

# EXECUTIVE SUMMIT AGENDA

salesforce

## Monday, November 6, 2017

**7:30 a.m.–8:30 a.m.**

Executive Summit Welcome Breakfast  
with Neuroscientist, Writer,  
Entrepreneur David Eagleman

*Moscone South Esplanade*

**9:00 a.m.–10:00 a.m.**

Executive Roundtables

*Moscone South Esplanade*

**10:30 a.m.–11:30 a.m.**

Executive Roundtables

*Moscone South Esplanade*

**12:00 p.m.–1:00 p.m.**

Executive Summit Lunch with Keith  
Block and Special Guest Alec Baldwin

*Moscone South Esplanade*

**1:15 p.m.–2:15 p.m.**

Executive Roundtables

*Moscone South Esplanade*

**3:00 p.m.–5:00 p.m.**

Dreamforce Keynote with Marc Benioff  
and Special Guests - VIP seating

*Moscone North Hall D*

**5:00 p.m.–8:00 p.m.**

Executive Summit Welcome Reception

*Salesforce East (350 Mission St)*

## Tuesday, November 7, 2017

**7:30 a.m.–8:30 a.m.**

Executive Summit Breakfast and Giving  
Back

*Moscone South Esplanade*

**9:30 a.m.–10:30 a.m.**

A Conversation with Former First Lady  
Michelle Obama - VIP seating

*Moscone North Hall D*

**11:30 a.m.–1:00 p.m.**

Executive Summit Lunch: Fortune  
Leadership Dialogue

*Moscone South Esplanade*

**1:30 p.m.–2:30 p.m.**

Executive Roundtables

*Moscone South Esplanade*

**3:00 p.m.–4:00 p.m.**

Executive Roundtables

*Moscone South Esplanade*

**4:00 p.m.–5:00 p.m.**

Executive Summit Private Reception

*Moscone South Dreamforce Campground*

**4:15 p.m.–5:15 p.m.**

Executive Roundtables

*Moscone South Esplanade*

**7:00 p.m.–10:00 p.m.**

Dreamfest and UCSF Benefit with VIP  
Access

*AT&T Park*



# EXECUTIVE SUMMIT AGENDA



## Executive Roundtables

We encourage participation in two (2) Executive Roundtables - facilitated conversations designed exclusively for Executive Summit attendees. Every roundtable is a great opportunity to share key insights and connect with executives from around the world.

**Monday, November 6 9:00 a.m. – 10:00 a.m.**

Track	Executive Roundtable
Business Driver	Building a Culture Aligned on Success
Business Driver	Competing on Analytics with Tom Davenport
Business Driver	Creating a Mindful Business
Business Driver	Gaining Competitive Advantage from Enterprise Architecture with Jeanne Ross
Business Driver	Global CRM Consolidation & Transformation
Business Driver	How will Artificial Intelligence Change the Way We Do Business?
Business Driver	Leading a Culture of Innovation with Linda Hill
Business Driver	Organizing to Compete in an Era of Disruption with Geoffrey Moore
Business Driver	Talent in the Digital Age
Business Driver	Unlocking Innovation in Your Organization
Industry	Communications Industry Roundtable
Line of Business	Marketing Executive Roundtable



# EXECUTIVE SUMMIT AGENDA



## Monday, November 6 10:30 a.m. – 11:30 a.m.

Track	Executive Roundtable
Business Driver	Applying AI Now
Business Driver	Building a Culture Aligned on Success
Business Driver	Competing on Analytics with Tom Davenport
Business Driver	Creating a Mindful Business
Business Driver	Driving Growth & Productivity in Sales Organizations
Business Driver	Gaining Competitive Advantage from Enterprise Architecture with Jeanne Ross
Business Driver	Leading a Culture of Innovation with Linda Hill
Business Driver	Organizing to Compete in an Era of Disruption with Geoffrey Moore
Business Driver	Talent in the Digital Age
Industry	Financial Services Industry Roundtable
Industry	Media Industry Roundtable
Line of Business	IT Executive Roundtable
Thought Leader	A Conversation with New York Times Bestselling Author J.D. Vance

