

Future of Sales Intelligence For Businesses Virtual Summit



#FSIB2024

Date: 30th January, 2024

Time: 12 HRS CET

Opening Remarks - 12:00-12:05

<p>Keynote 01 12:05-12:25</p>	<p>Leveraging Data Analytics for Sales Intelligence.</p>	<p>Dr. Christian Seebode Director Data Science & Analytics Products Novartis</p>	<p>Q&A 12:25 12:30</p>
<p>Keynote 02 12:30-12:50</p>	<p>Reserved for Sponsor</p>	<p>Reserved for Sponsor</p>	<p>Q&A 12:50 12:55</p>
<p>Keynote 03 12:55-13:15</p>	<p>Boosting Sales Performance with Artificial Intelligence.</p>	<p>Tom van Otterdijk Marketing Director Silent-Power AG</p>	<p>Q&A 13:15 13:20</p>
<p>Break - 13:20 - 13:25</p>			
<p>Keynote 04 13:25-13:45</p>	<p>Reserved for Speaker</p>	<p>Reserved for Speaker</p>	<p>Q&A 13:45 13:50</p>
<p>Keynote 05 13:50-14:00</p>	<p>Mastering Competitive Analysis for Sales Success.</p>	<p>Giovanni (Gio) Brusetti Director, Digital Marketing & Technology, Consumer now Kenvue Johnson & Johnson</p>	<p>Q&A 14:00 14:05</p>
<p>Keynote 06 14:05-14:25</p>	<p>Unlocking the Power of Predictive Analytics in Sales.</p>	<p>Uwe Burkardt Marketing Director TESA Technology</p>	<p>Q&A 14:25 14:30</p>

Keynote

07

14:30-14:50

TBA

Floriana Guardini
Director - Marketing Experimenttion
Program
UBS

Q&A

14:50

14:55

**Panel
Discussion**

14:55-15:15

**Future of Sales Intelligence for Businesses
in 2024 and Beyond: Trends that we can't
afford to miss.**

Dr. Christian Seebode	Director Data Science & Analytics Products	Novartis
Tom van Otterdijk	Marketing Director	Silent-Power AG
Giovanni (Gio) Brusetti	Director, Digital Marketing & Technology, Consumer now Kenvue	Johnson & Johnson
Uwe Burkardt	Marketing Director	TESA Technology
Floriana Guardini	Director - Marketing Experimenttion Program	UBS

Closing Remarks - 15:15-15:20

