

THURSDAY, JUNE 8

7:30 - 8:30 a.m.	Registration and Breakfast
8:30 - 8:50 a.m.	Opening Remarks - Pascal Yammine - <i>CEO, Zilliant</i>
8:50 - 10:00 a.m.	<p>The Science of Leadership Don Rheem - <i>CEO, E3 Solutions</i></p> <p>Effective leadership today is less about titles and hierarchy and much more about the felt experience of the people in the organization. It's time leaders move away from hierarchical and impersonal approaches and embrace the overwhelming scientific evidence that supports an engaged and thriving workforce. In this keynote, Don Rheem shares the hardwired drivers of employee behavior through the lens of neuroscience and the behavioral sciences. Discover the powerful and proven strategies transforming organizations across North America – and become the change agent your company has been looking for.</p>
10:00 - 10:30 a.m.	Networking Break
10:30 - 11:30 a.m.	<p>Power Intelligent Commerce with the Zilliant Platform Kylie Fuentes - <i>Chief Product Officer, Zilliant</i> Zilliant Product Team</p> <p>Zilliant is enabling B2B companies to dynamically respond to changing market conditions and power intelligent digital commerce with end-to-end pricing solutions and sales guidance software. There has never been a more critical time for companies to use data and technology to transform how they price and sell as part of their digital transformation journeys. In this demo session, we'll showcase how Zilliant's latest product innovations are reshaping how companies price and sell across go-to-market channels. Additionally, the Zilliant product team will provide a preview of the Zilliant product road map, highlighting what customers can look forward to in the coming months.</p>
11:30 a.m. - 12:30 p.m.	Networking Lunch
12:30 - 1:00 p.m.	<p>Dawn Foods' Recipe for Initiating a New Pricing Culture: 1 Part Science, 1 Part Change Management Rob Pedigo - <i>Sr. Director of Pricing Strategy, Dawn Foods</i></p> <p>When Rob joined Dawn Foods in 2020, he recognized the degree of autonomy availed to the company's highly effective sales reps had led to wide price dispersion. His challenge: how do you get a large, seasoned sales team to trust and adopt price guidance consistently? Can you change the sales culture without mandating behavior?</p> <p>Selecting Zilliant Price IQ® to deliver science-based price guidance was a necessary first step, but only half the battle. Attend this session to learn how Rob, with help from Zilliant Customer Success, embarked on a rigorous sales enablement tour that has resulted in more than 80% above-floor adoption of Zilliant-generated guidance.</p>
1:00 - 1:30 p.m.	<p>Creating a Frictionless Customer and Sales Experience Ryan Neal - <i>Vice President of Revenue Enablement and Rates, UPS</i></p> <p>UPS, one of the world's largest companies, has a clear strategy: customer first, people led, innovation driven. In keeping with that strategy, the company embarked on digitizing the customer pricing experience, making it easier for SMBs to contract with UPS while simultaneously improving the sales rep experience. In this session, learn how, as part of a multi-year digital transformation journey, UPS is partnering with Zilliant to move from a slow and manual pricing process to a new digital platform, Zilliant Deal Manager™. Hear how Zilliant is helping to operationalize UPS' data and applying pricing science to present customers with the right prices across their full small package portfolio of services. For UPS sales reps, this means they no longer need to submit cumbersome sample data just to get a quote; they can close deals on the spot without squabbling internally with their pricing partners, freeing them up to spend more time selling.</p>
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1:40 - 2:30 p.m.

Breakout Sessions
Keys to a Successful Pricing Transformation

 Colin Carroll - *Partner, PwC*

There are many elements to a successful commercial transformation beyond the software solution. Process and role definition, product and customer strategies, org structures, governance, etc. each come with dependencies, pitfalls, risks and a need for clear frameworks and enhanced business capabilities. Downplaying the impact of these elements can increase the risk of the initiative and suboptimize the impact of the project.

In this talk, PwC will outline the pillars and essential building blocks of a successful transformation, with examples of what good looks like, how to avoid common pitfalls, and how success can be made much more probable. Illustrated with real client examples and engaging storytelling - this session is for anyone who will be in and around any meaningful endeavors in commercial organizations.

The Temperature's Perfect for a Deep Dive into Pricing Science

 Kevin Pierson - *Global Director of Science, Zilliant*

Join us for an exciting deep dive session into the science behind Zilliant's AI capabilities for intelligent and dynamic pricing where we'll showcase how Price IQ® works to achieve your strategic pricing goals. During this session, we'll explore how Price IQ's segmentation management feature and AI algorithms can be used to understand pricing drivers and engineer pricing attributes. We'll also demonstrate how our unique ability to calculate price elasticity leverages transactional data, win-loss data, and competitive data to predict the margin and volume impacts of pricing strategies before they are published. You'll leave this session with an understanding on how to set pricing objectives and apply business constraints, what differentiates price optimization from price management, and why our pricing science is the secret ingredient for Zilliant customers in an ultra-competitive landscape. Don't miss this opportunity to learn from our experts and take your pricing strategy to the next level.

