

Structured for Growth

Leading the Future of Channel Marketing with AI

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September 30th | 9 am - 1 pm

Moonlight Studios
330 Hudson Street, NYC

9 AM – 10 AM

Check-in & Breakfast

10 AM – 10:15 AM

Welcoming words from Structured's founder and CEO, Daniel Nissan

10:15 AM – 10:40 AM

Opening Keynote - Courageous Marketing: Bold Ideas, Aligned Teams, and the Human Side of Growth

Udi Ledergor, Chief Evangelist Officer, Gong

Hosted by: Daniel Nissan, Founder and CEO, Structured

10:40 AM – 11:20 AM

Leadership Panel - Just Ask: Making AI Work Inside Your Partner Program

Joan Morales, Head of Partner Marketing, Kalviyo

Eric Ehlers, Senior Director, Global Alliances & Channel Marketing, ServiceNow

Diane Brode, Former Senior Director, Global Partner Marketing, Dell Technologies

Leslie Vitrano, VP Global IT Channels & Partner Ecosystem, Schneider Electric

Hosted by: Steven Kellam, Chief Revenue Officer, Structured

11:20 AM – 11:40 AM

Quick recharge

11:40 AM – 12 PM

AI in Action: Powering the Next Era of Partner Growth and Giving it Some Love

Colleen Tyler, General Manager, Global Partner Marketing & GTM, Microsoft

Shane Edmonds, Chief Product Officer, Structured

12 PM – 1 PM

Lunch time, swag time, and goodbyes