## Monday, November 6 1:15 p.m. – 2:15 p.m.

Track	Executive Roundtable
Business Driver	Applying AI Now
Business Driver	Building a Culture Aligned on Success
Business Driver	Competing on Analytics with Tom Davenport
Business Driver	Gaining Competitive Advantage from Enterprise Architecture with Jeanne Ross
Business Driver	Leading a Culture of Innovation with Linda Hill
Business Driver	Organizing to Compete in an Era of Disruption with Geoffrey Moore
Business Driver	Unlocking Innovation in Your Organization
Industry	Financial Services Industry Roundtable
Industry	Healthcare Industry Roundtable - Payer & Provider
Industry	Retail Industry Roundtable
Line of Business	IT Executive Roundtable
Line of Business	Service Executive Roundtable



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## Tuesday, November 7 1:30 p.m. – 2:30 p.m.

Track	Executive Roundtable
Business Driver	Competing on Analytics with Tom Davenport
Business Driver	Creating Customer Experiences That Matter
Business Driver	Driving Growth & Productivity in Sales Organizations
Business Driver	Gaining Competitive Advantage from Enterprise Architecture with Jeanne Ross
Business Driver	Leading a Culture of Innovation with Linda Hill
Business Driver	Organizing to Compete in an Era of Disruption with Geoffrey Moore
Business Driver	Unlocking Innovation in Your Organization
Business Driver	Work Differently: Customers and Employees Demand New Levels of Productivity
Industry	Manufacturing Industry Roundtable
Line of Business	IT Executive Roundtable
Line of Business	Marketing Executive Roundtable
Thought Leader	A Conversation with Director of Research at Google, Peter Norvig

## Tuesday, November 7 3:00 p.m. – 4:00 p.m.

Track	Executive Roundtable
Business Driver	Competing on Analytics with Tom Davenport
Business Driver	Customer Trust Through Privacy & Data Protection
Business Driver	Equality, Diversity & Inclusion
Business Driver	Gaining Competitive Advantage from Enterprise Architecture with Jeanne Ross
Business Driver	Leading a Culture of Innovation with Linda Hill
Business Driver	Organizing to Compete in an Era of Disruption with Geoffrey Moore
Business Driver	Who is Responsible for Customer Centricity
Industry	Automotive Industry Roundtable
Industry	Consumer Goods Industry Roundtable
Industry	Financial Services Industry Roundtable
Industry	Life Sciences Industry Roundtable - Medical Device & Pharmaceutical
Thought Leader	Overcoming the Imagination Gap: Jane McGonigal with Peter Schwartz



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Tuesday, November 7 4:15 p.m. – 5:15 p.m.

**Track**                      **Executive Roundtable**

Business Driver	Competing on Analytics with Tom Davenport
Business Driver	Gaining Competitive Advantage from Enterprise Architecture with Jeanne Ross
Business Driver	Leading a Culture of Innovation with Linda Hill
Business Driver	Organizing to Compete in an Era of Disruption with Geoffrey Moore



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## Executive Roundtable Descriptions

### Line of Business

#### IT Executive Roundtable

Today, your employees are always connected and have instant access to limitless information in their personal lives. As a result, their expectations have changed for your workplace. Join fellow IT leaders to discuss and learn how others are engaging, retaining, motivating and inspiring their employees through digital while achieving measurable value in their business.

#### Marketing Executive Roundtable

Join fellow Marketing Leaders for a discussion on how you can exceed customer expectations by creating personalized brand experiences at every customer touchpoint, while driving measurable value and growth for your organization.