2:30 - 3:00 p.m.

Networking Break

3:00 - 3:50 p.m.

Breakout Session
Advanced Quoting Through Dynamic Pricing & eSignature Integration

 Kiran Kulkarni - *Solution & Delivery Lead - DsaaS Practice, LTIMindtree*

 Senthilnathan Shanmuganathan - *GTM Lead and Alliance Lead - DsaaS Practice, LTIMindtree*

Join LTIMindtree in the premier showcase of a quick-start automated material costing import solution to adjust pricing in real time based on market fluctuations. We have streamlined the quoting and ordering processes with eSignature integration to save time and resources while increasing Sales efficiency. This comprehensive solution empowers your sales team to achieve revenue growth by delivering accurate quotes with dynamic pricing, closing deals faster, and improving the overall customer experience.

Today's Revenue Management Landscape: PPS Annual Pricing Survey Results

 Kevin Mitchell - *President, PPS*

 Angie Jackson - *Director of Marketing and Key Accounts, PPS*

The Professional Pricing Society's December 2022 survey of pricing professionals received 743 responses from a cross-section of industries across the globe. Since PPS is the center of the pricing discipline worldwide, our survey results are widely used as a benchmark for a variety of pricing queries: salaries, reporting structures, career opportunities, pricing software usage, and key components of job satisfaction. Join Kevin Mitchell, PPS president and Angie Jackson, director of marketing as they walk you through key survey takeaways and implications for your role now and pricing's future.

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4:00 - 4:30 p.m.	<p>Mobilizing a Global Pricing Transformation <i>Will Moore - Global Pricing Manager, Infineum USA L.P.</i></p> <p>Infineum, a joint venture between ExxonMobil and Shell, is a world leader in formulating, manufacturing, and marketing petroleum additives for lubricants and fuels. In business for over 20 years, serving various global customers, Infineum never had a pricing team. Will Moore came aboard tasked with changing that. With cost volatility overwhelming its infrequent, manual price update processes, he advocated for Zilliant Price IQ[®]. Attend this session to learn how he overcame a build-don't-buy culture and how a wildly successful initial Price IQ[®] project helped turn one of its regions into one of the firm's fastest-growing regions convincing the C-Suite to trust Zilliant with a global pricing transformation.</p>
4:30 - 5:00 p.m.	<p>Q&A Session with Keynote Speakers</p>
5:00 p.m.	<p>Conference Day 1 Closing Remarks</p>
6:00 - 9:00 p.m.	<p>MindShare Appreciation Event Banger's, 79 Rainey Street</p>

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FRIDAY, JUNE 9

7:30 a.m.	<p>MindShare Morning Meditation Raja Sampathi - <i>calmcorporate - joyful mindfulness</i></p> <p>Recharge for the closing day of MindShare by unlocking the power of meditation. Learn how to enhance attention, reduce stress, lower anxiety and blood pressure, improve working memory, and uplift your mood – all backed by scientific research. The secret? Consistent practice! Join Raja in this no-experience-required session, where he'll guide you through building up to a total of 12 minutes of meditation, broken into manageable increments. Based on the latest neuroscience, this optimal duration offers maximum benefits. Come with an open mind, and let Raja's unique and lively approach to meditation help you kick start a transformative practice. No preparation or mats needed – just bring yourself, and let the transformation begin.</p>
7:30 - 8:30 a.m.	<p>Registration and Breakfast</p>
8:30 - 8:35 a.m.	<p>Opening Remarks</p>
8:35 - 9:35 a.m.	<p>How to Innovate in a Rapidly Changing World Byron Reese - <i>Futurist, Technologist, Bestselling Author</i></p> <p>No matter what industry you are in, you probably have a sense that you are in one of those radical disruptive periods where everything seems to be changing. You might be wondering when it is all going to settle down so you can take a bit of a breather.</p> <p>This talk explores how businesses that operate in industries that are undergoing dramatic changes can function and be successful. While traditional futurists seldom bridge the gap between “here is what is going to happen” and “here is how you profit from it,” Byron explores how it is that radical technology advances create new multi-billion dollar companies and destroys old ones.</p>
9:35 - 10:05 a.m.	<p>How Valvoline Turned eCommerce into a Proactive Sales Channel Mike Trout - <i>Manager, Digital Partner Efficiency, Valvoline</i></p> <p>The long-term partnership between Valvoline and Zilliant was forged in an effort to help Valvoline's sales reps win more organic revenue from existing customer accounts. Fast forward to 2023; Valvoline has undergone a seismic digital shift, with a significant amount of North American orders coming through its eCommerce channel. In this session, Mike Trout will explain how he collaborated closely with Zilliant's Product and Customer Success teams to transform Valvoline's customer portal into a proactive selling channel powered by Campaign Manager™. Hear about the remarkable revenue growth and customer experience results that the company achieved and the creative use cases in partnership with the Valvoline marketing team that are on the horizon.</p>
	<p>Migration Break</p>
10:10 - 11:00 a.m.	<p>Breakout Session</p> <p>Pricing Methods That Prepare You for Turbulent Times Kevin McCabe - <i>Principal, Ducker Carlisle</i></p> <p>Inflation and supply chain issues have created a highly volatile environment exposing the worst of risks inherent in cost+ pricing models. Market Price or Value-based pricing are competitive and customer-centric pricing methods that focus on the level of competition, market positioning, channel mix, the customer's perceived value, and the customer's willingness-to-pay. Every cost+ to market/value price transition project we have worked on is different, challenging, and has been used to build a proprietary database of best practices.</p> <p>Pricing & Revenue Operations in the NEW Mo Beshir - <i>Managing Director, Accenture</i></p> <p>Going to market has never been more complex: different cycles, different players, complex order configurations, contract management, pricing strategy. All of these factors must be synched to effectively drive margin and revenue. In this session, Accenture Managing Director Mo Beshir will share the importance of selling faster, better, and more at the right price.</p>
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FRIDAY, JUNE 9

