

PROGRAM GUIDE



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BECOMING A DIGITAL DISRUPTOR

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Program Guide

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WIFI Access

Network:
Phorum2019

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Enterprise

Welcome to Phorum 2019: "Becoming a Digital Disruptor — Re-imagining Technology, Experiences and Talent"

PACT is proud to be hosting Phorum 2019, the must-attend Enterprise Technology Conference designed for business executives and entrepreneurs — like you — who must embrace digital transformation in all aspects of their business in order to drive growth, profitability and competitive position. Digital disruption increasingly emanates from all corners of the enterprise and requires multi-faceted leaders who don't just embrace the change — they drive the change!

As digital disruption penetrates deeper into the enterprise it becomes more challenging to manage, deploy, integrate and leverage disparate systems. How do you make sense of them all? Phorum once again provides an understandable framework to help you "cut through" the "noise."

- AI Breakthroughs
- Blockchain/Security Breakthroughs
- Hyper-Personalized Experiences



Not only will you get insights from established enterprises and new entrants on the next generation of technological breakthroughs, Phorum 2019 will also provide in-depth analysis on the future of work and how leading organizations are rethinking the talent equation to arm their leadership with the digital skills necessary to thrive in a data-rich world. We will also challenge the often held belief that innovation comes only from the new entrants. As you have come to expect from Phorum, we will provide you with readily deployable strategies for your business that you can implement now!

Get ready for a data-rich day that will provoke thought and action with dynamic keynotes, lightning talks, company demos, and networking with other leading executives, entrepreneurs and technologists.

Thank you for your participation in Phorum 2019.

Dean Miller

President & CEO

PACT – Philadelphia Alliance for Capital and Technologies

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About Phorum

Phorum is an enterprise technology conference for business and technology executives. It focuses on how enterprises can maximize the business value of specific technologies and innovation.

Industry thought leaders as well as hands-on practitioners will provide engaging content through keynotes, panels, and interactive discussions to help executives understand not just the technology but how the technology can be pragmatically applied to transform the enterprise and achieve strategic business goals.

In addition to keynote speakers and panels, the conference will also feature the Phorum Showcase exhibition area, and the always popular "Phorum Demo Pit" where conference attendees can experience, firsthand, some of the most innovative technologies being developed in the Greater Philadelphia Area.

Each year top executives from around the country gather at Phorum in a highly entertaining and collegial atmosphere.



About PACT

Driving Innovation and Growth for Businesses and Entrepreneurs in the Philadelphia Region

Philadelphia Alliance for Capital and Technologies (PACT)'s vision is to be the go-to resource for fast growing companies and a driver of entrepreneurship and innovation in the Philadelphia region.

At PACT, we provide our members with valuable content and connections to capital, coaching, customers, and talent that will accelerate their growth and success, and we collaborate with other organizations to drive innovation and entrepreneurship in the region.



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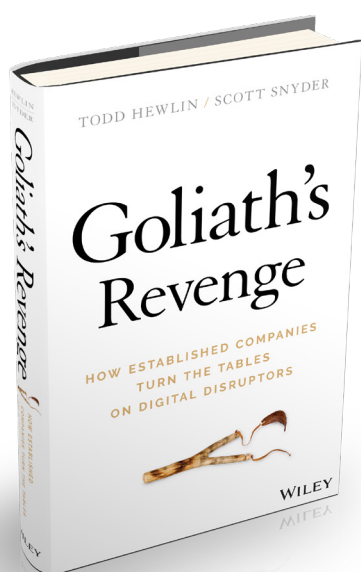
Vanguard®

Keynote Speaker

SCOTT SNYDER

Partner, Digital and Innovation, Heidrick Consulting | Senior Fellow, The Wharton School
Adjunct Professor, Penn Engineering

Scott Snyder is a recognized thought leader in digital transformation and innovation, having held leadership roles at GE and Lockheed Martin, launched three new technology ventures including Mobiquity, led technology and innovation for venture capital firm Safeguard, and now leads Digital and Innovation at Heidrick & Struggles. He is the author of two books, *Goliath's Revenge: How Established Companies Turn the Tables on Digital Disruptors* and *The New World of Wireless: How to Compete in the 4G Revolution* and has lectured at top universities on emerging technologies, digital strategy, and innovation including Wharton, MIT, Babson, Duke, and INSEAD.



