

Growth Is Back



8:00AM

Doors open, Welcome from concierge — breakfast and networking



9:00AM

Accelerating Growth in the Age of Al

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





9:30AM

Al-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



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10:30AM

Networking Break + Executive Briefing Center - Al Lab

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

What's Possible With AILG

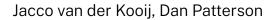
AI-Led Growth



11:00AM

Growth Guidance Model

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





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11:30AM

Al Readiness Assessment

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

Dave Boyce, Shari Johnston



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12:00PM



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



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



Moderator: Dave Boyce, Speakers: Jim Hopkins



1:45PM

Al 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 Al-powered GTM playbook for the year ahead.



Facilitators: Dave Boyce and Walter Velazguez 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



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4:10PM

GTM AI Awards Ceremony

Celebrating innovation in GTM AI excellence:

- Excellence in AI powered Marketing
- Best Al in Sales
- Al 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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