

MONETIZE 20 FORUM 21

January 19 & 21, 2021*

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Monetize Forum 2021 Agenda · Day One

All times are in EST

10:00 - 10:10 AM	Welcome Day One					
10:10 - 10:35 AM	MGI Research Agile Monetization Platforms: Scenario Andrew Dailey, Managing Director, MGI Research					
10:35 - 11:00 AM	MGI Research Agile Billing Market Outlook Igor Stenmark, Managing Director, MGI Research					
11:00 - 11:10 AM	10 Minute Break					
	Track One	Track Two	Track Three	Track Four	Track Five	Track Six
11:10 - 11:35 AM	Beyond Billing: The Relationship Economy Dennis Wall CEO, BillingPlatform	Think Bigger, Move Faster: How Monetization + Analytics Catalyze Atlantech Ed Fineran President, Atlantech Online	A 360 View on the Evolution of Commerce Adam Coyle CEO, Digital River	The Importance of Local & Alternative Payment Methods Rob Hoitink Product Manager iDEAL, Currence (iDEAL)	Let Customers Tell Your Story Jason Grant President, MGI Verified	
11:35 AM - 12:00 PM	Usage Billing in a Dynamic Startup Bethany Stachenfeld Founder and COO, Sendspark	A Maturity Model for Quote to Cash Eric Carrasquilla SVP Product, Conga	Fintech Investment Outlook in Europe Maria Popova VP Corporate Finance, Kempen		Essentials for Monetizing Usage Data Andreas Zartmann CEO, DigitalRoute	MGI Research Payments & Commerce Market Outlook Matthijs Koorn Research Director, MGI Research
12:00 - 12:25 PM	Driving Product-Led Growth in B2B SaaS Paul Lynch CEO, Chargify	How Finance Helps Build a World-Class SaaS Business David Appel Head, Subscription and SaaS Vertical, Sage Intacct	Decoding E-commerce in High Potential but Challenging Markets Eline Blomme Head of Product Management eCommerce, Worldline	Global Commerce Using a Hybrid Model Travis Witteveen CEO, Avira	Turning Trial Users into Successful Customers Vic DeMarines VP of Product, Mgmt, Revenera Daniel Foster Snagit Strategy Lead, TechSmith	
12:25 - 12:45 PM	20 Minute Break					
12:45 - 1:10 PM	The End of Point Billing Solutions Jon Leipzig Head of Subscription Billing, Zone Advanced Billing	Monetization During a Crisis: Lessons Learned Sarah Kramlich Site Director, Garmin International	The Death of E-commerce: Defining the Future of Commerce Alexander Graf Co-Founder and Co-CEO, Spryker	Going Global with Physical Goods, Insights and Best Practices Michel da Silva VP Sales eBusiness & Alliances, ModusLink	Talent Acquisition and Retention Post COVID-19 Rogier Rouppe van der Voort COO, PCN	
1:10 - 1:35 PM	Monetization at Global Scale Rishi Gowaikar Director - Product Mgmt, Enterprise Apps, VMware	Agile Monetization for High Growth Companies Jason Ross CIO, GetBusy	New ROI Models in B2B Payments Eric Bushman VP B2B Solutions, Worldpay	Demystifying the Value of the Last Mile Jan-Willem Roest CEO, Paazl	Revenue Intelligence: A CAO's Journey Jugnu Bhatia Chief Account Officer, Zscaler	
1:35 - 2:00 PM	Innovation in Monetization Youssef Yaghmour CEO, BluLogix	A SaaS CFO's Perspective on Revenue Recognition Brad Sawaya CFO, BillingPlatform	SaaS Pricing Strategies Meir Amzallag CEO, PayPro Global	Why Open Banking Matters Tom Greenwood CEO, Volt	Discovery+: Behind the Scenes Launching a Streaming Service Jon Steinlauf Chief US Advertising Sales Officer, Discovery Television	MGI Research CPQ Market Outlook Igor Stenmark Managing Director, MGI Research
2:00 - 2:30 PM	Q&A Session with MGI Research Analysts and Closing Remarks					
2:30 - 3:30 PM	Networking					