#### Service Executive Roundtable

Join Atul Nanda, SVP, Global Customer Success at Salesforce and fellow Service Leaders for a discussion on how to differentiate your company with smarter, faster and more personalized customer service. Share best practices and learn how top customer service organizations are empowering agents and adapting quickly to engage customers anywhere.

### Industry

#### Automotive Industry Roundtable

Mobility, car sharing, autonomous driving are disrupting the automotive industry. Join your Automotive industry peers in an exciting discussion around the effects of disruptions on customer experience and how automakers are preparing for the challenges ahead.

#### Communications Industry Roundtable

Operators are moving to create a seamless customer experience in the face of new customer expectations and new digital competition. Join your Communications industry peers for a discussion on how they are meeting and exceeding ever-increasing customer expectations in the world of communications

#### Consumer Goods Industry Roundtable

Stakeholders in consumer goods companies are looking for new avenues of growth. They have largely streamlined their back office IT infrastructure and are now transforming the front office. Join your Consumer Goods industry peers for a discussion about how companies are aligning investments and reducing the patchwork of disconnected and localized systems by creating a single system of customer engagement.

#### Financial Services Industry Roundtable

Join your Financial Services industry peers for a discussion on key themes in the Financial Services, such as innovation, AI, disruption, infrastructure, and how to maximize current technologies to achieve success.



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## Healthcare Industry Roundtable - Payer & Provider

Join your Healthcare industry peers for a discussion on key themes in the Payer & Provider space, such as the transition toward value-based business models, increased competition, and how growing consumer demand are challenging healthcare organizations to rethink their priorities.

## Life Sciences Industry Roundtable - Medical Device & Pharmaceutical

Join your Healthcare industry peers for a discussion on key themes in the Medical Device & Pharmaceutical space, such as the transition toward value-based business models, increased competition, and how growing consumer demand are challenging healthcare organizations to rethink their priorities.

## Manufacturing Industry Roundtable

Digital Transformation is driving massive changes in manufacturing. Join your peers to discuss the impact of digital within manufacturing, and how to transform both product and customer experiences.

## Media Industry Roundtable

Growth for media companies is coming in new forms like direct-to-consumer, partners, and “over the top” (OTT). Join your Media industry peers for a discussion about driving revenue through new channels and what other companies are doing to grow their business today.

## Retail Industry Roundtable

Join your Retail industry peers for an interactive discussion on the ever-evolving Retail industry and how digital can help you achieve success.

## Business Driver

### Applying AI Now

To gain maximum value from AI, enterprises need to overcome basic organizational barriers from the very beginning. We will discuss how to overcome challenges of organizational alignment and workforce talent to access the untapped power of AI to solve real business problems.

### Building a Culture Aligned on Success

“Speed is the new currency of business,” yet as little as 7% of employees fully understand their company’s business strategies and what’s expected of them to achieve their company’s goals. Join your peers for a discussion about how organizations are creating a prioritized roadmap for success and driving alignment across departments, from top to bottom.

### Competing on Analytics with Tom Davenport

In the era of big data, it’s impossible to keep up with all of the types and combinations of data available for analysis. Companies like Google and Facebook are hiring armies of quantitative analysts to power through increasingly growing troves of data, but what can every other company do? With the help of new capabilities like Autonomous Analytics and Smart Data Discovery, smart machines can now help us profile information on every customer interaction across every data source. Join your peers for a conversation about how to shift from asking what big data can do for you, to what it can do for your customers.



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*Tom Davenport is the President's Distinguished Professor of Information Technology and Management at Babson College, the co-founder of the International Institute for Analytics, a Fellow of the MIT Center for Digital Business, and a Senior Advisor to Deloitte Analytics. He teaches analytics and big data in executive programs at Babson, Harvard Business School, MIT Sloan School, and Boston University.*

## **Creating a Mindful Business**

Salesforce CEO Marc Benioff has shared the vision of the Salesforce Ohana. In this workshop setting we will explore concrete methods to transform your business into a community, and develop the clarity, compassion and courage you need to become a truly mindful leader. Facilitated by the monastic students of world renowned Zen Master Thich Nhat Hanh.

