



5th annual

# b2b marketing leaders forum asia 2022

17-18 August  
2022

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Pickering  
Singapore

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marketing conference  
focused on pipeline,  
revenue, growth, brand,  
leadership and personal  
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— 19 AUGUST —  
with **Andrea Clatworthy**   
Global Head of ABM, Fujitsu

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## B2B MARKETING LEADERS YOU'LL LEARN FROM IN 2022 | ALL IN SINGAPORE IN-PERSON!



IBM

**Deon Newman**  
Global CMO, VP Marketing  
Cloud & SystemsFrom legacy to challenger  
brand in a highly competitive  
Cloud marketplace

cisco

**Joyce Moy**  
Head of Marketing APJCLeading over 150 marketers  
through three major marketing  
transformations

Microsoft

**Stacy Seah**  
CMO APACLeading multi-dimensional,  
cross-functional teams of  
marketers

FUJITSU

**Andrea Clatworthy**  
Global Head of Account  
Based Marketing10 years of championing  
and delivering Strategic ABM  
globally at Fujitsu

aws

**Jaspal Johl**  
Head of Marketing ASEANMaintaining a "Day One"  
marketing culture as the  
world's largest start-up

FUJITSU

**James Kissell**  
Global Director Vertical  
Industries Marketing &  
Member ABM Global BoardLeading growth, innovation and  
teams globally while balancing  
locally relevant messages

NEC

**Aw Beng Teck**  
Head of Marketing ASEANContent campaigns during  
long, complex sales cycles  
across Asia

VEEAM

**Belinda Pervan**  
VP Marketing APJManaging HQ & Asia. From  
Global to region to countries

Schneider Electric

**Chris Quinn**  
VP Marketing East Asia &  
JapanESG marketing, building B2B  
martech capability, managing  
marketing in a complex region

PayPal

**Sonal Shah**  
Head of B2B Marketing -  
Global Growth MarketsDriving high growth marketing  
strategies in Asia and globally

twilio

**Nicholas Kontopoulos**  
VP Marketing JAPACBecoming the "Signal in the  
noise" - Content that cuts  
through

paloalto

**KP Unnikrishnan**  
VP Marketing JAPACBrand to Demand & ESG  
Marketing

kyndryl

**Luca Destefanis**  
Head Of Marketing APACA 19B\$ spinoff from IBM -  
Building a new brand and  
marketing function

citrix

**Melanie Gomez**  
Sr. Program Manager,  
Executive Programs (USA)Customer Marketing, Advisory  
Boards and Awards

ABB

**Eva Ford-Murphy**  
Head of Communications  
APACDiscussing content and B2B  
marketing in Manufacturing

boomi

**Stephanie Dechamps**  
Head of APJ MarketingICP, Persona & Customer  
Journey Mapping across APAC

dbc

**Ming Yow**  
Chief Customer OfficerBrand transformation  
for growth in China and  
internationally

DELL Technologies

**Genevieve Yeep**  
Head Of Digital & Media APJBuilding high performing  
digital strategy and teams - in-  
house vs agency model

Deutsche Bank

**Mohit Gupta**  
Head of Marketing APAC &  
Global Head of Social Media  
- Corporate BankB2B Marketing in Banking &  
Financial Services

Mercer

**Kate Tan**  
Head of Marketing ASEANDemand campaigns driving  
300% marketing contributed  
revenue growth

IBM

**Sophia Ong**  
APAC Director of Marketing-  
Environmental Resources  
ManagementThe urgency for CMOs to drive  
ESG stewardship for business  
impact

JLL

**Ross Ballantyne**  
Head of Marketing -  
Corporate Solutions, APAC  
ManagementB2B marketing in Professional  
Services

MILTI

**Amol Oberoi**  
Head Of Digital, Branding &  
Comm SEAPACDigital transformation &  
growth in Manufacturing

Control Risks

**Rachael Milford**  
Partner & Director Marketing  
APACBecoming a strategic  
business advisory function in  
Professional Services

ups

**Nikki Taylor**  
Marketing Growth Strategy  
Director APACGrowth as your North Star &  
Building Creative and Data-  
Driven teams

servicenow

**Viktoriya Chamata**  
Customer Advocacy  
Marketing Director APJA strategic approach to  
building customer advocacy  
and storytelling programs

3M

**Dhruv Mehrotra**  
Head of Digital & Integrated  
Marketing Asia - Safety &  
Industrial Business GroupDigital transformation  
programs in Manufacturing

aurecon

**Chris Saxby**  
Brand, Marketing, Comms  
Business Partner - Clients &  
MarketsB2B Marketing in Professional  
Services - Engineering &  
Advisory

CAPITAL E

**Andrew Everingham**  
Founder & CEOForum Chair and MC - Creating  
executive engagement

Mahlab

**Lily Carlyon**  
Head of Strategy &  
PerformanceGlobal scale, local touch: using  
content marketing to drive  
demand and accelerate sales  
cycles

syntropy

**Syazlina Haniff**  
Head of Marketing, Comms  
& Digital, Singapore & BruneiReflecting on the past two  
years and how it's shaped our  
future

AUTODESK

**Michelle Go**  
Director, Account Based  
Marketing APACState of ABM in APAC -  
Strategic & Scale

DBS

**Saurabh Singhal**  
Global Group Head of B2B  
Marketing, Corporate, SME  
and Transaction bankingB2B Marketing in Banking &  
Financial Services

accenture

**Karina Gan**  
Global CMO, Growth MarketsPersonal leadership and career  
advice for APAC CMOs and B2B  
marketers

wtw

**Joyce Tan**  
Head of Marketing,  
International | Asia,  
Australasia, CEEMEA, LATAMReporting to a global HQ, how  
do we gain local autonomy,  
flexibility and control

Hewlett Packard Enterprise

**Kishore Modak**  
General Manager, APJ  
MarketingA pandemic reflection and the  
future of B2B marketing

cloud

**Wendy Walker**  
VP Marketing ASEANPersonal leadership and career  
advice for APAC CMOs and B2B  
marketers

Red Hat

**Anirudh Samantaray**  
Strategy, Insights &  
Operations Leader, APAC  
MarketingBack yourself with B2B  
marketing attribution

