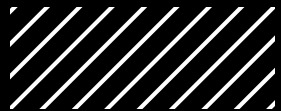
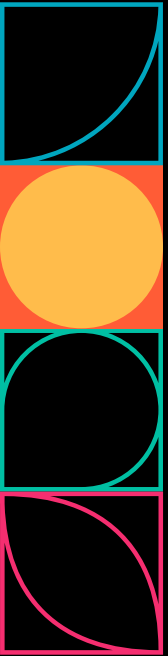
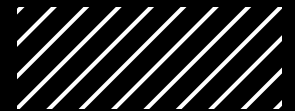


REVOPS PROFESSIONALS AT INBOUND



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 INNOVATIONS

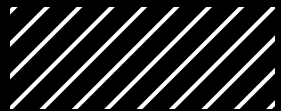
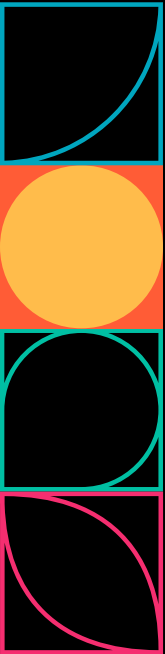
and approaches, discover new tools and resources to enhance your RevOps strategies, and develop fresh skills through hands-on workshops and interactive sessions, selected just for you.

THIS YEAR INBOUND IS FOCUSING ON THE POWER OF CONNECTION

and how the future of business is all about a connected mindset. As a revenue operations professional, 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 DRIVE A CONNECTED GTM MODEL WITH REVOPS?

Looking for ways to grow your revenue on a global scale? Want to connect and network with other RevOps attendees and leaders?



TOP SESSIONS FOR REVOPS PROFESSIONALS

1. A Journey Across HubSpot's Customer Centric Operating Model

with **SID KUMAR** (SVP RevOps, HubSpot)

We'll take you on a tour across our Customer Centric Operating Model (CCOM) to drive a connected go-to-market approach. Learn the phases of our CCOM — Attract, Engage, and Delight — and gain actionable insights and recommendations. Develop frameworks to connect strategy to execution and outcomes. Learn how to leverage input metrics and leading indicators. ***Reservation is required.**

3. 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.

2. 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.**

4. Meetup: GTM Roadshow and MOVE Book Club

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

Meet Sangram Vajre, the co-author of MOVE and CEO and co-founder of GTM Partners and deep dive into all things go-to-market. How has the landscape changed? What are the new go-to-market(GTM) frameworks and motions? If you are a marketing, sales, or customer success leader, you must attend this Meetup! Join us for some fun, games, food, drinks, and all things GTM. ***Reservation is required.**

TOP SESSIONS FOR REVOPS PROFESSIONALS

5. Turn HubSpot Into the Ultimate Sales Engagement Platform

with **DAVID GABLE** (Head of Sales, Kixie) and **ALDO BARBAGIOVANNI** (Dir. of Solutions Engineering, Kixie)

Many people associate HubSpot with being an effective marketing platform and an awesome CRM. What they don't realize is that it is also capable of being the most powerful sales engagement platform on the market. Learn how to go beyond a prescriptive sequence and utilize the data flowing into HubSpot to automate outreach at times when people are most receptive to it. ***Reservation is required.**

7. Solution Selling: Mindset, Processes, and Results

with **MOLLY RIGATTI** (Director of Sales and Marketing, Impulse Creative)

The best sales people don't seem like they're selling anything at all. Solution selling gives us the tools we need to do that, no matter what you sell or what team you lead. Let's look at the strategy, the specific HubSpot tools, and processes (SalesOps) that makes solution selling less scary, overwhelming, or cumbersome for my team (our LAZER meeting template), and the results that matter like revenue, LTV, reputation, and partnerships. ***Reservation is required.**

6. 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.

8. Gain and Grow: Aligning Sales and Success for Impact

with **CHRISTIAN KINNEAR** (Chief Sales Officer, HubSpot) and **JEETU MAHTANI** (EVP, Customer Success; HubSpot)

It all boils down to either driving growth through new sales, or uncovering opportunities from your existing customers. Join HubSpot's chief sales officer, Christian Kinnear, and EVP of customer success, Jeetu Mahtani, as they sit down to chat through the significance of aligning your sales and customer success efforts to create a cohesive, value-driven customer experience. They'll speak to how they approach it at HubSpot, the business impact, lessons learned along the way, and how to measure success.

TOP SESSIONS FOR REVOPS PROFESSIONALS

9. Why Your Go-to-Market Is Broken and How To Fix It

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

Most companies know they have challenges, but they don't know how to articulate it in order to find a way to solve it. In this deep dive, we will provide a step by step process for identifying the top 15 reasons why your go-to-market (GTM) is broken and then outline strategies to fix it.

***Reservation is required.**

10. How To Create Sales-Ready Messaging Reps Will Actually Use

with **JOHN BARROWS** (CEO, SellBetter by JB Sales)

The sales and marketing divide continues, specifically around messaging. We've created a formula for sales and marketing teams to create sales-ready messaging based on personas and triggers that the reps will actually use. This formula aligns sales, marketing and CS, and contains the secret sauce to leverage tools like ChatGPT to meet your target audience where they're at. ***Reservation is required.**

11. The Great Migration: How To Move From Salesforce to HubSpot

with **JACQUE TURBETT** (Manager of Revenue Operations, New Breed) and **DANAE RUIZ** (Revenue Operations Strategist, New Breed)

The maturation of HubSpot into a full-service CRM has enabled large organizations to streamline their operations and reduce technical debt by moving off Salesforce and centralizing marketing and sales activities and reporting within HubSpot. This presentation provides a step-by-step guide for approaching these projects, helping leaders understand the key differences between HubSpot and Salesforce, and how to overcome common challenges in migration, data hygiene, and change management.

[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 RevOps 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.**

NEED APPROVAL FROM LEADERSHIP TO COVER THE COSTS OF ATTENDING INBOUND?

Download our Convince Your Boss Letter to explain the value of INBOUND, share the game-changing sessions you're most excited about, and **how attending will level up your personal growth in alignment with your company's goals.**

