

Keynotes and Speakers

10th Annual **Sales & Marketing, 2009**  
**A Frost & Sullivan Executive MindXchange**  
 Integrating Sales & Marketing for Customer Value-Driven Revenue Growth  
 Feb 8 - 11, 2009 | Disney's Grand Californian Hotel ® & Spa, Anaheim, CA

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Keynote Speakers



**Shiv Gupta**  
 Director, Insight & Innovations  
**Farmers Insurance**



**Alicia Dietsch**  
 Vice President, Marketing Communication & Operations  
**AT&T**



**D. Keith Pigues**  
 Senior Vice President, Chief Marketing Officer  
**Ply Gem, Inc.**



**Dean Adams**  
 Director, Corporate Brand Management  
**3M**

Speakers

Company	Speaker Name	Title
3M Company	Dean Adams	Director, Corporate Brand Management
APC by Schneider Electric	Scott Olsen	Director, Global Price Management
AT&T	Alicia Dietsch	Vice President, Marketing Communication & Operations
B2B Magazine	Ellis Booker	Editor
Blue Shield of California	Seth Berman	Director of Marketing Strategy & Operations
Blue Shield of California	Sue de Leeuw	Director, Consumer Marketing
BP Products North America, Inc.	Joe Seeger	National Key Accounts Manager
City National Bank	Mark Middlebrook	Senior Vice President, Client Experience Management
Farmers Insurance	Shiv Gupta	Director, Insight & Innovations
Gerson Lehrman Group	Margaret Molloy	Vice President, Marketing
LyondellBasell Industries	D. Craig Blizzard	Global Division Director - New Business
Ply Gem, Inc.	D. Keith Pigues	Senior Vice President, Chief Marketing Officer
Siemens Medical Solutions	Don Fowler	Executive Vice President
Sybase, Inc.	Mark Wilson	Vice President, Corporate Marketing
The Bank of New York Mellon	Aniko Delaney	Managing Director
The Future of Less	Allen Kupetz	Author
The Venetian & The Palazzo Resort Hotel Casino	Rom Hendler	Vice President of Strategic Marketing
Virgin Mobile USA	Stacy Smollin Schwartz	Vice President Digital Marketing, Media & Advocacy
Zimmer Holdings, Inc	Don Lamping	Surgeon Communications (CRM)

Facilitators

Company	Speaker Name	Title
Adroit Consulting	Stan Martin	Chief Executive Officer
Direct Alliance	Judi Hand	Chief Executive Officer
EMM Group, Inc	Satprit S. Duggal	Chief Executive Officer
ICT Group	Dean Moothart	Vice President, Sales
MindComet	Doug White	Executive Vice President
Soundbridge	Eyal N. Danon	Senior Vice President
ZS Associates	Scott Sims	Principal

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