EQUINIX

**Cindy Liu**  
Director Partner Marketing  
Asia PacificPartner/Channel marketing  
- maximising business value  
with partners

slack

**Priscilla Lee**  
Lead, Demand Generation  
Programs, APACGlobal scale, local touch: using  
content marketing to drive  
demand and accelerate sales  
cycles



# B2B MARKETING LEADERS YOU'LL LEARN FROM IN 2022



experian

**Sisca Margaretta**  
CMO, APAC

Brand to demand to loyalty and advocacy



McCorrell

**Donovan Chee**  
Head of Marketing & Communications, South East Asia

The role of a great strategy to enable a brand to flourish



FORRESTER

**Mona Lolas**  
B2B Solutions Executive Partner APAC

How the pandemic accelerated digital transformation initiatives



FORRESTER

**Mavis Liew**  
Principal Analyst

Optimising global campaigns in the region



Verticurl

**Genevieve Tan**  
General Manager, APAC

Data, Insights & Data-driven decisions



ON24

**Tim Johnston**  
Senior Marketing Director, APJ

The balancing act between the physical and digital worlds



CAPITAL E

**Rajhev Rajkumar**  
Director Strategic Assets

Executive engagements, customer advocacy, boards and awards



shootsta

**Mike Pritchett**  
Founder & CEO

Building a B2B CX Strategy



USE

**Steven Power**  
Strategy Director, APJC

Brand - Enterprise B2B doesn't have to equal boring 2 boring



Seismic

**Simon Hickox**  
Head of Marketing, APAC

Targeting the 'unreachable' CIO/CMO and IT/Tech Exec Buying Party



Telstra

**Michael Burke**  
Head of Partnerships & Alliances - South Asia

Partner/Channel marketing - maximising business value with partners



Google Cloud

**Nishi Seth**  
Industry Marketing lead APAC

Content marketing that cuts through the noise



tsm thinkmart marketing

**Janine Pares**  
Founder and MD

ICP, Persona & Journey Mapping



b2b marketing leaders forum

**Kristy Kelly**  
General Manager

Helping B2B marketers secure larger budgets and a firm seat at the leadership table



b2b marketing leaders forum

**Emma Roborgh**  
Founder & CEO

Turning marketing departments into revenue generating machines





FORUM AT A GLANCE

WEDNESDAY 17 AUGUST 2022		
KEYNOTE		
KEYNOTE		
KEYNOTE		
Morning Coffee Break		
BREAKOUT TRACKS		
BRAND TO DEMAND	DATA, INSIGHTS, MARTECH	CUSTOMER MARKETING
Case Study	Case Study	Case Study
Case Study	Case Study	Case Study
Networking Lunch		
DEEP DIVE GROUP SESSIONS		
ACCOUNT BASED MARKETING	ICP, PERSONA & JOURNEY MAPPING	DIGITAL
STRATEGY	CUSTOMER EXPERIENCE	PARTNER/CHANNEL MARKETING
Afternoon Coffee Break		
KEYNOTE		
KEYNOTE		
KEYNOTE		



THURSDAY 18 AUGUST 2022			
KEYNOTE			
KEYNOTE			
KEYNOTE			
Morning Coffee Break			
BREAKOUT TRACKS			
GROWTH & DEMAND GEN	CONTENT MARKETING	LEADERSHIP	
Case Study	Case Study	Case Study	
Case Study	Case Study	Case Study	
Networking Lunch			
INDUSTRY FOCUSED GROUP SESSIONS: B2B MARKETING IN:			
IT, TECH, SOFTWARE, CLOUD	BANKING, FINANCIAL SERVICES	PROFESSIONAL SERVICES	MANUFACTURING
Afternoon Coffee Break			
KEYNOTE			
KEYNOTE			
KEYNOTE			



FRIDAY 19 AUGUST 2022
ABM WORKSHOP
STRATEGIC ACCOUNT BASED MARKETING (ABM) WORKSHOP
In 2014, Andrea Clatworthy, Global Head of ABM at Fujitsu turned off Demand Generation to give the team bandwidth to focus on Strategic ABM into 58 accounts (a few too many they quickly learnt).
Andrea is recognised as one of the “magnificent seven”, globally recognised ABM leaders by ITSMA and will, with the help of James deliver this exclusive full-day workshop on "Strategic ABM".
During this very practical workshop you'll be building a full ABM plan so bring your laptop!
STRICTLY LIMITED SPACES!



**FUJITSU**  
Andrea Clatworthy  
Global Head of ABM



**FUJITSU**  
James Kissell  
Global head of Vertical Industries Marketing and Member of the Global ABM Board



## CONFERENCE DAY ONE | Wednesday 17 August 2022

08:30 REGISTRATION & BARISTA COFFEE

09:15 WELCOME & OPENING REMARKS



**Emma Roborh**  
Founder & CEO



**CAPITAL e**  
CREATING ENGAGEMENT  
**Andrew Everingham**  
Event MC, Founder & CEO

### OPENING PANEL

09:30 A REFLECTION

During this opening session we'll review the past two years and how it's shaped our future:

- How the pandemic accelerated digital transformation initiatives
- How we all learnt to be agile
- How we scrapped and re-wrote our marketing strategies overnight...and then again...and again...and again
- How our budgets and teams were affected
- How we demonstrated marketing's commercial value to the business during the pandemic
- How we managed the sales and marketing alignment virtually
- The big event pivot and what the future of events look like



**INTERNATIONAL SOS**  
**Syazlina Haniff**  
Head of Marketing, Comms & Digital, Singapore & Brunei



**FORRESTER**  
**Mona Lolas**  
B2B Solution Partner APJ



**Hewlett Packard Enterprise**  
**Kishore Modak**  
General Manager, APJ Marketing

### LEADERSHIP

10:00 WITHOUT COMPROMISE - WHAT IT TAKES TO LEAD A NEW CATEGORY

Progress is adapting to change and embracing the unexpected. You need to be flexible to grow—while never compromising on your foundational purpose. At 110 years old, IBM has been reimagined many times, with many offerings. How does a brand like IBM remain true to a deep core values and purpose, yet stay flexible to take on challenges like marketing in the highly competitive hybrid cloud space? Join Deon Newman, Global CMO & VP for IBM Cloud and Systems to hear:

- How to compete against an ever-changing landscape
- A deep industry segmentation strategy for attacking the market
- Building IBM's challenger brand perception in Cloud
- The importance of working closely with partners



**IBM**  
**Deon Newman**  
Global CMO - Cloud & Systems

### LEADERSHIP

10:25 MAINTAINING A "DAY ONE" MARKETING CULTURE AS THE WORLD'S LARGEST START-UP

*"Innovation is creativity combined with execution"*

With a background in Aerospace Engineering, Jaspal joined AWS five years ago to lead Digital Innovation and Transformation across APJ.