Monetize Forum 2021 Agenda - Day Two

All times are in EST

10:00 - 10:10 AM	Welcome Day Two					
10:10 - 10:35 AM	A Wall St. Analyst's View on SaaS Valuations Terry Tillman , Managing Director, Truist Securities					
10:35 - 11:00 AM	Fireside Chat with Wall St. Analyst Terry Tillman					
11:00 - 11:10 AM	10 Minute Break					
	Track One	Track Two	Track Three	Track Four	Track Five	Track Six
11:10 - 11:35 AM	The Usage Economy: Company Case Study Adam Howatson CEO, LogiSense	Quote to Cash Systems Integration: Formula for Success Tim Fraser VP, Strategy Consulting - Quote to Cash, Forsys	A Post-Pandemic View of Commerce Craig Vodnik CEO, cleverbridge	Investing in Financial Technology Platforms: A VC Outlook Jaidev Shergill Lead Partner, Capital One Growth Ventures	Streamlining Global Quote to Cash: Case Study Interview Benno Matschinsky IT Manager, SAP SE	
11:35 AM - 12:00 PM	The Power of In-Solutions: A New Way to Monetize in NetSuite Brad Mortimore Head of Billing Solutions, Zone Advanced Billing	Ensuring Project Success: A View from the Trenches Brian Reid Director of Business Development and Strategic Alliances, RESPEC		Fintech Success: Maximizing Digital Marketing Jason Goldberg Exec Vice President, Envisionit	The Case for Software Usage Analytics Nicole Segerer Vice President Product Mgmt and Marketing, Revenera	MGI Research Contract Lifecycle Management Market Outlook Igor Stenmark Managing Director, MGI Research
12:00 - 12:25 PM	Giving CFOs Full Transparency Into Customer Contracts Heikki Hirvensalo Sr. Consultant, Good Sign Solutions Paul Vemer Founder, PossibiIT (Part of 4NG)	Scaling CPQ in High Complexity Environments Adam Breakey Product Marketing Director, Conga	Payments Orchestration: Industry Panel Adam Vissing VP Sales & Business Development, Ixopay Lochan Sim Vice President Partnerships & Strategic Sales, optile Sunil Jhamb CEO, WL Payments Peter Mollins Vice President Marketing, Spreedly Lennart Koopmans CEO, Magnius	Transaction Alley: Fintech Resources to Land and Expand in the USA Grant Wainscott Vice President, Ecosystem Expansion, Metro Atlanta Chamber of Commerce Kristina Morris Project Manager, FinTech Atlanta	Software Entitlements: From License Management to Monetization David DiMillo VP Global Solution Sales, Thales	
12:25 - 12:45 PM	20 Minute Break					
12:45 - 1:10 PM	Sophisticated Monetization: Planning for the Future Marni Burger Vice President of Marketing, Gotransverse	Practical Approaches to Digitalizing Your Business Howard Moore CEO, Keste	Taking Commerce Global: Customer Case Study Carl Stuerke Director of Operations, Ask Applications	Surfing to Commerce: Knowing Your Customer Matt McLean CTO, Bread & Butter	Taming the Churn Beast Steve Booth VP of Retention, Vindicia Doug Caviness Vice President, B2B Strategy & Partnerships, cleverbridge	
1:10 - 1:35 PM	B2B SaaS Journey to Usage Billing: The Mailgun Story Josh Odom CTO, Mailgun	1+1 = 3: The Integration Edge Jan Arendtsz CEO, Celigo	Navigating Opportunities in South America Bruno Seixas Head of Commercial Intelligence, EBANX	How Quantum Computing Will Change the World of Business and Finance – Sooner Than You Think! Jack D. Hidary Technology Entrepreneur and Author	Systems Integration M&A Goldrush: The Argano Approach Chip Register CEO, Argano	MGI Research Revenue Recognition Market Outlook Andrew Dailey Managing Director, MGI Research
1:35 - 2:00 PM	Unified Communications and Managed Services Billing for Growth Patrick Elliott Vice President Marketing, Rev.io	A Revenue Recognition Pioneer's Next Act Jagan Reddy CEO, RightRev	A Global Perspective on the Power & Value of Payments in B2C Commerce Bradley Riss CCO, Checkout.com	Your Path to Carbon Zero Michael Greenstone Milton Friedman Distinguished Service Professor in Economics, University of Chicago		
2:00 - 2:30 PM	Q&A Session with MGI Research Analysts and Conference Closing Remarks					
2:30 - 3:30 PM	Networking					



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