Inclusive leadership is not just good to do—it's a **need** to do if we want to build a diverse workforce and achieve long-term success in our organizations as well as in our careers. TEDx speaker, Elena Joy Thurston, invites us to become inclusive leaders who are aware of our own biases, actively seek out different perspectives to inform decisions, and collaborate more effectively — walk away motivated to increase inclusion and belonging through allyship. ***Reservation is required.**

6. LinkedIn Ads Strategy for the B2B CMO

with **AJ WILCOX**
(Host LinkedIn Ads Show, CEO; B2Linked.com)

LinkedIn is the most important channel for any B2B CMO or marketing leader. But, the costs of LinkedIn Ads are notoriously high, so every mistake becomes an expensive one. Seasoned LinkedIn Ads pro, AJ Wilcox, will walk you through the strategic questions and approach to ensure you're not throwing away your hard-earned budget. ***Reservation is required.**

8. The CMO Scorecard: The 3 Components of Performance Branding

with **TYRONA HEATH** (Director, The B2B Institute; LinkedIn)

The main job of brand advertising is to influence future buyers, making them more likely to buy a brand in a future buying situation. But, how do you measure and optimize brand advertising for a purchase that may not happen for quarters or years? Learn the fundamental equation for how advertising works and understand how to optimize your brand advertising to hire more talent and generate more meetings and leads. ***Reservation is required.**

TOP SESSIONS FOR C-LEVEL EXECUTIVES

9. The 11 Irrefutable Go-to-Market Plays That Simply Work

with **SANGRAM VAJRE** (CEO, GTM Partners)

Most people imagine starting and growing a business as something either daunting or nearly impossible. Unfortunately, data suggests that less than 1% of the companies get to a million in revenue in their lifetime, much less in a year. Learn practical examples, regardless if you're a startup or big company, on how you can jumpstart your business with these 11 plays, a GTM Operating System, and ROI model.

11. Data and Measurement to Launch and Grow a Partnership

with **ANDREW MASSAD** (VP, Technology Partnerships; Siteimprove) and **CHRISTEN LUCIANO** (Director, Strategic Alliances; HubSpot)

When launching or growing a partnership, data is always the debate that no one seems to have the right answer to. In this panel discussion, you will hear partner leaders of small, medium, and large scale businesses discuss what works and what doesn't work when aligning on KPIs that everyone can get behind.

*Reservation is required.

10. Rip It Up and Start Again — Building an Audience-centric CRM

with **MARK DEBENHAM**
(VP of Growth Marketing and Ops, Adverity)

Easy-to-use marketing and sales tools help you scale great ideas quickly, but also make it easy to over-engineer commercial processes. Join this session to learn about: designing your website and CRM around your audience's needs and a flywheel model in HubSpot; how to make commercial processes easier to maintain, and harnessing data in your CRM to unlock new revenue opportunities for marketing, sales and customer success teams.

12. How To Drive a Connected GTM Model With RevOps

with **SAM JACOBS** (Founder and CEO, Pavilion), **ALISON ELWORTHY** (EVP, RevOps; HubSpot), and **SID KUMAR** (SVP RevOps, HubSpot)

Companies across industries are moving fast to build out their RevOps teams to enable scaled and efficient growth. We'll share best practices and growth strategies on how HubSpot and other high growth organizations are leveraging RevOps to drive GTM alignment to your C-suite and deliver connected customer experiences across the customer journey.

[Explore INBOUND Sessions](#)



COMMUNITY AND CONNECTION ARE AT THE HEART OF INBOUND.

Deepen your craft and areas of expertise while also expanding your network with a global, diverse, and inclusive community of executives and business leaders. **Build meaningful connections at INBOUND** with our new communities and Meetup experiences.



IMMERSE YOURSELF IN A 360° EXPERIENCE

that offers top-notch education, vibrant community-building, entertainment, wellness, delicious food, and other surprise and delight moments on-site. From our VIP Welcome Party and activities at Lawn on D to interactive sponsorship activations and more, **don't miss out on all of the exciting events at INBOUND.**