Goliath's Revenge is the practical guide for how executives and aspiring leaders of established companies can run the Silicon Valley playbook for themselves and capitalize on digital disruption. Technologies like artificial intelligence, robotics, internet of things, blockchain, and immersive experiences are changing the basis of competition in every industry. New competitors are emerging while traditional ones are falling behind. Periods of intense change provide remarkable opportunities. *Goliath's Revenge* delivers an insider's view of how industry leaders like General Motors, NASA, The Weather Channel, Hitachi, Mastercard, Proctor & Gamble, Penn Medicine, Discovery, and Cisco are accelerating innovation, building new skills, and disrupting themselves to come out stronger in this post-digital age.



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Speakers

CLEMENS AICHHOLZER

Sr. VP of Game-based Assessments, HireVue

Clemens Aichholzer is the Sr. VP of Game-based Assessments at HireVue. Clemens is responsible for expanding HireVue's assessment capabilities by combining game technology with AI and cognitive neuroscience. His vision is to create next generation hiring tools that are highly engaging and candidate-centric as well as data-driven and scientifically valid. Clemens was previously the founder and CEO of London-based startup MindX, which was acquired by HireVue in May, 2018. MindX was a predictive hiring and talent analytics platform integrating gamification, machine learning, and psychometrics with the objective to improve talent identification and selection whilst reducing bias. Prior to founding MindX, Clemens was an investor and financial advisor with Goldman Sachs, Morgan Stanley, and Lombard Odier in London and Geneva. Clemens has earned an MBA from Harvard Business School and an MA in Commerce from Vienna University of Economics.



STEPHEN BAILEY

CEO and Founder, ExecOnline

Stephen Bailey brings a passion for helping executives and their companies solve their most pressing strategic challenges through innovative technology solutions. Before ExecOnline, he served as the CEO of Frontier Strategy Group (FSG), a venture-backed software and information services business serving Fortune 500 executives who have responsibility for emerging economies. Stephen grew the business from an early-stage start-up to a company that serves nearly half the Fortune 500 across a range of international markets and business functions. Stephen is a member of the Boards of Directors of the Truman National Security Project and the Glenn Pelham Foundation. He graduated Phi Beta Kappa and summa cum laude from Emory University and holds a JD from the Yale Law School.



TIM COATES

US Head of Blockchain, Synechron

Tim Coates is the US Head of Blockchain at Synechron based in New York, leading solution design and strategy, and application development for 40+ blockchain projects at over 20 financial institutions across 4 platforms – Quorum, Corda, Fabric and Ethereum. He works day-to-day with Synechron's clients and combines analytical, visualization and technology insights to develop highly-tailored solutions that resolve complex client business challenges. Tim has helped Synechron's clients to understand how new regulations and digital technologies will impact their business operations and was instrumental in developing Synechron's KYC utility and insurance blockchain accelerators. Prior to Synechron, Tim was a Senior Consultant at Ernst & Young, and he received his bachelor's and master's degrees from the University of Sydney.



PETER COFFEE

Vice President for Strategic Research, Salesforce

Peter Coffee has been with Salesforce for eleven years. His global work supports Salesforce efforts in CIO strategies, security practices, and delivery of connected product and "big data" solutions through collaboration with account teams in many industries. Prior to joining Salesforce, Peter spent eighteen years as a technology analyst, columnist, and editor for IT publications including eWEEK and PC Week, while also contributing to other journals including Computer Language and AI Expert. He has written widely on cloud security and privacy, and was a chapter contributor to Prentice Hall's *Nanotechnology: Science, Innovation, and Opportunity*. He previously served as the first Manager for Desktop Computing Planning at The Aerospace Corporation, where he also worked in space-asset applications of AI techniques. Before that, he held project management roles at Exxon Corporation including Arctic resource development. Peter received his engineering degree from MIT in 1978 and an MBA from Pepperdine University in 1985; he has held college faculty appointments in expert-systems programming, IT management, and business analytics, while also lecturing at Stanford, CalTech, Harvard Business School, and the Sloan School of Management at MIT as well as other institutions in Europe, Asia and South America. He advises on curriculum and degree program planning in analytics and "big data" initiatives for three U.S. universities.



