



MONETIZE 12 Agenda

WIFI: JuliaMorgan

PW: Jmb465465

Enabling Digital Business

25 April 2019

SAN FRANCISCO | Julia Morgan Ballroom | 465 California Street

Time	Session	Speakers	Session Moderator
9:00 – 9:10 am	Welcome – Opening Remarks	Igor Stenmark, Managing Director MGI Research	
9:10 – 9:30	MGI Scenario: Digitization in a Moment of Uncertainty	Andrew Dailey, Managing Director MGI Research	Igor Stenmark
9:30 – 9:50	Gaining Scale and Increasing Business Velocity through Quote-to-Cash	Frank Holland, CEO Apttus	Igor Stenmark
9:50 – 10:10	Monetizing Complex B2B Business Models	Nishant Nair, CEO RecVue	Andrew Dailey
10:10 – 10:30	HyperScale Monetization: Cloud Ready?	Brian Dueck, CTO Oracle Monetization Cloud	Andrew Dailey
10:30 – 10:50	Scaling Finance & RevOps in a High Growth Company	Curt Smith, Corporate Controller Databricks	Andrew Dailey
10:50 – 11:05	NETWORKING COFFEE BREAK		
11:05 – 11:25	Modern Quote-to-Cash: The Salesforce View	Brion Schweers, VP Quote-to-Cash Salesforce	Igor Stenmark
11:25 – 11:45	The Next Frontiers in Agile Billing	Brendan O'Brien, Chief Innovation Officer Aria; Mike Beamer, President Gotransverse; Stephen Hurrell, VP Product RecVue	Igor Stenmark
11:45 – 12:05	Integrated Commerce, Billing & Payments: Build, Buy, or Subscribe	James Gagliardi, Chief Product Officer Digital River	Igor Stenmark
12:05 – 1:15	LUNCH		

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1:15 – 1:40	Modern Software: Perspective of Wall Street Analyst	Terry Tillman, Managing Director SunTrust Robinson Humphrey	Jim Mendelson
1:40 – 2:00	Monetization as a Revenue Catalyst	Nathan Shinn, co-Founder and CSO BillingPlatform	Igor Stenmark
2:00 – 2:20	Channel Monetization in the Age of Direct-to-Consumer	Tim Cook, co-Founder and CRO BluLogix; Youssef Yaghmour co-Founder and CEO BluLogix	Jim Mendelson
2:20 – 2:40	Mediation: Enabling the Usage Economy	Stephen Bryant, CTO DigitalRoute	Andrew Dailey
2:40 – 3:00	IoT Monetization: Myth vs Reality	Tim Neil, Director of Marketing LogiSense; Mike Lee, VP Sales DigitalRoute; Leo Solomonik, CTO BillingPlatform	Andrew Dailey
3:00 – 3:20	The Future of Revenue Management: What every CFO should know	Jagan Reddy, SVP RevPro-Zuora	Andrew Dailey
3:20 – 3:40	A CFO, an auditor and a software vendor walk into a bar.....	Fred Studer, CMO Financialforce; Rahim Shakoor, Corporate Controller Docker; Jagan Reddy, SVP RevPro-Zuora; Jon Leipzig, Director Zone & Co	Andrew Dailey
3:40 – 3:55	NETWORKING COFFEE BREAK		
3:55 – 4:15	Managing Entitlements – the Missing Link in Quote-to-Cash?	David DiMillo, VP Global Solutions, Software Monetization Gemalto	Jim Mendelson
4:15 – 4:35	MGI Scenario: Opportunities to Remove Friction – the B2B Payments Revolution	Matthijs Koorn, VP and Research Director MGI Research	Igor Stenmark
4:35 – 4:55	Global Payments and Commerce Strategies for the Digital Enterprise	Casey Potenzzone, CSO Nexway; Lenny Crotty, VP, Global Partnerships and Channels & North America Region Ebanx VP; Dan Desmond, Head of Expense Management Marqeta	Matthijs Koorn
4:55 – 5:20	MGI Scenario: Monetization – Putting it all Together	Igor Stenmark, Managing Director MGI Research	Jim Mendelson
5:20 – 5:30	Closing Remarks		Jim Mendelson
5:30 – 6:30	Champagne Reception		

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