

TUESDAY, MAY 21

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| 11:00 a.m. - 12:30 p.m. | Zilliant Academy Workshop Day Registration and Lunch |
| 12:30 - 2:00 p.m. | Customer Benchmarking <i>Zilliant Customer Success Team</i> <p>Zilliant Customer Success leads will share our most recent customer benchmarking exercise. We'll cover customer benchmarks for Price IQ® and Sales IQ™, including revenue and profit impact, guidance adoption, opportunity win rate, number of overrides, number of annual price increases, and team structure.</p> |
| 2:00-2:30 p.m. | Networking Break |
| 2:30 - 3:30 p.m. | Driving Digital Transformation: Leveraging Pricing Technologies for Success Jim Vaughn, Global Head, Pricing Advisory Services - <i>Zilliant</i> Alex Wilkerson, Director, Customer Success - <i>Zilliant</i> <p>Implementing new technology into your pricing and your company introduces change that will lead you to your digital transformation. This session will explore key topics essential for navigating this transformation, including executive sponsorship, incentives for sales representatives and end-users, and best practices for implementing pricing guidance effectively. Join this session to learn how to reach your goals and objectives.</p> The Science Behind Revenue Intelligence: Unique Ways to Empower Sales Brian Hirt, Partner Enablement Director - <i>Zilliant</i> Bill Indest, Sr. Solutions Engineer - <i>Zilliant</i> <p>Interested in how Revenue Intelligence turns data points into sales actions? In this session, get an exclusive view into how Revenue Intelligence works, the ease-of-setup and unique ways our customers can use the tool to uncover more opportunity.</p> |
| 6:00 - 9:00 p.m. | Welcome Reception |

TUESDAY, MAY 21 *concludes*

WEDNESDAY, MAY 22

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| 7:30 - 8:30 a.m. | Registration and Breakfast |
| 8:30 - 10:00 a.m. | Transforming The Pricing Lifecycle with Zilliant <i>Zilliant</i> <p>Whether its price volatility, changing customer expectations, or labor shortages - pricing is at the center of every business challenge. But everyday business leaders are stepping up to transform processes and manage the entire pricing lifecycle to drive agility and revenue. Join Zilliant Leadership, Customers, and Partners as they talk through their recent successes, the latest in pricing and selling innovations, and why pricing must be at the heart of every business.</p> |
| 10:00 -10:30 a.m. | Networking Break |

WEDNESDAY, MAY 22 *continued on next page*

WEDNESDAY, MAY 22 *continued*

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| 10:30 - 11:15 a.m. | <p>Session Abstract Coming Soon Patrick Couture, Corporate Vice President of Marketing Operations - <i>Future Electronics</i></p> |
| 11:15 a.m. - 12:15 p.m. | <p>Unleashing Success and Sustainability with a Pricing Center of Excellence Mohamed Beshir, Managing Director - <i>Accenture</i> Charles Dimier, Managing Director - <i>Accenture</i></p> <p>Establishing a Pricing Center of Excellence (CoE) transforms an organization's pricing strategy into a powerhouse of profitability and competitive advantage. By centralizing expertise and leveraging cutting-edge analytics, Pricing CoEs ensure pricing decisions are data-driven, consistent, and strategically aligned across all markets. This innovative approach not only optimizes pricing on-the-fly but also secures a strong reduction in pricing variances, boosting margin improvement and revenue growth. And it's not just about numbers; it's about building a culture where pricing drives profit long-term, empowering organizations to rise above competition and sustain financial success. Join this session with Accenture for an in-depth look at how a Pricing CoE revolutionizes your business & pricing strategies.</p> |
| 12:15 - 1:30 p.m. | <p>Lunch Break</p> |
| 1:45 - 2:45 p.m. | <p>Zilliant Pricing: A Deeper Dive into Our Pricing Management & Optimization Solutions Kay Agarwal, Senior Solutions Engineer - <i>Zilliant</i> Nathan Rabold, SVP of Customer Success and Support - <i>Zilliant</i> Sofia Simaria, VP of Pricing Science and Advisory - <i>Zilliant</i></p> <p>New to Zilliant's pricing products? Or are you interested in learning about new ways to leverage your current solutions? Join us for an end-to-end overview of Zilliant's Price Management and Optimization solutions.</p> <p>Price Optimization & Dispelling AI Myths Brooks Hamilton, Founder - <i>Hamilton AI Strategy Advisors</i></p> <p>The AI buzzword is all around us - yet what's real, what's not and how does it all relate to pricing and sales ops? Hear directly from AI expert Brooks Hamilton as he talks through how AI is powering pricing strategy, what you can leverage today, and bust through all the AI jargon.</p> |
| 3:00 - 4:00 p.m. | <p>Zilliant Sales Ops: A Deeper Dive into Our Revenue Intelligence & CPQ Solutions Sven Krause, Strategic Advisor - CPQ - <i>Zilliant</i> Natalie McGowan, Product Marketing Manager - <i>Zilliant</i></p> <p>New to Zilliant's revenue products? Or are you interested in learning about new ways to leverage your current solutions? Join us for an end-to-end overview of Zilliant's Revenue Intelligence and brand new CPQ solutions.</p> <p>Why Pricing Matters to Revenue Teams Amy Goldberg, CPC,ELI-MP, Senior Manager, Delivery - SAP CPQ - <i>Argano</i> Barrett Thompson, VP Customer and Industry Relations - <i>Zilliant</i></p> <p>Sales teams are often bogged down by ineffective processes that can ultimately lead to lost business. Join this session to discuss common roadblocks to revenue and learn how intelligent, real-time pricing guidance can remove barriers in the sales process.</p> |
| 4:00 - 4:30 p.m. | <p>Networking Break</p> |
| 4:30 - 5:30 p.m. | <p>B2B Reimagined Live Podcast Experience: Illuminating Perspectives from Pricing Leaders Mo Beshir, Managing Director - <i>Accenture</i> Lydia M. DiLiello, CEO and Founder - <i>Capital Pricing Consultants</i> Rob Pedigo, Sr. Director, Pricing Strategy - <i>Dawn Foods</i> Moderator: Barrett Thompson, VP Customer and Industry Relations - <i>Zilliant</i></p> <p>Pressure on pricing teams is greater than ever. But in times of great pressure, new ideas and ways of doing things emerge. Join us as we record a live episode of our B2B Reimagined podcast with a panel of pricing leaders. Topics include: the 'how' and 'why' behind pricing transformation, how to elevate pricing within a company, managing organizational change, and the tangible impacts of pricing success.</p> |
| 6:00 - 10:00 p.m. | <p>Appreciation Event</p> |