## **Creating Customer Experiences That Matter**

Successful companies put customers at the center of everything they do. Join us to discuss proven methodologies to accelerate your customers' experience, drive innovation, and accelerate growth.

## **Customer Trust Through Privacy & Data Protection**

Earning your customers' trust can lead to a strong competitive advantage, and this trust starts with privacy and data protection. Join your peers for a discussion about how putting the privacy of customers and consumers at the center of everything you do builds trusted relationships and aids compliance with evolving laws like the forthcoming EU General Data Protection Regulation (GDPR).

## **Driving Growth & Productivity in Sales Organizations**

The speed of change in the competitive and regulatory environments opens the door for companies to expand their competitive advantage with digital transformation. Please join your fellow executives to discuss how leading sales organizations are expanding their competitive advantage. Preliminary discussion topics include: leveraging artificial intelligence in sales and evolving to a B2B2C sales environment. We look forward to sharing best practices, reviewing the latest research, and gaining insight from top executives as we explore these trends to further your digital journey.

## **Equality, Diversity & Inclusion**

Increasingly, a company's focus on diversity & equality can be a competitive differentiator in today's business world. Join us for a roundtable discussion on how creating a culture of inclusion is the new imperative in the Age of Equality to drive performance and create loyal customers. Learn strategies and best practices from peers and visionaries to help your company move towards meaningful change.

## **Gaining Competitive Advantage from Enterprise Architecture with Jeanne Ross**

Companies have long needed a digital platform to ensure seamless, efficient, reliable transactions. In today's digital economy, they also need a platform of reusable business components to enable rapid innovation and competitiveness. How do companies architect and orchestrate these two different, but related, platforms? How do they build competitiveness through digital capabilities? Join Jeanne Ross to explore what it means to be digital and how to map a path to digital success.





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*Jeanne studies how firms develop competitive advantage through the implementation and reuse of digitized platforms. She is a popular presenter to executive audiences and has published widely including award winning books, case studies and journal articles. Her work has appeared in Harvard Business Review, Sloan Management Review and The Wall Street Journal. Jeanne has co-authored three books published by the Harvard Business School Press: "IT Governance: How Top Performers Manage IT Decision Rights for Superior Results," "Enterprise Architecture as Strategy: Creating a Foundation for Business Execution," and "IT Savvy: What top executives must know to go from pain to gain."*

## **How will Artificial Intelligence Change the Way We Do Business?**

*Artificial Intelligence is no longer something to simply prepare for - it is here now, and could be helping you solve real business problems. How will AI impact the way we work across all industries and functions? What are the foreseeable benefits and concerns? Join us to discuss the ways in which AI will change the way we work, and how you can benefit from it.*

## **Leading a Culture of Innovation with Linda Hill**

*In this era of digital disruption, there is an imperative for change: either build a culture of innovation & self-disruption, or you will be disrupted. How can companies learn to be as agile as their more nimble disruptors and challengers? Many have studied and written books on innovation, and many have studied leadership, Dr. Linda Hill analyzed in her ground-breaking book what great leaders do to innovate?*

*Linda A. Hill is the Wallace Brett Donham Professor of Business Administration at the Harvard Business School. In 2014, Professor Hill co-authored Collective Genius: The Art and Practice of Leading Innovation. It features thick descriptions of exceptional leaders of innovation in a wide range of industries,,from information technology to law to design,,and geographies,,from the US and Europe to the Middle East and Asia. Business Insider named Collective Genius one of "The 20 Best Business Books" in summer 2014.*

## **Organizing to Compete in an Era of Disruption with Geoffrey Moore**

*Where do you target transformation in your organization? Transformation in your infrastructure, operating, and business model comes with escalating risk and reward. Join author, speaker, and business advisor Geoffrey Moore in a conversation about targeting the right transformation in your enterprise.*