During this session he'll share how he maintains a culture of innovation within the marketing team at AWS by creating a culture as the world's largest start-up - "Day One".

- What does a "Day One" culture look like
- How do you maintain a start-up culture when scaling
- How does that apply to marketing and make it tangible for marketers
- How do you encourage creativity and data-driven mindsets



**aws**  
**Jaspal Johl**  
Head of Marketing ASEAN

10:50 MORNING COFFEE & NETWORKING BREAK





## CHOOSE ONE OF THREE TRACKS:

11:10

Track hosted by:



### BRAND TO DEMAND

Track moderated by: Steven Power, Strategy Director APJC, Just Global

#### TOPIC WRITTEN BY JUST GLOBAL: ENTERPRISE B2B DOESN'T HAVE TO EQUAL BORING 2 BORING

It's time for your customers to smile, heartwarming and knowingly, when they connect with your B2B marketing. Join us in this session, to reflect on how injecting brand-humanity and tapping into emotional truths can surpass overburdening fact-filled tedium.

Let's also consider whether long-winded, unrealistically achievable ABM strategies, that no one has time to read, are suffocating creativity, true customer alignment and ultimately revenue.



Sisca Margareta  
CMO, APAC



Sonal Shah  
Head of B2B Marketing - Global  
Growth Markets



Donovan Chee  
Head of Marketing & Communications,  
South East Asia

Track hosted by:



### DATA, INSIGHTS & MARTECH

Track moderated by: Genevieve Tan, General Manager APAC, Verticurl

#### DATA, INSIGHTS & DATA-DRIVEN DECISIONS

In order to make any kind of data-driven decisions, derive insights and slice and dice your data it has to first be clean, stored in one place, with a 360 view of the customer, a scenario most marketers and businesses very rarely see.

- So, what do you or don't you know about your data?
- How do you act on insights that truly benefit your customers and help guide them down the decision making journey?
- What if you don't have a data science team, how can you as a marketer develop the data-insights and curiosity mindset?



Kishore Modak  
General Manager, APJ Marketing

Track hosted by:



### CUSTOMER MARKETING

Track moderated by: Rajhev Rajkumar, Director Strategic Assets, CAPITAL-e

#### BUILDING A CUSTOMER ADVOCACY MARKETING FUNCTION

In the US, the focus on customer advocacy has seen a huge uptake in the last couple of years as a critical function needed for business to retain, engage and grow customers in a more strategic way.

During this session we'll share the creation, execution and measurement of post-sale campaigns and programs designed to activate customer advocates and support both sales and marketing teams with 1:many and 1:1 sales reference calls, customer speaking opportunities at events and customer case studies to generate growth opportunities and customer loyalty.

You'll learn how to build a customer advocacy function, key to create engaging and impactful bill of materials including customer case study, slide for sales, blog, thought leadership / paid articles, social media cards, customer videos etc. There will be special focus on the C-suite customer engagement tactics along with close look up at creative customer video storytelling techniques.

We'll also discuss success metrics of such programs: influenced pipeline and closed deals with sales reference calls, customer stories breakdown by category, social media engagement etc.



Viktoriya Chamata  
Customer Advocacy Marketing Director APJ

11:50

## CHOOSE YOUR TRACK

Track moderated by: Felipe Diaz, Managing Director, Just Global

#### TOPIC WRITTEN BY JUST GLOBAL: DEMAND BE DAMNED IF YOU FORSAKE YOUR BRAND

Driving a deep brand connection improves demand performance dramatically. Over 83% of B2B purchases do not directly involve Sales, so it's time to find your brand's voice not only in the top of the funnel, but consistently all the way through – it's time to embrace multi-sensory holistic brand storytelling, through omni-channel media and interactive experiences throughout your activation campaigns.

In this session we will discuss:

- How a sticky message permeates and positively drives perceptions
- The brand to demand framework – looking beyond paid media
- Always-on demand and nurture tracks working together to create a data led omni-channel approach
- A measurement model that works - the importance of failing fast, while also failing forward
- Buyer personas, key decision makers and the modern day B2B buyer journey  
Is content still king?
- Optimization - looking beyond face value metrics
- How to scale success over time



KP Unnikrishnan  
VP Marketing JAPAC



Luca Destefanis  
Head Of Marketing APAC

Track moderated by: Chris Mitchell, Senior Regional Client Services Director, Verticurl

#### ATTRIBUTION REPORTING ROI

##### Back yourself with B2B marketing attribution

Aligning sales and marketing is key to a successful B2B strategy, however marketers need to quantify their contribution to pipeline and revenue. Yet, over 50% of marketers in APAC don't have a ROI or pipeline contribution target. Measuring marketing ROI isn't always straight forward and tracking marketing activities vs sales revenue doesn't always result in alignment between departments.

That's where marketing attribution comes in. Developing the right marketing attribution to measure ROI is key to unlocking credibility and budgets for pipeline & revenue campaigns.

In this session we'll discuss:

- The right technology foundation required for B2B marketing attribution
- ROI and reporting frameworks to communicate value back to the business
- The importance of aligning metrics to business financials
- How to make a business case for advanced attribution in your organisation



Anirudh Samantaray  
Strategy, Insights & Operations Leader,  
APAC Marketing

Track moderated by: Rajhev Rajkumar, Director Strategic Assets, CAPITAL-e

#### CUSTOMER ADVISORY BOARDS AND AWARDS

Connecting with Customers: The Importance of Customer Advisory Boards and Building Strong Relationships.