THURSDAY, MAY 23

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| 7:30-8:30 a.m. | Registration and Breakfast |
| 8:30 - 8:35 a.m. | Conference Day 2 Opening Remarks |
| 8:35 - 9:35 a.m. | <p>Moneyball: Lessons for Life and Business from Baseball's Best General Manager Billy Beane, Former Executive VP of Baseball Operations for the Oakland Athletics & Senior Advisor to owner John Fisher</p> <p>With great insight and signature wit, Billy Beane conveys his innovative, winning style of management and leadership, which involves identifying undervalued assets to create and sustain a competitive advantage. By striking parallels between baseball and business, Beane inspires audiences across industries with his unforgettable winning underdog story.</p> |
| 9:35 - 10:20 a.m. | <p>Sales IQ + GenAI: Powering Account-Based Marketing David Clifton, CMO - <i>alphabroder</i> Chad McClure, Email Marketing Manager - <i>alphabroder</i></p> <p>What would it mean for your business if you could fully automate account-based marketing? For alphabroder, it means accurate opportunity identification, relevant pitches, speedy delivery of customer insights to CRM, and the elusive happy marriage between sales and marketing. Attend this session to learn how alphabroder blends Zilliant Revenue Intelligence with ChatGPT to find, nurture, and close hot leads.</p> |
| 10:20 - 10:50 a.m. | Networking Break |
| 11:00 - 12:00 p.m. | <p>Navigating the Five Common Pitfalls of Pricing Jim Vaughn, Global Head, Pricing Advisory Services - <i>Zilliant</i> Alex Wilkerson, Director, Customer Success - <i>Zilliant</i></p> <p>In today's intricate business landscape, pricing is a pivotal factor that can make or break success. But pricing is difficult; even seasoned pricing professionals fall prey to common pitfalls that jeopardize profitability and market position. Join us for an insightful breakout session as we reveal five pervasive pricing mistakes and provide actionable strategies to address them.</p> <p>Driving Pricing Transformation: Innovations and Latest Features Jesse Endo, VP Product Platforms - <i>Zilliant</i> David Kurak, VP Product Applications - <i>Zilliant</i> Brian Mikhail, UX Researcher - <i>Zilliant</i></p> <p>Zilliant continues to push innovation across its platform so that leaders like you can successfully manage the entire pricing lifecycle. Join this session to learn about the latest features across Pricing and Revenue Solutions and get a preview of what's coming down the road.</p> |
| 12:10 - 12:55p.m. | <p>You Can't Spell CPQ Without Price Azarm Ayatollahi, Project Manager - <i>Ultra Clean Technology</i> Senthil Vivekanandan, Sr. Director, Global Quoting - <i>Ultra Clean Technology</i> Dominic Starr, Strategic Sales Director - CPQ - <i>Zilliant</i></p> <p>Ultra Clean Technology (UCT) builds engineered-to-order products in the semi-conductor market with bills of material that approach 25,000 lines. Thus, the complexity involved in the company's CPQ journey is not for the faint of heart! Attend this moderated discussion with Azarm Ayatollahi and Senthil Vivekanandan to learn how Zilliant CPQ has been integrated and adopted to first solve costing challenges, and to understand why pricing is so important to every CPQ journey. Teamed with Zilliant, we'll explore how IT and business ops together are shaping the product to UCT's evolving needs.</p> |
| 12:55 - 1:40 p.m. | <p>Building a Business Case to Transform Selling Rob Pedigo, Sr. Director, Pricing Strategy - <i>Dawn Foods</i></p> <p>Dawn Foods' Rob Pedigo was first introduced to Zilliant Revenue Intelligence at MindShare 2022 and became a customer at MindShare 2023. In the space between those tidy bookends, Rob built a thorough business case for how these tools could solve for distressed inventory and customer churn. Gain insight from Rob's experience through all the twists, turns, starts and stops that accompanied getting this sales transformation journey sold internally – and hear initial results from the program launch.</p> |
| 1:45 p.m. | Closing Remarks |