

# IMPACT

SUMMIT

THE YEAR OF AI

2025

May 14, 2025, San Francisco

## AGENDA

AI-POWERED STRATEGIES FOR  
SCALABLE, PREDICTABLE GROWTH

# Growth Is Back



8:00AM

**Doors open**, Welcome from concierge — breakfast and networking



9:00AM

## **Accelerating Growth in the Age of AI**

Welcome to the Impact Summit. Explore how AI is redefining Go-To-Market for a new era of sustainable, predictable growth.



Jacco van der Kooij



9:30AM

## **AI-Driven Revenue Growth Trends**

Unveil the latest GTM growth research and AI adoption benchmarks from top-performing companies.



Jacco van der Kooij, David Spitz



9:45AM

## **From The Top: Private Equity AI Expectations Uncovered**

A candid conversation with leading investors on how AI drives value creation and informs deal strategies.



**Panelists:** Pablo Dominguez Insight Partners, Erik Kristjanson Vista Equity, Ken Yagen, Warburg Pincus, Lia Wayman PSG, AJ Gandhi GTM Leader Society.

**Moderator:** Lauren Goldstein



10:30AM



## **Networking Break + Executive Briefing Center - AI Lab**

10:40 **VelocityEngine** How to Break Through Bowtie Bottlenecks with AI Content That Converts

# What's Possible With AILG

AI-Led Growth



11:00AM

## Growth Guidance Model

Learn how to align teams around a unified growth assurance model for visibility and momentum.



Jacco van der Kooij, Dan Patterson



11:30AM

## AI Readiness Assessment

Learn how to align teams around a unified growth assurance model for visibility and momentum.



Dave Boyce, Shari Johnston



12:00PM



## Networking Lunch

### Executive Briefing Center - AI Lab

12:10 **Pocus** Supercharging reps prospecting workflow with AI

12:30 **Vivun** Increasing Sales Engineering Capacity, Coverage and Conversion in the Middle of the GTM Bowtie

12:50 **People.ai** Modern Sales Rituals: Powering Closed Won

# How to Architect Growth



1:15PM

## AI on the Left Side of the Bowtie

Explore how AI is transforming lead generation, inbound/outbound, and prospecting workflows.



**Moderator:** Dave Boyce, **Speakers:** Jim Hopkins



1:45PM

## AI on the Right Side of the Bowtie

Discover how AI powers customer success, expansion, and advocacy with real-world applications.



**Moderator:** Dave Boyce, **Speakers:** David Ellin



2:15PM

## Build Your 2025 AI GTM Strategy

Hands-on workshop to create your AI-powered GTM playbook for the year ahead.



**Facilitators:** Dave Boyce and Walter Velazquez Taboada



3:15PM

## Afternoon Break + Peer Networking

Take a breather, join a demo, or connect over coffee with peers in the AI Lab.



3:25 **Marketbridge** New Research Unveiled: The Impact of AI on Go-to-Market

# A Vision For The Future



3:45PM

## Vision – The AI GTM Roadmap for 1, 3, and 5 Years

Where is AI headed next? Walk away with a strategic roadmap to stay ahead.



Jacco van der Kooij



4:10PM

## GTM AI Awards Ceremony

Celebrating innovation in GTM AI excellence:

- Excellence in AI powered Marketing
- Best AI in Sales
- AI Transformation for Customer Success
- RevOps AI Excellence
- AI Leadership in Go To Market People and Culture
- Best AI-Driven GTM Excellence



**Hosts:** Dave Boyce & Jared Brinkman



4:30PM



## Networking Happy Hour

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