*Geoffrey Moore is an author, speaker, and advisor who splits his consulting time between start-up companies in the Mohr Davidow portfolio and established high-tech enterprises, most recently including Salesforce, Microsoft, Intel, Box, Aruba, Cognizant, and Rackspace.*

## **Talent in the Digital Age**

*The digital revolution is reshaping the way we live our lives and the way we work. As business strategies undergo a fundamental re-think, so must organizations' people strategies. Join your peers for a discussion about some of the most critical organizational challenges in today's digital age: matching the supply of and demand for labor, boosting productivity, and getting the most out of people.*



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## Unlocking Innovation in Your Organization

Digital transformation promises to change the way enterprises engage with their customers, business networks and workforce. Join your peers for a discussion on how to unlock innovation and maximize your business potential through digital transformation.

## Who is Responsible for Customer Centricity

A new paradigm has emerged: more and more roles within the enterprise executive suite have been charged with driving customer experience. While improving customer experience is nothing new, the challenge of balancing the ownership of multiple stakeholders has perplexed many. Who is really in charge of improving the customer experience and how do they all work together to drive organizational growth? This common occurrence is impacting how businesses operate in more ways than one, and this roundtable will discuss its challenges and the elements required to establish a cohesive business and technology strategy for driving long-term growth.

## Work Differently: Customers and Employees Demand New Levels of Productivity

As businesses digitally transform their relationships with customers, they also must transform their culture internally via collaboration. Join your peers for a discussion on how modern teams are working and innovating at scale.

## Thought Leader

### A Conversation with Director of Research at Google, Peter Norvig

Peter Norvig is a Director of Research at Google; previously he directed Google's core search algorithms group. He is co-author of *Artificial Intelligence: A Modern Approach*, the leading textbook in the field, and co-teacher of an Artificial Intelligence class that signed up 160,000 students, helping to kick off the current round of massive open online classes. Join him in a conversation with Richard Socher, Chief Scientist at Salesforce and adjunct professor at Stanford's computer science department. Richard is passionate about improving the state of the art in AI through research and making AI easily accessible to everyone.

### A Conversation with New York Times Bestselling Author J.D. Vance

J.D. Vance is an investor, commentator, and author of the #1 New York Times best seller *Hillbilly Elegy: A Memoir of a Family and Culture in Crisis*, described by the National Review as a "brilliant book" and by The Economist as "one of the most important" reads of 2016. Join him in a conversation with Monica Langley, EVP for Global Strategic Affairs for Salesforce. Monica is a former longtime Wall Street Journal senior writer, ex-CNN on-air analyst, and best-selling author.

### Overcoming the Imagination Gap: Jane McGonigal with Peter Schwartz

Studies suggest the brain naturally creates a cognitive bias against imagining the future. It is difficult to envision our future selves, or to anticipate the implications of decisions longer term. To think about, plan for and realize a shared and mutually beneficial future, it is imperative that we overcome this "imagination gap". Could engaging in massive multiplayer games overcome our neurobiology, enhance our ability to imagine possible futures, rapidly pilot new ideas, inspire us to action and accelerate creating a better world together?



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*Jane McGonigal is a world-renowned game designer, inventor of the game “SuperBetter”, and author of two New York Times bestsellers, SuperBetter and Reality Is Broken. Jane McGonigal is today’s leading thinker on the engagement economy and the application of game-design to the real world.*

*Peter Schwartz, futurist and business strategist, specializes in scenario planning and working with corporations, governments, and institutions to create alternative perspectives on the future and strategies for an uncertain world. As Senior Vice President of Strategic Planning for Salesforce, he manages the organization’s ongoing strategic conversation and leads the Salesforce Futures LAB – a collaboration between Salesforce and its customers around provocative ideas about the future.*

## Questions

Please Contact The Executive Summit Registration Headquarters

Monday-Friday 6:00 a.m. - 6:00 p.m. (PT)

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