

IMPACT

SUMMIT

THE YEAR OF AI

2025

May 14, 2025, San Francisco

AGENDA

AI-POWERED STRATEGIES FOR
SCALABLE, PREDICTABLE GROWTH

Growth is Back



8:00 AM

Doors Open

Welcome from concierge — breakfast and networking.



9:00 AM

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 Growth.



- *Jacco* will lay out a bold vision for the future of growth, architected from first principles and built to thrive in a new world.
- *David Spitz from BenchSights* will break down fresh data from leading public SaaS companies — and explain why the rate of growth will matter more than ever.
- *Dan Patterson*, newly appointed Chief Innovation Officer at Winning by Design, will offer a glimpse into what's coming next — and how leaders can prepare their teams to stay ahead of it.



9:45 AM

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



10:30 AM

Networking Break & Executive Briefing Center – AI Lab



10:40 AM - VelocityEngine: How to Break Through Bowtie Bottlenecks with AI Content that Converts

What's Possible with AiLG

AI-Led Growth



11:00 AM

Growth Guidance Model

Learn how to align teams around a unified growth assurance model for visibility and momentum — built for a future that demands a new, bottom-up approach to growth planning.



Speakers: Jacco van der Kooij, Dan Patterson



11:30 AM

AI Readiness Assessment

Explore a practical framework for GTM AI readiness, featuring real-world success stories across four types of AI.



Speakers: Shari Johnston, Dan Smith



12:00 PM



Networking Lunch & Executive Briefing Center – AI Lab

12:10 PM – Pocus: Supercharging Reps' Prospecting Workflow with AI

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

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

How to Architect Growth



1:15 PM

AI on the Left Side of the Bowtie

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



Moderator: Dave Boyce

Speaker: Jim Hopkins



1:45 PM

AI on the Right Side of the Bowtie

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



Moderator: Dave Boyce

Speaker: David Ellin



2:15 PM

Build Your 2025 AI GTM Strategy

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



Facilitators: Dave Boyce, Walter Velazquez Taboada



3:15 PM

Afternoon Break + Peer Networking

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



3:25 PM – 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.



Speakers: Jacco van der Kooij



4:10PM

GTM AI Awards Ceremony

Celebrating innovation in GTM AI excellence:

- Excellence in AI-Powered Marketing
- AI Innovation in Sales
- AI Transformation in Customer Success
- RevOps AI Excellence
- AI Innovation in Go-to-Market Excellence



Hosts: Dominique Levin, Jared Brickman



4:30PM -6PM



Networking Happy Hour

Enjoy live jazz and a signature Bowtie cocktail

THANK YOU TO OUR SPONSORS

Pavilion Pocus VelocityEngine vivun. people.ai FATHOM marketbridge MIND WINN

CERTIFIED PARTNERS

BENCHSIGHTS FATHOM Grain momentum SaaSTrack una vasco



SCIENCE TO SALES