Every customer advocacy program strives to attract C-level customers to take part. In this session, Melanie, coming over from the US, will share what she has learned over years of developing and executing Executive Programs at Citrix.

From how to gain access to C-level customers, and turn that initial introduction into a mutually-successful, long-term partnership, to the intricacies of running a successful Customer Advisory Board, including selecting the right members, how to develop the correct customer value proposition, and why creating unique experiences takes customer relationships to the next level.

Whether you're already running successful executive programs, or are looking to introduce a customer advisory board for the first time, you are sure to come away from this session with practical advice.



Melanie Gomez (USA)  
Sr. Program Manager, Executive  
Programs

12:30

## NETWORKING LUNCH

## 01:30 DEEP DIVE GROUP SESSIONS

## ABM - ACCOUNT BASED MARKETING

## STRATEGIC ABM &amp; AT SCALE

As the most exciting and revenue rewarding marketing and sales initiative in B2B marketing, Account Based Marketing, where treating individual accounts as markets in their own right is finally gaining huge momentum in APAC.

In this session you'll learn:

- How to build the business case for ABM, starting with a proof-of-concept and winning the support of the sales and senior stakeholders internally that ensures internal adoption
- Account selection, account mapping and scoring- Learn how to identify and choose the right target accounts
- Building the team - What sort of expertise you need in your organisation to enable a strong ABM strategy, plan and execution
- Kick start your career in ABM - Personal career development and professional development



**AUTODESK**

**Michelle Go**  
Director, Account Based Marketing APAC

Moderated by:



**ON24**

**Tim Johnston**  
Senior Marketing Director APJ

Hosted by:



## JOURNEY MAPPING

## ICP, PERSONA &amp; JOURNEY MAPPING

B2B Persona Development and customer journey mapping have become a favourite tool for visualising every experience your customers have with you. However, knowledge of the full customer journey is often spread across business silos and isn't always shared in a way that can be analysed and actioned.

In this session you'll learn:

- How to develop your Ideal Customer Profile,
- Persona and Customer Journey Maps that visualises every experience and touchpoint, both digital and physical your customers have with you
- Understand how to tap into the organisation's insight, experience and data to map out the customer journey
- Learn how to execute on your journey maps
- Review examples of unexpected customer journeys and what you can learn from them



**boomi**

**Stephanie Dechamps**  
Head of APJ Marketing

Moderated by:



**thinksmart marketing**

**Janine Pares**  
Founder and MD

## DIGITAL

## BUILDING HIGH PERFORMING DIGITAL STRATEGY AND TEAMS - IN-HOUSE VS AGENCY MODEL

During this heavily interactive session our panellists will discuss their digital strategies including:

- Their team structure and roles
- Their full-funnel digital strategy and roadmap
- Channel selection and performance
- How they engage customers and acquire net new through Paid, Owned and Earned media
- How they enable and guide APJ Marketing Field Teams on building out integrated digital marketing programmes
- How they work in-house or with agencies, field and global teams in areas of digital media, web, search (SEO and SEM), social, nurture, adtech to develop APJ digital strategy for Enterprise and Commercial business (customer journey mapping and omnichannel deployment)
- they accelerate digital marketing maturity by driving innovation and rapid adoption of available technologies to support business objectives and maximise ROI
- Digital trends, what's new, what's next



**DELL Technologies**

**Genevieve Yeep**  
Regional Head of Digital & Media



**HILTI**

**Amol Oberoi**  
Head of Digital, Branding & Comms South Asia Pacific

## 02:20 CHOOSE YOUR DEEP-DIVE SESSION

## STRATEGY

## LONG TERM STRATEGY VS SHORT TERM QUARTERLY TARGET

Marketers and Sales team often operate based on achieving quarter-to-quarter KPIs and targets resulting in fragmented, short-term views, often with marketing functions operating in silos.

Having a long-term actionable strategy is crucial to help you move beyond the frenetic cycle of quarterly targets and tactical tasks, to build a plan which delivers sustainable results and gets you out of the hamster wheel.

Having a strategic plan to inform tactical execution is critical if we're expected to hit increasingly aggressive targets with less resource.

- How do you take back control of your agenda, align your marketing priorities to commercial business goals, think critically about your customers, your competitive landscape, and develop value propositions to cut through the noise, resonate and drive demand in market?
- How does one balance short term ROI and KPIs around contacts and leads with longer term plan to build meaningful connection with customers?
- Do we need for marketing strategy role?



**boomi**

**Stephanie Dechamps**  
Head of APJ Marketing

Moderated by:



**thinksmart marketing**

**Janine Pares**  
Founder and MD

Hosted by:



## CUSTOMER EXPERIENCE

## BUILDING A B2B CX STRATEGY

With often hundreds of direct stakeholders and even more with indirect impact on CX, how do you bring people together on a change management journey removing silos and fragmented accountability to ensure a successful customer experience, at every touchpoint?

During this session we'll discuss:

- Marketing's role in driving CX
- How to get started: starting lean and simple
- How to influence people and generate impact without direct authority
- Developing a CX vision: why its important
- Developing a roadmap: balancing short & long term priorities, how to sell tomorrows problem
- How to engage executive teams and boards on CX
- Understanding how much value marketing plays in this process
- The care factor for teams: why CX matters to employees



**abc**

**Ming Yow**  
Chief Customer Officer

Moderated by:



**shootsta**

**Mike Pritchett**  
Founder & CEO

## PARTNER/CHANNEL MARKETING

## MAXIMIZING BUSINESS VALUE WITH PARTNERS

In this Channel Marketing session we'll focus on communicating value to, through, with and for channel partners.

The right approach depends on the Go-To-Market strategy and the objectives a business wants to achieve.

Today's Partners typically work with 5-25 Vendors at any given time. The constant flow of information coming in from these Vendors can be disruptive, overwhelming, and confusing. Vendors who understand how to better engage and align marketing with their channel ecosystem are the ones winning the customers mindshare.

