

FOUNDERS 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 STARTUP INNOVATIONS

and approaches, discover new tools and resources to enhance your strategies, 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 founder, 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 USE AI TO SCALE YOUR STARTUP?

Looking for ways to drive a connected GTM model with RevOps?

Want to connect and network with other founders, investors, and ecosystem leaders?

TOP SESSIONS FOR FOUNDERS

1. Fueling Focus and Creativity

with **ANDREW HUBERMAN**
(Neurobiology Professor and Host, Huberman Lab Podcast)

A conversation with Andrew Huberman exploring the power of intense focus, mindfulness, and rest to fuel creativity and strengthen the culture of a team.

3. How They Built HubSpot

with **BRIAN HALLIGAN** (Co-founder and Executive Chairperson, HubSpot), **DHARMESH SHAH** (Co-founder and CTO, HubSpot), and **GUY RAZ** (Author, Radio Personality, and Journalist; How I Built This)

A conversation with HubSpot co-founders Dharmesh Shah and Brian Halligan, interviewed by Guy Raz, on their nonlinear journey building and scaling HubSpot—and lessons they learned from their 16 year journey, and how HubSpot is maintaining its reputation for innovation.

2. Focus on the Future: Navigating the Next Decade

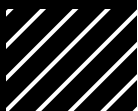
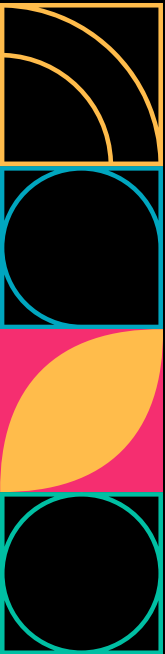
with **STEVEN BARTLETT** (Entrepreneur, Investor, Bestselling Author, and Host of Europe's no. 1 podcast "The Diary of a CEO")

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.

4. \$1M Pitch Competition With HubSpot for Startups and HubSpot Ventures

with **ARLAN HAMILTON** (Founder & Managing Partner, Backstage Capital) and **LILY LYMAN** (General Partner, Underscore VC)

In this high-stakes competition, six promising SaaS startup founders will pitch their business to a panel of experienced judges and receive live feedback. The stakes? Potentially walking away with an investment from HubSpot Ventures that could help turn their business into the next unicorn. Learn from experts on the art of delivering a compelling pitch, and gain insights into how to stand out from the competition, and what it takes to secure funding for your startup.



TOP SESSIONS FOR FOUNDERS

5. 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!

7. Sales Leadership Productivity: How Do You Get It All Done?

with **CHANTEL GEORGE** (CEO and Founder, Sistas In Sales),
CAROLE MAHONEY (Founder, Unbound Growth),
and **LORI RICHARDSON** (President, Women Sales Pros)

We will discuss emotional intelligence(EQ) in sales leadership, to help business professionals to be more aware and present when they are stressed, tired, or feeling burned out. We will touch on self-awareness, self-management, relationship management, and social awareness. Learn how to prevent your team from being impacted, why and how your self care leads to team performance, and six daily habits to adopt and manage supportive beliefs.

6. Build and Align D&I Revenue Teams for Efficient Growth

with **DEANNA RANSOM** (Founder and CEO, A.R.I.A. Partners, Inc.) and **LORI RICHARDSON** (President, Women Sales Pros)

Achieving revenue goals in an optimized manner must include the building and leading of inclusive go to market teams. Learn how to design a strategic road map for reaching revenue goals that have alignment and inclusion across the revenue engine. Leave this session with an understanding of why diverse, aligned, and inclusive teams are important for revenue growth, and how to build them from the key insights of case studies. ***Reservation is required.**

8. Meetup: Startups and Sangria with HubSpot for Startups

with **JANELLE APAYDIN**
(Head of Marketing, HubSpot for Startups; HubSpot)

Join HubSpot for Startups for our annual startups and sangria meet up at INBOUND! Founders, investors, and ecosystem leaders will come together to network, share insights, and tackle the challenges facing the startup community. With refreshing sangria in hand, connect with like-minded individuals and explore the latest trends and opportunities. Expand your network and gain access to deal flow and potential partnerships that can help you grow your startups. ***Reservation is required.**

TOP SESSIONS FOR FOUNDERS

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. 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.

10. The Mindset Shift That Transformed Our Sales

with **JOHN SHORT** (CEO, Compound Growth Marketing),
SYLVAN GUO (Co-founder, Powered by Hue),
MICHAEL DOUGLAS (VP of Customer Development, ENFOS),
and **CAROLE MAHONEY** (Founder, Unbound Growth)

According to the Harvard Business Review, \$70 billion is spent on sales training, yet barely half of salespeople make quota. For business owners who sell, the news is even more dire: they make less than \$50K a year. In this panel of salespeople and business owners, learn the mindset shift each made in order to change their sales behaviors and get better results.

12. AImpact: Using Artificial Intelligence to Scale Your Startup

with **KAREEM AMIN** (Co-founder and CEO, Clay),
MEGHAN KEANEY ANDERSON (Head of Marketing, Jasper)
and **LAURENCE BUTLER** (Senior Director, HubSpot for Startups; HubSpot)

Join HubSpot for Startups for an in-depth panel discussion on how startups can leverage artificial intelligence to drive growth and scale their businesses. Three leading AI powered startups will share their insights on how startups can streamline their operations, improve efficiencies, increase productivity, and ultimately driving better outcomes for their customers. ***Reservation is required.**

[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 founders and startup 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.**

