



AGENDA



IMPACT

SUMMIT

EUROPE 2025

October 9, 2025, Ghent Belgium

Grow Your Own Way

9:00 Doors Open & Networking

Registration, breakfast, and networking.

10:00 Keynote: Grow Your Own Way

CEO and Founder Jacco van der Kooij will unveil *Growth Architecture* fundamental principles, a modern framework for building resilient, scalable revenue engines. He will explore how consistent exponential growth is not fueled by one-off wins but by compound mechanics.

Speaker: Jacco van der Kooij, Founder, Winning by Design

11:00 From The Top: Private Equity Expectations Uncovered

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

Moderator: Lauren Goldstein, Chief Growth Officer, Winning by Design

Panelists: Richard Sgro, Insight Partners | Aurelien Dupuy, PSG | Jennifer Montague, Verdane

Compounding Growth

12:00 Networking Lunch & Executive Briefing Center

12:45 Diagnose. Design. Deploy. The New Growth Architecture for Compounding Revenue

This 20 minute showcase, we will unveil the new Growth Architecture — three product families that connect insight to execution: **Diagnose, Design, and Deploy**. Together, they equip leaders with diagnostics, guided blueprints, and enablement programs that transform strategy into sustainable, compounding growth.

Speakers: Dr. Dan Patterson, Chief Innovation Officer, Winning by Design

Dave Boyce, Executive Chairman, Winning by Design

Location: Executive Briefing Center

13:30 The Holy Grail of Compounding Growth

The basic principle of acquisition driving retention driving expansion, all leading to ARR growth, is fairly well recognized, but actually achieving an optimal balance of these three revenue sources within a GTM factory is highly complex. Learn how focusing on a balanced ecosystem brings us closer to the utopia of self-perpetuating revenue generation.

Speaker: Dr. Dan Patterson, Chief innovation Officer, Winning by Design

14:00 AI Readiness Framework

AI is accelerating GTM like never before. Learn about the current state of GTM AI, along with a framework of four key archetypes to help you deploy AI across your organization in a way that aligns with your needs and readiness.

Speaker: Shari Johnston, Chief Operating Officer, Winning by Design

**Agenda subject to change.*

How to Architect Growth

14:30 Unlocking Conversational Intelligence with SPICED

Leveraging unstructured data is the most valuable asset in your GTM. Customer conversations contain the richest information available on achieving impact and turning these unstructured interactions unlocks a myriad of growth opportunities. Join Dan Smith to uncover how to leverage SPICED as the layer for human and machine handoffs across the customer journey.

Speaker: Dan Smith, Chief Learning Officer, Winning by Design

15:00 Afternoon Break + Peer Networking

Take a breather, visit our sponsors, connect over coffee with peers.

15:10 Executive Briefing: Customer Case Study Presented by N.Rich

Location: Executive Briefing Center

15:30 How Self-Service is Reshaping GTM

Join Author Dave Boyce who will share insights from his new book, Freemium — the Authoritative guide to building products that sell themselves. He will cover stories on what Zoom, Canva, and ChatGPT have in common that helped them scale fast without traditional sales.

Speaker: Dave Boyce, Executive Chairman, Winning by Design

A Vision for the Future

16:15 Growth Awards: Celebrating Innovation in GTM Excellence

Join us as we honor the standout organizations and individuals redefining GTM excellence across categories including:

- Bowtie for Growth Momentum
- SPICED for Growth Acceleration
- AI Innovator

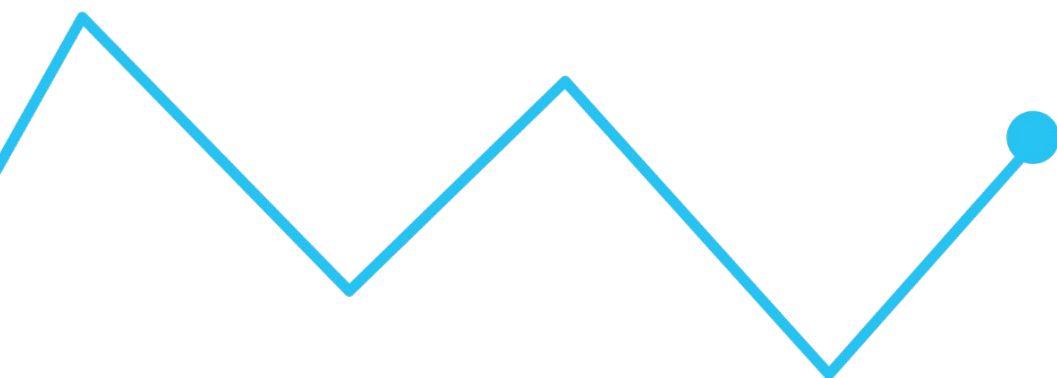
Host: Louis Jonckheere, Co-Founder and CEO, Wintercircus

16:40 Impact Summit Europe Actions & Insights

Wrap up the day with key insights, highlights, and clear next steps — turning today's discussions into actions you can take back to your business.

Speaker: Jacco van der Kooij, Founder, Winning by Design

17:00 Networking Happy Hour



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