During this interactive panel we'll hear from both Vendor and Partner side as we discuss



**EQUINIX**

**Cindy Liu**  
Director Partner Marketing Asia Pacific



**Telstra**

**Michael Burke**  
Head of Partnerships & Alliances - South Asia

Moderated by:



**FORRESTER**

**Mona Lolas**  
B2B Solution Partner APJ

## 03:00 AFTERNOON COFFEE &amp; NETWORKING BREAK



## CONTENT MARKETING

## 03:30 GLOBAL SCALE, LOCAL TOUCH: USING CONTENT MARKETING TO DRIVE DEMAND AND ACCELERATE SALES CYCLES

Two cornerstones of effective content marketing are understanding your audience and then using that knowledge to build relationships with prospects. But that can be tricky when you're in a crowded B2B category and executing a program across multiple markets.

How do you set a content marketing strategy and scale it across multiple markets, taking into account local audiences, local languages and local channels?

In this session, Slack Demand Generation Lead, APAC Priscilla Lee and Mahlab Head of Strategy and Performance Lily Carlyon will share insights into how to:

- Understand your audiences and their barriers to conversion
- Use these insights to build an effective content marketing strategy
- Scale this strategy across multiple markets
- Measure and optimise the performance of your content marketing strategy to ensure it's delivering results.



**Priscilla Lee**  
Demand Generation Lead,  
APAC



**Lily Carlyon**  
Head of Strategy &  
Performance

Session sponsored by Content Marketing Partner:



## MANAGING HQ &amp; ASIA

## 03:55 MANAGING HQ &amp; ASIA

**Global to region to countries.**

During this session we'll be discussing managing relationships and expectations in an increasingly global and centralised workplace.

Reporting to a global HQ, how do we gain local autonomy, flexibility and control, ensuring HQ understands local market dynamics so we can focus on driving initiatives that are highly relevant to the APAC region.

We'll also discuss some of the biggest challenges faced when marketing into and leading teams across the vast amount of very different individual countries in Asia. Balancing local customer and sales demand vs the efficiencies and scale provided by a more regional focus.

Finding the balance when providing locally relevant messages and the global brand challenge when localising.



**James Kissell**  
Global Director Vertical  
Industries Marketing & Member  
ABM Global Board



**Belinda Pervan**  
VP Marketing APJ



**Joyce Tan**  
Head of Marketing, International  
(Asia, Australasia, CEEMEA,  
LATAM)

## GLOBAL ABM KEYNOTE

## 04:20 8 YEARS OF STRATEGIC ACCOUNT-BASED MARKETING SUCCESS AT FUJITSU

*"At the end of 2013, we were in our planning cycle and I was thinking what we could do differently next year. How is marketing going to contribute to the business?"*

Today Andrea Clatworthy is recognised as one of the "magnificent seven", globally recognised ABM leaders by ITSMA. She was one of the world's first adopters of ABM, and worked closely with Bev Burgess and ITSMA to codify ABM into a strategic marketing discipline. This is something that Fujitsu has embraced, and under Andrea's leadership Fujitsu has become an ABM powerhouse. Today Andrea leads the development of Fujitsu's own ABM intellectual property.

During this session Andrea will share her own eight-year journey of driving improved business results by ensuring Fujitsu's excellence in ABM: Fujitsu's global team includes an ABM board, structured training and a resource centre of excellence.

At the ground level Fujitsu ABMers work closely with sales and account managers to devise and execute strategies, campaigns and initiatives to open doors and deepen engagements with strategic and high growth customers across the globe.

Andrea will take us through her journey and the insights she has to offer to those seeking the same ABM success

- The initial roll-out in and what made it so successful
- The crucial account selection process
- The just as crucial account team selection
- Prioritising work - resource and budget allocation
- Measuring results
- ABM careers and training

*"ABM is when you're looking at the whole account over three years - it's a marathon, not a sprint."*



**Andrea Clatworthy**  
Global Head of Account  
Based Marketing

## 05:00 END OF DAY ONE &amp; NETWORKING DRINKS

## CONFERENCE DAY TWO | Thursday 18 August 2022

08:30 REGISTRATION &amp; BARISTA COFFEE

09:15 WELCOME &amp; OPENING REMARKS



**Kristy Kelly**  
General Manager



**CAPITAL e**  
CREATING ENGAGEMENT

**Andrew Everingham**  
Event MC, Founder & CEO

## MARKETING TRANSFORMATION

09:30 A DATA DRIVEN APPROACH TO TRANSFORM MARKETING IMPACT IN NINE MONTHS

Stacy will share how to build confidence and support through data and insights to communicate how marketing is driving impact for the sales organization.

She'll share:

- The need to support and enable every marketer to pivot data-driven marketing approaches to guide and optimise decisions
- How to build confidence to articulate the insights from the data, understand what's working and what's not and how to best share with the sales organisation
- What is the data telling us? - the need to remove the emotion from the discussion and decision making

- Understand the quality and propensity of the marketing signals
- How to educate the sellers to trust the marketing signals and insights (ie how it identifies new individuals in a buying-group)
- Leveraging shared dashboards to drive joint accountability - the closed-loop feedback that scales
- Striking the balance between data driven marketing and emotional/creative marketing



**Microsoft**

**Stacy Seah**  
CMO APAC

## MARKETING LEADERSHIP

09:55 LEADING WITH MARKETING AS THE MULTIPLIER AT CISCO

As Head of Marketing APJC at Cisco, one of the world's most valuable B2B brands, Joyce looks after a team of over 150 marketers across the APJC region. During this session she'll take us through three major marketing transformations she and her team is driving at Cisco including:

- Moving away from short-term quarterly stop-start campaigns to a long-term, strategic campaign model and framework

- How insights led conversations with the sales org has transformed sales and marketing alignment
- Measurements, Metrics, ROI & Dashboard transformation away from pipeline contribution to engagement



**CISCO**

**Joyce Moy**  
Head of Marketing APJC

## FROM GLOBAL TO REGION TO COUNTRY

10:20 OPTIMISING GLOBAL CAMPAIGNS IN THE REGION

Global campaigns have low regional adoption because they are insufficiently attuned to local market requirements. The result - regional and country teams spend too much originating campaigns or localising global campaigns. What if regional and country teams jointly developed global campaigns, minimising

the need for additional localisation? In this session, we will introduce the Campaign Planning Optimization Process, including the steps for presenting global campaign leaders with clear, consolidated insight into local campaign needs.