• continued on next page

Speakers

CLAUDIA CRUMMENERL

Managing Director, Global Practice Lead People and Organization, Capgemini Invent



Claudia Crummenerl is an expert in the people perspective of digital, automation and AI. She collaborates with and supports clients in how leadership in the digital age is evolving, how workforce and organizations transform through automation and AI, how the HR function is composed and how to engage with employees during the process. Her particular project expertise lies in the rollout of large transformation programs in an international context. Claudia combines industry and consulting expertise. She started and spent half of her career in the automotive industry in various positions in Germany, US and Japan driving change and HR projects. Since joining Capgemini Invent for their reputation in organizational transformation and change management, Claudia has been part of the German consulting team and now is Managing Director for the global People and Organization capability. With Capgemini Invent's strategic focus on Digital Transformation, Claudia has focused her thought leadership on how digital is transforming leadership, workforce and organizations. She regularly authors studies with the reputed Capgemini Research Institute and speaks at conference and client events.

ABHI INGLE

Senior Vice President – Digital, Distribution & Channel Marketing, AT&T Business



Abhi Ingle currently serves as Senior Vice President – Digital, Distribution & Channel Marketing for AT&T Business. He is responsible for developing and managing all go-to-market strategies and industry programs to drive networking services, mobility, cloud and cybersecurity solutions for business and government customers. He also leads distribution and digital strategy for AT&T Business, operating all of AT&T's business digital platforms and properties. Abhi has more than 20 years of experience in marketing, consulting, and technology solutions. Before joining AT&T, he held the CMO role at technology startups, and spent several years at McKinsey and Company advising clients on strategy, marketing and sales. Abhi holds an MBA from Harvard Business School and a BA in Computer Science and Mathematics from Oberlin College.

KEVIN JESTICE

Principal, Head of Enterprise Advice, The Vanguard Group



Kevin Jestice, CFA, CIPM, is a Vanguard principal and head of Enterprise Advice. He leads a cross-functional department responsible for developing and maintaining the investment methodology and technology required to deliver advice to our investors globally. Previously, Kevin led Vanguard Institutional Investor Services, where he was responsible for a team of investment and client service professionals who served defined contribution, defined benefit, corporate asset, endowment, and foundation clients. Before joining Vanguard in 2007, Kevin was an investment consultant with Ennis Knupp & Associates, where he managed consulting assignments for a select number of retainer and project clients, contributed to the firm's investment manager research efforts, and authored topical research papers. Kevin earned bachelor's degrees in finance and management with honors from Loras College and an M.B.A. with honors at The Wharton School of the University of Pennsylvania.

RAJESH KUMARAN

Head – Life Sciences Industry Unit, US East, Tata Consultancy Services

Rajesh Kumaran heads TCS' Life Sciences business unit for the East region in the US. This includes major pharmaceutical, med tech, CRO, and diagnostic lab companies in the region. A graduate of TCS' Executive Management program from Ross School of Business, University of Michigan, Rajesh has a bachelor's degree in Computer Technology from Mumbai University, India. Rajesh has been with TCS for close to 22 years, joining the firm straight out of graduate school as a trainee engineer. Over the years Rajesh has worked with TCS customers in various industry segments including transportation, insurance, retail and life sciences. Since 2003, Rajesh has been focused exclusively on life sciences customers and has led TCS's relationships with a top pharmaceutical manufacturer, top 10 medical device manufacturer, top 3 pharmaceutical wholesaler, top 3 pharmaceutical retailer, top US provider of diagnostics lab testing services and a leading global pharmaceutical market intelligence and information provider. This has enabled him to understand and gain firsthand experience in the end-to-end pharmaceutical and healthcare value chain, which he leverages to help his customers in their transformation journey. In his current role, Rajesh works with the majority of TCS' Life Sciences customers in the US East region, helping them achieve their business and IT transformation objectives leveraging TCS' Business 4.0 framework. Rajesh is actively engaged with his customer base in a number of digital innovation and transformation initiatives in the areas of digital marketing, cloud, automation, AI & ML, etc.