11:00 - 11:30 a.m.	Networking Break
11:30 - 12:20 p.m.	<p>Breakout Session</p> <p>Stitching Technology Together for Industry Innovation Lou Simon - <i>Vice President, Uptima Elevate</i></p> <p>Businesses in Manufacturing, Automotive, Energy, Commercial Business Services, and Technology are experiencing complex challenges that are harder to solve for than ever before. In this session, Lou Simon presents the benefits to creating complete solutions by combining the best-in-breed platforms to make something bigger. Walk through the risks behind customizing your own solutions and learn the benefits of bringing multiple partners together for a sustainable solution that allows your company to increase speed to ROI and unlock revenue.</p> <p>Panel: Applying Revenue Operations & Intelligence to Every Customer Touchpoint</p> <p>Hitting revenue numbers has never been more challenging. Executives must orchestrate an influx of data from multiple teams and translate it into revenue growth strategies across channels. Sales reps don't have time to analyze spreadsheets to pinpoint the most effective day-to-day actions that will help them take and keep market share. Sales and revenue ops teams are overwhelmed by ad-hoc report requests and directives to translate corporate strategy into meaningful sales guidance that actually gets used. Atop it all is an ever-digitizing landscape, with B2B buyers expecting much more than a static eCommerce experience.</p> <p>We've gathered leaders from diverse businesses to share how they are empowering their teams with Zilliant's Revenue Operations & Intelligence solution. Learn how our panelists have turned their data into a proactive selling asset and leveraged software to execute across sales, marketing, and eCommerce. They will share how their ideas and innovations, powered by Zilliant, have transformed digital- and sales-led channels to be more agile, intuitive and impactful. Come ready to ask questions if you're interested in driving more revenue in customer accounts, despite macroeconomic headwinds.</p>
	Migration Break
12:25 - 12:55 p.m.	<p>How a Two-Person Pricing Team Leverages Competitive Data and Pricing Software to Optimize B2B2C Omnichannel Pricing Michael Theilgaard - <i>Team Leader and Price Specialist, A0 Johansen</i></p> <p>A0 Johansen sells plumbing, electrical and water supply products and services to a diverse set of B2B and B2C customers. The intricate job of updating, aligning, and delivering prices across its B2B omnichannel and ten B2C web shops is executed daily by a pricing team of two people (and Zilliant pricing software).</p> <p>Attend this session to learn how Team Leader and Price Specialist Michael Theilgaard uses price optimization and management software and competitor data to drive market-aligned prices while avoiding conflict between B2B and B2C online channels.</p>
12:55 - 1:25 p.m.	<p>How the Right Tools Deliver on Ben E. Keith's Sellers-First Promise Randy Richardson - <i>Director of Business Solutions, Ben E. Keith</i> David Werner - <i>SVP, Sales & Marketing, Ben E. Keith</i></p> <p>Ben E. Keith prides itself on being the "Home of the DSR." The strategies to achieve this mission had to pivot sharply after Covid struck, when the job of food distribution sales rep changed forever. More than ever, sellers need targeted guidance and market-aligned prices on-demand to thrive in a digitized and turbulent economy. In this session, David Werner and Randy Richardson will share how Zilliant gave the company a head start on the post-Covid world through scientific pricing and how Sales IQ™ and Campaign Manager™ make selling easier without adding busy work.</p>
1:25 - 1:55 p.m.	Q&A Session with Keynote Speakers
1:55 - 2:00 p.m.	Closing Remarks
2:00 - 3:00 p.m.	Networking Lunch

MINDSHARE 2023 concludes