**FORRESTER**

**Mavis Liew**  
Principal Analyst, Marketing  
Executive Services, Asia Pacific

Session sponsored by:

**FORRESTER®**

10:45 MORNING COFFEE &amp; NETWORKING BREAK



## CHOOSE YOUR SESSIONS:

11:10

Track hosted by:



### GROWTH

Emma Roborgh, Founder & CEO, B2B Marketing Leaders Forum

#### EMBRACING GROWTH AS YOUR NORTH STAR

Increasingly B2B marketers are owning aggressive growth targets which present a great opportunity to firmly cement that respected seat at the leadership table.

During this session we'll be discussing strategies that enable marketing to be the engine room for growth for the business. Whether it's growth through existing customers and ABM or demand gen and securing new logos or pipeline acceleration and campaigns that drive faster conversion.

We'll be discussing marketing's involvement in identifying growth segments and opportunities and how to gain greater accountability for, and embracing growth as our North Star.



**Sonal Shah**  
Head of B2B Marketing - Global Growth Markets



**Nikki Taylor**  
Marketing Growth Strategy Director APAC

### CONTENT MARKETING

Track moderated by: Rajhev Rajkumar, Director Strategic Assets, CAPITAL-e

#### CONTENT CAMPAIGNS DURING LONG COMPLEX SALES CYCLES

##### Mapping content to long, complex buyer journeys across APAC

NEC an ICT, AI and Biometrics company with HQ in Japan, hasn't sold consumer products since the 1990s and with 85% of revenue coming from existing large Enterprise customers and State and Federal Government Agencies.

During this practical session, Beng Teck will take you through the highly targeted content plan and campaign: "Creating Value" derived from and aligned with business strategy.

He'll share:

- The ICP, persona & journey map for their long complex sales cycles into Enterprise and Government across ASEAN
- How they're using ambassadors and customer advocacy/case studies as part of their strategy
- How they're using long and short form content
- How they're experimenting with and the results of new channels
- The data, measurements, KPIs and success metrics



**Aw Beng Teck**  
Head of Marketing ASEAN

### LEADERSHIP

Track moderated by: Kristy Kelly, General Manager, B2B Marketing Leaders Forum

#### THE GREAT RESIGNATION

Finding, attracting, retaining (especially top talent), is the number one challenge faced by CMOs in Asia right now.

Finding new talent is especially a major challenge when you need to drive growth and expansion.

With this also comes the challenge of keeping your team engaged which is especially hard with geographically and culturally dispersed teams across so many different countries.

So as a leader, how do you keep your team engaged and build a common purpose that the team can really get behind.

We'll also be discussing managing your team's personal career aspiration, upskilling and development while also avoiding burnout.



**Rachael Milford**  
Partner & Director Marketing APAC



**Nicholas Kontopoulos**  
VP Marketing JAPAC

11:50

### CHOOSE YOUR TRACK

### DEMAND GENERATION

#### DEMAND CENTRE & ENGAGEMENT

**Case Study: Demand campaigns driving 300% marketing contributed revenue growth during the pandemic**

During this very practical and honest session Kate will share both her failures and successes in driving demand for Mercer, a global consulting leader in talent, health, retirement, and investments, headquartered out of NY, USA.

She'll share how she in her first two years with Mercer:

- Grew the marketing generated revenue from \$0 in ASEAN markets to \$1m.
- Manages growth and demand generation across the ASEAN cultures and languages
- How she built a tight knit between sales and marketing to accelerate growth

This case study is followed by interactive round table discussion focused on:

- Building an APAC Demand Centre - the scaled services provided, the processes, roles and KPIs.
- Engagement as a new focus for Demand - how engagement is becoming a new indicator for campaign targeting. By measuring internal customer engagement, engagement with competitors and 3rd party content, marketers can provide much richer insights into both purchase propensity and warning signals to sales.



**Kate Tan**  
Head of Marketing ASEAN

### CONTENT MARKETING

#### CONTENT THAT CUTS THROUGH THE NOISE

With so much great content being produced, by so many great marketers and companies competing for the same audience, how do you get cut through? How do you become to be the "signal in the noise"?

In addition, we'll discuss how to take a piece of hero content, atomise it, re-package it, energise it and activate it across channels. We'll explore how you find a niche theme or topic, own it and be seen as a thought leader. How do you leverage this across webinars, podcasts, social, events and more? And how do you do this creatively and through a lens that gets cut through and meaningful engagement? Lastly, is there a way to effectively leverage what you get from HQ for the myriad of markets you serve in APAC?



**Nicholas Kontopoulos**  
VP Marketing JAPAC



**Nishi Seth**  
Industry Marketing lead APAC

### LEADERSHIP

#### BUILDING CREATIVE & DATA-DRIVEN TEAMS

To continue the discussion from Stacy's keynote this morning, during this 40min deep-dive discussion we'll discuss how to foster both creative mindsets as well as confidence in our teams to take data-driven decisions?

There is also currently a lack of creativity within B2B marketing teams - how do we get our teams to think more creative, how do we encourage creativity, design thinking and to dare to be disruptive?

How do we build confidence in data-driven decision making to guide where you can drive the most impact with better data-driven decisions?

Where is the balance between data driven marketing and emotional/creative marketing in general and how do we retain creativity in a data drenched world?



**Belinda Pervan**  
VP Marketing APJ



**Nikki Taylor**  
Marketing Growth Strategy Director APAC

12:30

### NETWORKING LUNCH

## 01:30 INDUSTRY FOCUSED DEEP DIVE GROUP SESSIONS



## CHOOSE 1 SESSION MOST RELEVANT TO YOUR CURRENT CHALLENGES AND AREAS OF INTEREST

As one of the forum highlights, join your industry peers for these one hour group discussions with your competitors and peers. You'll be discussing challenges and pressing topics that are most relevant to you and B2B marketers in your specific industry.