MATIAS KLEIN

President & CEO, Kognition

Matias Klein is a visionary entrepreneur and innovator with a long and successful track record of launching groundbreaking new software solutions. Most recently Matias was Vice President of Product Management at McKesson (NYSE: MCK) where he was responsible for driving growth and innovation in a \$1B financial services software portfolio. Prior to McKesson, Matias was SVP of Technology and led R&D and technology operations at Portico Systems, which McKesson acquired for \$90M. Matias joined Portico's leadership team when they acquired his first startup, Ethidium Health Systems.



DEBAJANI MOHANTY

Bestseller Blockchain Author, Mentor, Practitioner, NIIT Technologies

Debjani Mohanty is a Blockchain evangelist, practitioner, author and keynote speaker. She has written many Blockchain bestsellers, such as *BlockChain from Concept to Execution*, *Ethereum for Architects and Developers*, and *R3 Corda for Architects and Developers*, (upcoming) published by leading publishing houses including Springer Nature and BPB publications. Her books are also translated to other international languages such as German and Chinese to reach out to the masses. Debajani is an independent consultant who is currently working as advisor to many banking and Fintech clients in Asia and Europe, helping them to build innovative solutions using emerging technologies such as Blockchain. Throughout the past 18 years in the industry, Debajani has held several roles including Senior Architect with NIIT Technologies Ltd at their Centre of Excellence. She also works as a mentor at Amity International University, Delhi/NCR educating seasoned professionals in the development and practical application of emerging technologies.



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Speakers

VIKRAM NAIR

Former SVP & CIO, Viking Cruises

Vikram Nair is a senior business and technology executive with a passion for leading technology-enabled change. Vikram has held several global technology leadership roles, most recently as Chief Information Officer for Viking Cruises, the world's top-rated ocean and river cruise line. He was previously Vice President for Global IT Strategy, Planning, and Experience Innovation at Carnival Corporation, the world's largest leisure travel company, and Vice President and Global Business Technology lead for Pfizer's Animal Health division (now Zoetis), the world's largest animal health company. Vikram holds master's and bachelor's degrees from Carnegie Mellon University and Brown University, respectively.



KEN NESSEL

Sr. Director & Lead, Blockchain Strategy & Execution Team, Pfizer

Ken Nessel is the Senior Director and lead of the Blockchain Strategy & Execution team at Pfizer Inc. — the global pharmaceutical company. As a center of excellence for blockchain at Pfizer, Ken's team is responsible for developing an in-depth understanding of this emerging technology, identifying high potential use cases and jump-starting execution across the enterprise. Ken is also a member of the Digital Solutions and Emerging Technology Leadership Team. Ken has been at Pfizer for 20 years and has held a diverse set of roles in Business Technology. Most recently he led the Solution Center for Pfizer's R&D business line. Ken is based at Pfizer's R&D headquarters in Groton, CT.



OLEKSANDR RIVKIND

CEO & Co-Founder, SigmaLedger

Oleksandr Rivkind is CEO and co-founder of SigmaLedger, a company that offers blockchain based solutions for supply chain traceability and counterfeit prevention. Before SigmaLedger, he worked as a Director at EPAM Systems providing services to their top clients. Throughout his career, Alik played different roles including but limited to Solution Architect and Product Manager for more than 20 years, specializing in the creation of ultra-low latency, mission-critical, distributed and big data systems. Alik has a background in Applied Math and Software Engineering; he has spent most of his career working in financial services and capital markets domains.



