

MarketsandMarkets Competitive and Market Intelligence Summit

13th - 14th June 2019, Chicago, USA

An Exclusive
Strategic Summit
For MI/CI
Professionals



**Learn New Business
Intelligence Analytical
Methods and
Techniques**

Key Highlights

- Understand Market Intelligence/Competitive Intelligence Gaps
- Develop a More Proactive Market & Competitive Intelligence Strategy
- Learn Problem-Solving Skills for Overcoming Obstacles
- Turn Data into Strategic Insights
- Use Data to Improve Customer Experience and User Experience



Learn New Business Intelligence Analytical Methods and Techniques

Where does your success begin? With constant development emerging in global marketing scenario, things have become far more complicated than it seems. Market Intelligence gives a holistic view over the depth of any industry, economically and ideologically. Smarter Solutions comes under the umbrella of market, competitive and business Intelligence that helps organizations improve their measurement and strategic planning. Smarter the solutions, better the outcomes.

The 4 big questions



Market Intelligence: Proactive v/s reactive with the internal stakeholders. Does the role end with providing one-time intelligence or marrying objectives behind the research?



Are there any Market Intelligence gaps in extended value chain?



B2B Market place platform: Deep dive benchmarking of providers getting digitalized- A reality or a myth?



Getting ahead of greenfield opportunities – How they play out between startup and legacy?

MarketsandMarkets is proud to host the “MarketsandMarkets Competitive and Market Intelligence Summit” which will take place on 13th & 14th June 2019 in Chicago. The event will witness an overwhelming participation of leading industry brains from Fortune 500 companies.

Who should attend:

The MarketsandMarkets Competitive and Market Intelligence Summit is an exclusive event for Strategic Competitive and Market Intelligence folks. Qualifying decision influencers and decision across industry. This is an exclusive strategic forum providing an interactive platform for the strategy decision makers where the best use cases would be presented by experts from Fortune 500 companies.

Active organization-Market Intelligence/Competitive Intelligence/Business Intelligence or, Active business unit working closely with the above groups along with core organizational professionals like,

- Market Analyst
- Social analytics/social insights
- Competitive insights
- Market Research
- Financial insights analysis
- Marketing executive
- Marketing manager
- Product manager
- Business Intelligence managers
- Data Science executives





Four Panel Sessions

A Discussion Session 1: Market Intelligence: Proactive v/s reactive with the internal stakeholders. Does the role end with providing one-time intelligence or marrying objectives behind the research?

MI organizations' support in strategic decision-making will remain essential for decision-maker. Developing, monitoring and implementing counter-intelligence tactics. It plays a vital role in packaging and communicating data insights to drive stake-holder decision making.

B Discussion Session 2: Are there any Market Intelligence gaps in extended value chain

What newer technologies and use cases are likely to impact your customers and your customer's customer, will that impact your business as well? Being the gatekeeper of information isn't a task that can fall by the wayside because of increasing demand. Therefore, you need to identify a more efficient way for your team to meet goals even with the influx of research requests for competitive and market intelligence. Use your market knowledge for greater strategic use with an eye on a better future at work.

C Discussion Session 3: Leveraging Analytics & Intelligence to transform organizations and improve Customer Experience

How to turn data into Strategic Insights? Knowing where and how your ideal customer consumes their information, what is going to drive them to purchase and subscribe, and executing a plan to take advantage of that knowledge. Understanding customer and user empathy. Is Market Intelligence around suppliers and buyers needs getting more digitalized and real time as against conventional way?

D Discussion session 4: Getting ahead of greenfield opportunities – how they playout between startup and legacy?

Change is a constant in business and the speed of change is accelerating. For new emerging trends and technologies, being a large or stable organization is not much of an advantage anymore. It is an even playing field for start-ups and legacy companies alike. In such scenarios, is the starting point defining leadership? How can companies get ready to stay ahead?

