



MarketsandMarkets Competitive and Market Intelligence Summit

13rd - 14th June 2019, Chicago, USA

EVENT OVERVIEW

Experts face the challenges in delivery of MI/CI/BI tool which has become integral for all the organizations to prove their sustenance. Now, is the time to bridge the gap between the strategic decision makers and strategic Intelligence. To learn this art of detection and delivery, join our **MarketsandMarkets Competitive and Market Intelligence Summit!** Master the art of data mining and extraction, real time data delivery, lean startup, by discussing the problem-solving skills. Recognize, the incidental applications based on vital technological tools for the issues like data management and impacts of government regulations.

Gear up with the forthcoming trends and disrupt their inherence. For the first time ever Market, Competitive and Business Intelligence are coming over at the remarkable stage, identifying the fuel to shoot your winning strategic decision making. We bring to you the use case implications to envision the outcomes and thereby, make requirements more proactive in system development. Collaborate and Conquer UX and CX, Data analytics to define ROI.

KEY HIGHLIGHTS

- Linking MI dots with BI
- Global trends of MI, CI & BI
- Discussing the Problem-Solving Skills for Overcoming Obstacles
- Cross industrial implications
- Understanding Context and Intent Is Key to Nailing CX

WHO SHOULD ATTEND?

Chiefs, President, Vice President, Director, Global Heads, Analysts, Seniors, Manager, Expert from the following departments;

Departments

- Marketing
- Market Intelligence
- Business Intelligence
- Sales
- Strategy
- Production Management
- Product Marketing
- Business Development
- Strategy/planning
- Corporate Planning
- R&D
- Product Innovation
- Executive management
- Research
- Analysis
- Other Marketing (customer success)
- Product Growth & Innovation

ADVISORY PANEL

- **William Chamberlin**, Market Development & Insights, **IBM**
- **Grant Martha**, Continental Automotive System, Customer Service, **Continental Corporation**
- **Steven Goedtke**, Senior Recruiter, **Micro Focus/HP**
- **John Barker**, Corporate Strategy, Product Development, Regulatory Compliance, Consultant

Meet our Esteemed Speakers

■ SPEAKER PANEL

- **Bill Chamberlin**, Distinguished Market Intelligence Professional, **IBM**
- **Igor Menghini**, Director, Strategic Insights and Analysis, **Roche**
- **Bret Toplyn**, Product Market Intelligence, **ABB**
- **Wilson ChristopherP**, Vice President Market Intelligence, **CVS Health**
- **Steven Goedtke**, Senior Recruiter, **Micro Focus (Formerly HP/Hewlett Packard Enterprise)**
- **John Barker**, Currently Seeking Position in Corporate Strategy, Product Development, **Regulatory Compliance**
- **Lori Wolfe**, Director Market Intelligence & Analysis, **Sungard Availability Services Ltd.**
- **Nicki Hubbard**, Marketing & Intelligence Management, **PolyOne Corporation**
- **Karina Besprosvan**, Datastoryteller Insight & Innovation Exponential Coach, **Sony Pictures Entertainment**
- **Nicole Stevenson**, VP Business Strategy & Marketing, **Flex**
- **Amy S. Gwinn**, Global Market Intelligence Leader, **The Dow Chemical Company**
- **Anamika Gupta**, Global Strategic Marketing Executive Leader, **Fujitsu**
- **Evan Brownstein**, Global Head of Marketing, **Wipro**

■ SPEAKER CONFIRMATIONS AWAITED FROM

- **Microsoft**
- **Xerox Corporation**
- **Google**
- **Dell**
- **Amazon**
- **Thermo Fisher Scientific**
- **Pfizer**

AGENDA 2019

DAY 01 13rd June
Thursday



07:55 Registration

08:55 Opening note by MarketsandMarkets

09:00 MarketsandMarkets' view over evolution of MI, CI & BI as an industry
Shailendra Singh (Shelly), Chief Operating Officer, MarketsandMarkets

09:30 The want, need and requirement for market intelligence processes-tools and services in the coming decade to demonstrate ROI

10:00 *Solution Provider Presentation*

10:30 Morning refreshment and Networking

MOVING AHEAD OF CHALLENGES

11:20 Round table discussion-How to get the data & analytics right? Overview with respect of MI, CI & BI across top industry segments

11:50 *Solution Provider Presentation*

12:20 Overcoming the challenges of data mining through big data analytics

12:50 Lunch and Networking

13:50 Resolving the issues of data assembly with quantitative Intelligence and irrelevant epidemiological data

CI, MI & BI- VITAL STRATEGIC TOOLS TO IMPACT BUSINESS GROWTH

14:20 Panel discussion – Understanding customer and user empathy through CX (Customer experience) and UX (User experience) with the use of various tools like Customer Journey Mapping

14:50 Lean Impact: Revolutionizing Social Good with the Lean Startup

15:20 *Solution Provider Presentation (Tools for UX and CX Use case)*

15:50 Afternoon Refreshments and Networking

ANTICIPATING DISRUPTION

16:40 Linking MI dots with BI- How Big Data is utilized for MI programs?

17:10 Green field opportunities of self-service analytics and reproductive research: MarketsandMarkets' perspective

AGENDA 2019

DAY 01 13rd June
Thursday

17:40 Panel discussion – Necessity of analytics for organizational transformation

18:10 Closing remarks by Chairman

18:15 Networking and Drinks Reception

19:15 End of Day 1

AGENDA 2019

DAY 02 14th June
Friday



08:30 Registration

08:55 Opening note by MarketsandMarkets

REGULATORY IMPACTS & MARKET INTELLIGENCE

09:00 Understanding the role of regulatory body in data access and management

09:30 Strategies/guidelines for implementation of MI

10:00 Solution Provider Presentation

10:30 Use case on adoption of MI/CI/BI

11:00 Morning refreshment and Networking

THE CLIENT CONUNDRUM

11:40 MarketsandMarkets' view over future trend forecast through predictive analysis

12:10 Competitive/comparative strategy- A long term action plan for sustainability

12:40 Solution Provider Presentation

13:10 Case study on CRAYON- A Market Intelligence and Competitive Intelligence platform using AI for providing solutions

13:40 Lunch Break and Networking

14:30 Panel discussion: AI- Boon or bane for MI, BI & CI?

15:00 Identifying talents for innovative strategy building

15:30 Round table discussion: Market Intelligence with 5 R's (Right People, Right Skills, right Roles, Right Time, Right Cost) of workforce in making right decisions

16:00 End of Conference