SAMUEL STERN

Principal Analyst Serving Customer Experience Professionals, Forrester

Samuel Stern is a principal analyst in Forrester's customer experience research practice. His research topics include customer-centric culture, employee engagement in delivering better customer experiences, and how to deploy different research techniques to create better experiences. Sam is also the host of CX Cast, Forrester's weekly customer experience podcast. Prior to joining the research team, Sam launched and managed Forrester's Customer Experience Council and Customer Experience Executive Program, which are peer networks for customer experience executives. In his role, Sam and his team supported more than 170 chief customer officers and other customer experience executives at large companies in North America and Europe, partnering with them to help them drive customer experience transformations at their respective companies. Previously, Sam managed Forrester's customer experience consulting practice.



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Speakers

MICHAEL TIROZZI

CIO, iRobot

Michael Tirozzi is a forward-thinking technology executive with experience ranging from rapid-paced startup companies, a mid-cap global IT services company, and a high-growth technology company. Tirozzi serves as CIO of iRobot, which designs, builds, and markets robots for the consumer market and the smart home. In his current role he is focused on driving digital and data transformation, enabling an IoT strategy as well as driving the globalization and modernization of Enterprise IT. Prior to iRobot, Michael was the Vice President of IT for Keane/NTT Data, leading a diverse IT team with a focus on the efficiencies of IT globalization and value creation. He also has been part of several start-ups, is an author, believes in the power of teams and has a passion for big ideas that can become reality. Michael holds a BA degree from Northeastern University.



JESSICA TURNER

Executive Vice President,
North American Digital Payments and Labs and Global Issuer Engagement, Mastercard

Jessica Turner is Executive Vice President, Digital Payments and Labs for North America and Global Customer Engagement for Mastercard. In North America, Jess leads the strategy, commercialization and product management of digital payments products, which includes; Masterpass, Mastercard Digital Enablement Service (MDES), Personal Payments and Labs. Additionally, she is responsible for Customer Digital Engagement with key issuers globally, leading a product team to collaborate with the largest global issuers worldwide to advance digital solutions and payments.



BROCK WEATHERUP

Chief Strategic Innovation & Digital Experience Officer, Petco

As Chief Strategic Innovation & Digital Experience Officer, Brock is responsible for fostering and accelerating innovation across Petco's business, incubating new ideas and ensuring the company's long-term relevance. Additionally, Brock leads Petco's eCommerce and digital strategy. Brock joined Petco in 2017 when the company acquired PetCoach, of which he was CEO and co-founder. Previously, Brock was a Venture Partner of tech accelerator ICONYC Labs and Managing Director of his angel investment fund, Atai Ventures. Brock also served as Senior Vice President and Chief Digital Officer at PetSmart after selling Pet360, a venture-backed leading consumer engagement, digital media and subscription ecommerce company, where he was CEO for five years. Brock was also co-founder and CEO of the startup Fathead and a senior leader at InterActiveCorp, a media entertainment company.



CHRIS WILHELM

Vice President, Business Consulting, EPAM Systems

Chris Wilhelm is Vice President of Business Consulting for EPAM Systems, where he is responsible for advising clients on how to apply leading-edge business practices, technology trends, innovation, automation, analytics, and digital solutions to create transformational business and operating models. With over 20 years of experience in professional services, Chris has worked with various Philadelphia and Fortune 500 clients to solve their most challenging problems across several verticals, including telecommunications, financial services, utilities, life sciences and consumer products. Prior to EPAM, he worked at North Highland Worldwide Consulting, Andersen, and the Hay Group, where he drove firm growth through the delivery of management and technology consulting services, thought leadership, and practice development. Chris has a B.A. in Economics from William & Mary and was a Hermes Scholar at Columbia Business School where he received an M.B.A. in Finance.



Agenda

7:30 am

REGISTRATION AND CONTINENTAL BREAKFAST

8:30 am

CONFERENCE KICKOFF

Scott Snyder and Dean Miller

8:45 am

EMERGING TECHNOLOGY TRENDS

Re-imagining the Future of Work: How to Help Humans Thrive When They Work Alongside AI

Companies must intentionally design their future employee experiences to harness the advances of artificial intelligence (AI) and robots, while still ensuring a starring role for the humanity of their “flesh and blood” employees. How to do this? Forrester Research Principal Analyst Sam Stern will lay out the promise and the peril of integrating AI alongside humans, and describe three principles for designing future employee experiences that ensure firms can attract and retain great human talent.