Topics include:

- Competitive intelligence techniques
- How to get a seat at the executive table?
- How to turn data into Strategic Insights?
- Using data to Improve Customer Experience
- Market Intelligence and Competitive Intelligence techniques for emerging opportunities
- Competitive Intelligence, Market Intelligence & Business Intelligence- Vital Strategic tools impacting business growth

MarketsandMarkets Keynote



Shailendra Singh (Shelly)
Chief Operating Officer
MarketsandMarkets

Advisory Panel



William Chamberlin,
Distinguished Market
Intelligence Professional,
IBM Research



Grant Martha
Continental Automotive System,
Customer Service, **Continental
Corporation**



Steven Goedtko
Senior Recruiter
Micro Focus/HP



John Barker
Corporate Strategy, Product
Development, **Regulatory
Compliance, Consultant**

Supporting Association



Media Partner





Speaker Panel



Bret Toplyn, Product Market Intelligence, **ABB**



Maggie A. Pax, Vice President, Strategy and Marketing, **Thermo Fisher Scientific**



Karina Besprosvan, Datastoryteller Insight & Innovation Exponential Coach, **Sony Pictures Entertainment**



Anamika Gupta, Global Strategic Marketing Executive Leader, **Fujitsu**



Sam Hanna, Associate Dean, **American University**



William Chamberlin, Distinguished Market Intelligence Professional, **IBM Research**



Igor Menghini, Director, Strategic Insights and Analysis, **Roche**



Ajay Gupta, Global Director, Product Marketing and Product Management, **Huawei**



Jessica Williams, Research and Strategy, Market & Talent Intelligence, **Microsoft**



John Barker, Former VP Strategy and Competitive Intelligence, **Wolters Kluwer**



Sachin Bahad, Associate Director, Global Market Intelligence, **MERCK**



Lori Wolfe, Director Market Intelligence & Analysis, **Sungard Availability Services Ltd.**



Aaron Bresnahan, President & Managing Director, **Wärtsilä Inc**



Kevin M. W., Head of Multicultural Marketing, **BMW**



Jonathan Beland, Competitive and Market Intelligence Lead, **Lockheed Martin**



Wilson Christopher, Vice President Market Intelligence, **CVS Health**



Sudeep Maity, Market Intelligence Analytics Manager, **Amazon**



Evan Brownstein, Global Head of Marketing, **Wipro**



Nicki Hubbard, Marketing & Intelligence Management, **PolyOne Corporation**



Steven Goedtke, Senior Recruiter, **Micro Focus-HP**

Agenda at a Glance

THURSDAY
13TH JUNE 2019

07:55 Registration

08:55 Opening note by MarketsandMarkets'

09:00 **MarketsandMarkets Keynote: Re-engineering our revenue impact engagement- A step towards prioritizing strategies**
Shailendra Singh (Shelly), Chief Operating Officer, MarketsandMarkets

09:30 ***Keynote Presentation:* Fuel Account Based Marketing through Artificial Intelligence driven Account Based Intelligence**

- Account Based Marketing is a journey. Wherever you are in that journey, Account Based Intelligence is the foundation for your account based strategy
- Shift from Data to ABI (Account Based intelligence) and the challenge of quality and scale
- The future and potential of AI (Artificial Intelligence) combined with ABI to fuel ABM Account Based Marketing

Anamika Gupta, Director, Head of Account Based Marketing, Fujitsu

10:00 **Overcoming Data Mining Challenges: Difficult Access to Data & Data driven analytics for smarter decisions**

10:30 [Morning refreshment and Networking](#)

MOVING AHEAD OF CHALLENGES

11:20 **Discussion Session 1- Market Intelligence: Proactive v/s reactive with the internal stakeholders. Does the role end with providing one-time intelligence or marrying objectives behind the research?**
MI organizations' support in strategic decision-making will remain essential for decision-maker. Developing, monitoring and implementing counter-intelligence tactics. It plays a vital role in packaging and communicating data insights to drive stake-holder decision making.

11:50 **Lean Impact: Revolutionizing Social Good with the Lean Startup**

12:20 **Data driven analytics for smarter decisions**

- Intelligence and analytics company structures and their pros and cons
- Data-driven decisions in an organization
- Tools that we use to collect and distribute intelligence
- How we are evolving to share these approaches with our clients

Bret Toplyn, Product Market Intelligence, ABB

12:50 [Lunch and Networking](#)

13:50 **Panel Discussion - leveraging Analytics & Intelligence to transform organizations**

CI, MI & BI- VITAL STRATEGIC TOOLS IMPACTING BUSINESS GROWTH

14:20 **Discussion Session 2: Are there any Market Intelligence gaps in extended value chain: what newer technologies and use cases are likely to impact your customers and your customer's customer, will that impact your business as well?**

Being the gatekeeper of information isn't a task that can fall by the wayside because of increasing demand. Therefore, you need to identify a more efficient way for your team to meet goals even with the influx of research requests for competitive and market intelligence. Use your market knowledge for greater strategic use with an eye on a better future at work.