## B2B MARKETING IN IT/TECH/SAAS/CLOUD

Panellists will share their main challenges and opportunities as B2B marketers in IT/Tech/SaaS/Cloud including:

- Addressing the common challenges in IT/Tech marketing
- Best-practice in cut-through to the 'unreachable' CIO/CMO and IT/Tech Exec Buying Party
- What is the new-norm in marketing to this digital-savvy, tech-savvy audience
- Designing a 'full funnel' content strategy (without the tech jargon)
- SDR/Inside Sales & Lead management - Building the SDR/ISR/BDR strategy and team for pipeline acceleration and growth
- Using martech (and data) to sell tech products and services (what's the must-have tech stack)
- Awesome IT/Tech/SaaS/Cloud marketing examples

This session will be on-point for IT/Tech/SaaS/Cloud marketers - not a generic theory session. A fun and engaging format that will have you (literally!) and energised with new thinking!


**boomi**

Stephanie Dechamps  
Head of APJ Marketing


**kyndryl**

Luca Destefanis  
Head Of Marketing APAC,  
(Formerly IBM)

Moderated by:


**Seismic**

Simon Hickox  
Head of Marketing APAC

## B2B MARKETING IN BANKING/FINANCIAL SERVICES

Panellists will share their main challenges and opportunities as B2B marketers in Banking and Financial Services including:

- The role of marketers and impacts of COVID, geo-politics and ESG
- Balancing B2B and B2C and moving from a focus of B2B to B2B2C
- Humanising financial services and earning trust
- Digital transformation programs
- How marketers are taking a leading role in driving CX
- Implementing new technologies and new ways of working- the challenges and opportunities for marketing

This highly interactive session will end with round table discussions diving deeper into these topics with your peers.


**DBS**

Saurabh Singh  
Global Group Head  
of B2B Marketing,  
Corporate, SME &  
Transaction banking


**Deutsche Bank**

Mohit Gupta  
Head of Marketing APAC  
& Global Head of Social  
Media - Corporate

Moderated by:


**CAPITAL e**

Rajheev Rajkumar  
Director Strategic Assets

## B2B MARKETING IN MANUFACTURING &amp; CONSTRUCTION

Panellists will share their main challenges and opportunities as B2B marketers in Manufacturing & Construction including:

- Advancing the marketing department as credible, growth and revenue driver for the business
- Digital transformation programs
- CX: who is driving it in manufacturing firms and what does it look like?
- The role of brand for firms in the manufacturing sector
- B2B E-Commerce – Moving B2B Business throughout digital channels with B2B e-commerce

This highly interactive session will end with round table discussions diving deeper into these topics with your peers.


**ABB**

Eva Ford-Murphy  
Head of  
Communications APAC


**3M**

Dhruv Mehrotra  
Head of Digital &  
Integrated Marketing  
Asia - Safety & Industrial  
Business Group


**HILTI**

Amol Oberoi  
Head of Digital, Branding  
& Comms South Asia  
Pacific

Moderated by:


**Mahlab**

Cara McLeod  
Chief Executive, Head of  
Client Partnerships

Hosted by:



## B2B MARKETING IN PROFESSIONAL SERVICES

Panellists will share their main challenges and opportunities as B2B marketers in professional services including:

- Building brand and managing transformation, change and growth in an un differentiated industry
- Engaging your people (engineers, lawyers, accountants etc) as your brand ambassadors and thought-leaders
- The "sales" and marketing alignment and relationship in professional services - Challenging the seller-doer model
- The digitally enabled professional services firm - Driving and building digital capability within your organisation
- Providing an omni-channel experience in professional services
- Advancing the marketing department as credible, growth and revenue driver for the business

This highly interactive session will end with round table discussions diving deeper into these topics with your peers.


**Control Risks**

Rachael Milford  
Partner & Director  
Marketing APAC


**JLL**

Ross Ballantyne  
Head of Marketing -  
Corporate Solutions,  
APAC


**aurecon**

Chris Saxby  
Brand, Marketing, Comms  
Business Partner - Clients  
& Markets


**FORRESTER**

Mona Lola  
B2B Solutions Partner  
APJ, Forrester & Board  
Member ICON APAC

## 02:30 AFTERNOON COFFEE &amp; NETWORKING BREAK



## ESG MARKETING PANEL

03:00

**ESG (ENVIRONMENTAL, SOCIAL AND GOVERNANCE) MARKETING: CMO CLARION CALL TO DRIVE ESG STEWARDSHIP FOR BRANDING AND BUSINESS IMPACT**

As the pandemic has prompted individuals to step back and review their lifestyle choices, it's also triggered organisations and their executives to question their purpose and value within the overall business ecosystem. This has, in turn, increased the development of corporate social responsibility (CSR) initiatives, with more businesses feeling the pressure to respond to investors, the consumers and across the supply chain expectation for them to operate with a stronger social conscience.

ESG marketing, where promoting the environmental, social and governance attributes of a company's strategy to its investors, buyers and other stakeholders in alignment with corporate purpose and mission is increasingly becoming the responsibility of the B2B marketers.

It is no longer a CSR checklist or an environmental day branding shout-out, CMOs need to weave ESG into the brand purpose, values and stories.

A company's ESG marketing message builds its brand equity, financial worth and potential for true social impact.

We'll discuss the role of marketing in driving sustainability, ESG (environmental, social and governance) agenda in brands and organisations.

- The extent of shifting your brand purpose and story and its considerations to make it work: Many marketers are already weaving in and shouting out the ESG related actions/outcomes into your brand stories. But to what extent do you want to shift – rethinking your brand purpose, its values and down to its impact to every brand touchpoints. What are the considerations or tipping points that will affect your overall branding? Is it a solo marketing owned story vs one that all your leaders are embracing? Are your branding/marketing messages echoing the material and relevant ESG actions that your organization is taking?
- The roll-out: Align the ESG message pillars and stories with your C-suite, activate employees advocacy and involve/engage your clients and even, suppliers.
- The Best Practice: What are some of the great examples that we have seen globally, and close at heart in APAC?
- The Pitfalls: Authenticity vs Greenwashing. Activists. What are the pitfalls or taboos that marketers should look out for when advocating on ESG?