Followed by a discussion with Salesforce’s Peter Coffee and Audience Q&A.

- Sam Stern, Forrester

Sponsored by: Fairmount Partners



9:15 am

AI BREAKTHROUGHS (COGNITIVE)

According to a recent Deloitte Study, 63% of enterprise executives say their AI initiatives are needed to catch up with rivals or, at best, open a narrow lead. This means AI is no longer in the experimental phase but is being thrust ahead as a strategic capability. But the broad range of AI applications from Natural Language Processing and Chat Bots to Machine Learning and Autonomous Vehicles are creating enormous pressures on enterprises to choose where to invest technology, talent, and partnerships for both near-term payback and longer-term advantages. These investments must also consider the real ability of the organization to integrate the new ways of working that go along with AI-based applications. This panel will explore some of the tough choices both startups and established enterprises are having to make in keeping up with the AI wave.

Enterprises:

- Kevin Jestice, Vanguard
- Mike Tirozzi, iRobot

New Entrant:

- Matias Klein, Kognition

- Moderator – Chris Wilhelm, EPAM Systems

Sponsored by: The Vanguard Group

10:15 am

NETWORKING BREAK

10:30 am

**BLOCKCHAIN/SECURITY
BREAKTHROUGHS (TRUSTED)**

Trust is the foundation for all the businesses involving multiple counterparties. Since the dawn of the modern world, such trust is established and ensured by regulators, government agencies, consortiums, etc. to carry out business activities (e.g. asset transfer, buy, sell) across various entities spanning across multiple geographies. While this business model enables secured business networks through central authorities, it results in business friction causing long transaction life cycle, delays, increased costs and inherent business risks. That's one major reason why many business transactions are so expensive, inefficient and vulnerable. This panel of global Blockchain SMEs will explore the advancements in Blockchain technologies to enable 'Trust' and establish 'Security,' which in turn can disrupt and transform the current business models across major industries.

Enterprises:

- Ken Nessel, Pfizer
- Jess Turner, Mastercard

New Entrants:

- Debajani Mohanty, NIIT Technologies
- Oleksandr Rivkind, SigmaLedger

- Moderator – Tim Coates, Synechron

Sponsored by: SAP

11:30 am

**KEYNOTE ADDRESS – SCOTT SNYDER
Co-Author, Goliath's Revenge**

Digital disruption is driving every segment of the global economy toward winner-takes-most outcomes. It is draining the competitive moats that have protected companies for decades and blurring the lines between entire industries. Established companies and startups alike are in a footrace to accumulate data at an unprecedented scale, build lasting algorithmic advantage, and develop entirely new skills and capabilities. However, the traditional narrative that established companies are "sitting ducks" for startups to take advantage of is simply wrong. In fact, many established companies are treating Amazon's dominance of online retail as a cautionary tale and taking the proactive steps needed to run the Silicon Valley playbook for themselves. During the Goliath's Revenge keynote, Scott Snyder will provoke you to think differently about both your career and your company as you prepare for a digital future.



*Followed by a discussion with Salesforce's,
Peter Coffee and Audience Q&A.*

Sponsored by: Capgemini Invent

• continued on next page

Agenda • continued

12:30 pm

NETWORKING LUNCH / DEMO PIT SPEED PITCHES

- Benefix
- Crossbeam
- Distat Co
- InCyber
- MAXG
- Open Health Network
- SmarTECHS
- Yellowdig

Sponsored by: Bentley Systems &
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12:30 pm

CIO ROUNDTABLE *exclusive session by invitation only*

The One Thing CIOs Need to Overcome to Lead Successful Digital Transformation

Is it time to redefine the role of CIOs to be 'Change Instigation Officers?' Join a panel of industry experts as they discuss shifting pressures on CIOs to reshape their organizations, drive collaboration and respond to digital disruptors (which MIT-CISR finds only 28% of organizations have succeeded at). Panelists will explore the steps for strategically aligning operational agility and tech innovation, as well as tips for navigating the number one obstacle to success: Tech Debt.