Agenda at a Glance

THURSDAY
13RD JUNE 2019

14:50 *Keynote Presentation:* **Market Intelligence - A tool for overall transformation**

- Market Intelligence methods for developing market insights around emerging technologies
- What type of professional skills are required in a corporate Market Intelligence organization
- Need for a strategic marketing plan for Market Intelligence content and services within a corporate environment

William Chamberlin, Distinguished Market Intelligence Professional, **IBM Research**

15:20 **Competitive/comparative pricing strategy- A long term action plan for sustainability**

15:50 **Afternoon Refreshments and Networking**

ANTICIPATING DISRUPTION

16:40 **Knowledgestore**

Man-Machine combination to find impact of one market on other market; no market in the world is independent; there is no platform in the world which correlate markets; Knowledgestore has analyst generated research and machine algorithm to identify the interconnection between direct and indirectly connected adjacent markets of your ecosystem.

17:10 **What's next in Intelligence?**

- Intro to Talent Intelligence
- Moving from one-off to an intelligence foundation
- Sneak peek at Market Intelligence tools coming from Microsoft

Jessica Williams, Research and Strategy, Market & Talent Intelligence, **Microsoft**

17:40 **The use of algorithms in business intelligence operations to anticipate customer buying/investing behavior**

Aaron Bresnahan, President & Managing Director, **Wärtsilä Inc.**

18:10 **Closing remarks by Chairman**

18:15 **Networking and Drinks Reception**

19:15 **End of Day 1**

Agenda at a Glance

FRIDAY
14TH JUNE 2019

08:30 Registration

08:55 Opening note by MarketsandMarkets

REGULATORY IMPACTS & MARKET INTELLIGENCE

09:00 Identifying roles of regulatory body in data access and management

09:30 Strategic guidelines for implementation of market intelligence

10:00 Identifying the critical capabilities required for innovative strategy building

10:30 Use case on adoption of Market Intelligence/Competitive Intelligence/Business Intelligence

11:00 [Morning refreshment and Networking](#)

THE CLIENT CONUNDRUM

11:40 **Discussion session 3: Getting ahead of greenfield opportunities – how they play out between startup and legacy**

Change is a constant in business and the speed of change is accelerating. For new emerging trends and technologies, being a large or stable organization is not much of an advantage anymore. It is an even playing field for start-ups and legacy companies alike. In such scenarios, is the starting point defining leadership? How can companies get ready to stay ahead?

12:10 **Digital Transformation using Intuitive Networks and Smart Analytics for Enterprise Networks**
Ajay Gupta, Global Director, Product Marketing and Product Management, **Huawei**

12:40 **Avoiding tortious interference in Competitive Intelligence to avoid third party damages**

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

13:40 [Lunch Break and Networking](#)

14:30 **Discussion Session 4: Leveraging Analytics & Intelligence to transform organizations and improve Customer Experience**

How to turn data into Strategic Insights? Knowing where and how your ideal customer consumes their information, what is going to drive them to purchase and subscribe, and executing a plan to take advantage of that knowledge. Understanding customer and user empathy. Is Market Intelligence around suppliers and buyers needs getting more digitalized and real time as against conventional way?

15:00 **Keynote Presentation: Competitive Intelligence: Getting Unstuck**

- Learn how to make competitive intelligence relevant to senior executives
 - Understand how agile applies to competitive intelligence
 - Gain perspective on how go-to-market is nothing more than competitive intelligence brought to life
- Maggie A. Pax**, Vice President, Strategy and Marketing, **Thermo Fisher Scientific**

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

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Network with leading industry experts

- Explore concise and well-informed perspectives on important technology dynamics instrumental in reshaping the business environment
- Only forum with Tier 1 company speakers
- Gear up with the forthcoming trends and disrupt their inherece by sharing your thoughts over trending topics on panel discussion
- Best Use Cases implication presented by leading strategy executives to envision the outcomes
- Improv Workshop: How to leverage diverse minds for innovative ideas through collective brainstorming?

Venue

Chicago, USA