**Schneider Electric**

**Chris Quinn**

VP Marketing East Asia & Japan



**Sophia Ong**

APAC Director of Marketing



**paloalto NETWORKS**

**KP Unnikrishnan**

VP Marketing JAPAC

## PERSONAL LEADERSHIP &amp; CAREER PANEL

03:30

**PERSONAL LEADERSHIP AND CAREER ADVICE FOR APAC CMOs AND B2B MARKETERS**

During this closing session we'll hear inspirational stories from CMOs sharing their advice and lessons learnt along their own career journeys

- Examples and career advice and paths for emerging B2B marketing leaders
- The pros and cons of generalists vs specialist B2B marketing roles - The biggest skill shortages in B2B marketing
- The importance of business acumen and financial literacy for marketers
- Advice for best managing important cross-functional stakeholders
- The transition from peer into a leadership position
- Taking a strategic approach to building your personal marketing brand
- The importance of keeping up with change and staying relevant
- What's next after you've secured the APAC Head of Marketing role?



**accenture**

**Karina Gan**

Global CMO, Growth Markets



**Wendy Walker**

VP Marketing, ASEAN

04:00

**CLOSE OF CONFERENCE**

# STRATEGIC ACCOUNT BASED MARKETING (ABM) WORKSHOP

Friday, 19 August 2022 | 09:00 - 04:00pm | Parkroyal Collection Pickering, Singapore

## 10 Years of Strategic ABM at Fujitsu - Practical Workshop

Strategic Account Based Marketing (ABM) is an approach Fujitsu takes to focus on specific customer(s). It is quite different from traditional B2B Demand Generation marketing, hence orientation and training of colleagues in marketing, sales and account management is recommended before starting it and why we're hosting this workshop during the B2B Leaders Forum in Singapore, 17-18 August.



Your Presenter:

**Andrea Clatworthy**

Global Head of ABM, Based Marketing, Fujitsu

Today Andrea Clatworthy is recognised as one of the "magnificent seven", globally recognised ABM leaders by ITSMA. She was one of the world's first adopters of ABM and has worked closely with Bev Burgess and ITSMA to codify ABM into a strategic marketing discipline. Fujitsu has embraced ABM wholly and under Andrea's leadership Fujitsu has become an ABM powerhouse. Today Andrea leads the development of Fujitsu's own ABM intellectual property.



During this very practical workshop you'll be building a full ABM plan so bring your laptop!

**ONLY 30 TICKETS AVAILABLE -  
BOOK NOW!**



Your Presenter:

**James Kissell**

Global head of Vertical Industries Marketing & Member of the Global ABM Board, Fujitsu (ITSMA ABM certified)

### Outline Agenda for the Workshop

The workshop agenda is designed as a teach-then-do, with group working together to enable the steps towards creating your own ABM plan. Important: please, do bring your own laptop. We will share some common ABM methodologies as well as our own – providing lots of practical examples and case studies to help you implement ABM in your own organisations. There will be ample time for questions to Andrea and James throughout to ensure everyone has a good understanding of the ABM concepts.

We will also aim to work on a real-world example using an actual APAC customer organization.

### Some of the areas that we will focus on during the workshop:

- Why ABM? What is DBM and how is it different to ABM
- Account selection and why it is SO important?
- What information do we need - and where can we source it from?
- Defining a 'Play' to a customer
- Mapping and Profiling customers
- Execution and measurement
- Example of an ABM KPI dashboard
- Case studies and examples to inspire you when you return to your organisations

### Materials

- Slides will be shared with all participants after the session as reference material.

### Learning objectives

- Enable participants to understand the principles of an Account Based Marketing (ABM) approach and how to apply them in your account (s) for 1:1 Strategic ABM
- Provide a methodology enabling marketing sales/account teams/ leads to work more closely together at a strategic level
- Provide the basics upon which to build an actionable high-impact ABM plan(s) that can be fully integrated into the sales and account plan or campaign plan
- Rethinking the starting point, think outside in, focus on the customer and the business needs



## PRICING & REGISTRATION

**LIMITED TICKETS** - Tickets to our Sydney Forum sold out six weeks out. Secure your place by registering early.

**TWO DAY CONFERENCE 17-18 AUGUST 2022**

### BOOK 1-2 TICKETS

1,495 SGD pp

**SAVE \$510** per ticket!

- ✗ Price before 30 June: \$1,290
- ✗ Price before 29 July: \$1,495
- ✓ Price after 30 July: \$1,995

**BOOK NOW**

### BOOK 3-6 TICKETS

1,395 SGD pp

**SAVE \$610** per ticket!

- ✗ Price before 30 June: \$1,190
- ✗ Price before 29 July: \$1,395
- ✓ Price after 30 July: \$1,895

**BOOK NOW**

### BOOK 7+ TICKETS

1,295 SGD pp

**SAVE \$710** per ticket!

- ✗ Price before 30 June: \$1,090
- ✗ Price before 29 July: \$1,295
- ✓ Price after 30 July: \$1,795

**BOOK NOW**

### ABM WORKSHOP

995 SGD pp

Full day ABM workshop!

Held Friday 19 August

Hosted by **Andrea Clatworthy**  
Global Head of ABM, Fujitsu

**Only 30 tickets available**

**BOOK NOW**

### AGENCY & VENDORS

2,595 SGD pp

We want to ensure we have enough tickets for our B2B Marketers. If you're from a marketing agency or a BDM from a martech vendor selling to marketers, you will need to purchase this ticket.

Only 10 tickets available in this category.

Any questions please email  
info@b2bmarketingleaders.com.au

**BOOK NOW**

### VENUE & ACCOMODATION

305 SGD

**PARKROYAL COLLECTION  
PICKERING**

We've negotiated heavily discounted hotel accommodation rates.

**BOOK HOTEL NOW**