- Rajesh Kumaran, Tata Consultancy Services
- Mike Tirozzi, iRobot

• Moderator – Scott Snyder, Heidrick Consulting

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innovators of tomorrow

EPAM and Ben Franklin Technology Partners proudly support PACT and the Philadelphia tech community. As the lead investor in the GO Philly Fund, a new block-chain-enabled venture fund operated by Ben Franklin, EPAM will support the region's promising start-up community by engaging thought leaders and future disruptors at the beginning of their journeys.

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1:30 pm

**HYPER-PERSONALIZED EXPERIENCES
(IMMERSIVE)**

Digital interactions are not just about web and mobile anymore. Experiences are being delivered across a broad range of touch points like interactive surfaces, voice agents, mixed reality, and new modes of interaction like gestures, bio-sensing, and haptic feedback. Personalization is no longer just about device and location, but also about situation, context, and emotion. Companies must continue to evolve to meet the rising expectations of consumers to allow them to interact anywhere, any way, and any time. This panel will explore how interactions are changing and how both incumbents and new entrants are innovating to keep pace.

Enterprises:

- Abhi Ingle, AT&T Business
- Brock Weatherup, Petco

New Entrant:

- Clemens Aichholzer, HireVue
- Moderator – Sam Stern, Forrester

Sponsored by: Comcast Business

2:30 pm

CAPSTONE SESSION

Rethinking Organizations and Talent

Some estimates put the relevant talent pool at around 2% of what will be needed for future digital organizations. This includes the three Ds – Design, Development, and Data Sciences — as well as new skills that will emerge such as AI designers and product incubation managers. Attracting and developing these new skills and executing on new digital initiatives will require companies to rethink their talent models, organization design, and culture. And in a world of gig talent, employees no longer work for companies, but rather companies work for employees. This capstone panel will explore some of the key talent-related challenges and opportunities facing companies and their leaders in the era of digital disruption.

Enterprise:

- Vikram Nair, formerly with Viking Cruises

New Entrant:

- Stephen Bailey, ExecOnline
 - Moderator – Claudia Crummenerl, Capgemini Invent
-

3:15 pm

WRAP UP & DEMO PIT BEST IN SHOW

- Peter Coffee, Salesforce
-

3:30 pm

NETWORKING RECEPTION

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2019 Phorum Showcase

The Phorum Showcase provides a space for cutting-edge technology companies to meet and demo their product with key enterprise decision makers. This year's Showcase includes:



Thank you to all sponsors, speakers, partners, showcase exhibitors, demo pit companies, and attendees alike for making Phorum 2019 a reality.

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Find out more at: www.bentley.com

Phorum Demo Pit

The 2019 Phorum Demo Pit features the region's hottest early-stage companies that are providing cutting-edge innovation that enables Digital Disruption. The Demo Pit was created to allow startups to connect with C-level enterprise decision makers attending the Phorum conference. In addition to showcasing their technology in the Demo Pit, each Demo Pit participant will present their company on the Demo Pit stage to a panel of judges and the Phorum audience. One will be named "Best in Show" and will receive the 8th annual Phorum Phorward Award. Since our inaugural event, past Phorum Phorward Award winners have gone on to raise more than \$50M in capital, with three of the seven successfully completing exits to strategic acquirers.

Sponsors:

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Demo Pit Judges

JASON CAPLAIN

General Partner
Bull City Venture Partners

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Early Stage B2B Software Eastern U.S.

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Crossbeam is a collaborative data platform that helps companies build more valuable partnerships. We act as an escrow service for data, allowing companies to find overlapping customers and prospects with their partners, while keeping the rest of their data private and secure. Crossbeam connects to your existing CRM system and turns your partner ecosystem into a scalable, measurable growth channel. Common use cases include account mapping, lead qualification, attribution tracking, and more. The company is co-founded by serial entrepreneurs Bob Moore (RJMetrics, Stitch) and Buck Ryan after years of experiencing the need for Crossbeam firsthand.



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