

# CONFERENCE DAY ONE - TUESDAY OCTOBER 15

9AM  
10AM  
11AM  
12PM

	SCALE STAGE	GROWTH STAGE	TRACTION STAGE	ACCELERATE STAGE	PODCAST STAGE	WORKSHOP STAGE	BEHIND THE SCENES
9:00	<b>SaaStock opening</b> Alex Theuma, Founder & CEO, SaaStock						
9:20	<b>Sales as a science</b> Jacco vanderKooij, Founder & CEO, Winning by Design						
9:40	<b>Building a global business from India</b> Arun Mani, President, Freshworks Europe						
10:00	<b>Driving disruptive growth in the feedback economy</b> Alyssa Newcomb, Reporter, NBC & Fortune (M) Leela Srinivasan, CMO, SurveyMonkey;	<b>Chairperson's opening remarks</b> Beatrice Aliprandi, VC Investor, Talis Capital					
10:20	<b>What happens after product-market fit?</b> Des Traynor, Co-Founder, Intercom	<b>The unglamorous reality of growing a European SaaS business</b> Glenn Cahill, VP Commercial EMEA, New Relic	<b>Chairperson's opening remarks</b> Kate Fairhurst, CEO, GrowthMinds				
10:40	<b>How to grow a prize Kabbage</b> Christoph Janz, Partner, Point Nine Capital (M) Kathryn Petralia, Co-Founder, Kabbage	<b>Practical tips for scaling a product engineering team in your SaaS company</b> John Doran, Director of Engineering, Phorest	<b>The 7 deadly lies founders tell themselves and others</b> Steli Efti, CEO, Close	<b>Global Pitch Competition Semi-Finals - Session 1</b> 6 of our top 24 companies in the Startup Program will pitch in front of a panel of guest judges for a spot in the Live Finals. Watch out for our special guests joining the the judging panel.			
11:00	<b>COFFEE &amp; NETWORKING</b>	<b>Insights from 500+ SaaS companies on how to grow faster in 2019</b> Elizabeth Cain, Partner, OpenView Kyle Poyar, VP, Market Strategy, OpenView	<b>If you back yourself, pay yourself</b> Jan Marius Marquadt, Founder & CEO, COYO	<b>COFFEE &amp; NETWORKING</b>	<b>The Top interviews</b> Leela Srinivasan, CMO, SurveyMonkey	<b>Architecting AI solutions for global scale</b> Brian Lynch, Google	
11:30	<b>The tech taboo: Celebrating the failures it takes to succeed</b> Jennifer Lin, Product Manager, Google	<b>Your precision scorecard: The core metrics you need at each function</b> Dan Martell, Founder, SaaS Academy	<b>The life-changing art of letting go</b> David Okuniev, Co-Founder, Typeform (M) Joaquim Lecha, CEO, Typeform		<b>Hey Salespeople interviews</b> Leela Srinivasan, CMO, SurveyMonkey		
11:50	<b>Scaling &amp; exiting: Dreams, designs &amp; dramas</b> Godard Abel, Co-Founder & CEO, G2	<b>Managing the executive committee</b> Kevin Kimber, CEO, Rimilla	<b>Art or science: Looking through the lens of a SaaS investor</b> Jos White, General Partner, Notion Capital	<b>Global Pitch Competition Semi-Finals - Session 2</b> 6 of our top 24 companies in the Startup Program will pitch in front of a panel of guest judges for a spot in the Live Finals.	<b>ProfitWell interviews</b> Sydney Sloan, CMO, SalesLoft		<b>From operator to VC, a personal story</b> Sarah Noeckl, Femstreet, Dawn Capital
						<b>COFFEE &amp; NETWORKING</b>	

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3PM

## SCALE STAGE

**12:10 Everyone is sick of the internet. And what that means for SaaS**  
Michael Carden, CEO, Joyous

**12:30 State of SaaS in 2019**  
Nathan Latka, Founder & CEO, SaaS Database, GetLatka.com

**13:00 LUNCH & NETWORKING**

**13:40 How SaaS companies fail in growth and scale**  
Patrick Campbell, Co-Founder & CEO, Profitwell

**14:00 A playbook for international expansion**  
Dave Grow, President & COO, Lucidchart

**14:20 The view from LatAm**  
Eric Santos, CEO, RD Station (M)  
Alessio Alionço, Founder & CEO, Pipefy

**14:40 US market entry demystified**  
Alex Kayyal, VP, Corporate Development & Partner Salesforce Ventures (M); Poppy Gustafsson, Co-CEO & Founder, Darktrace

## GROWTH STAGE

**12:00 Refocusing your priorities on profitability**  
Thomas Smale, Founder, FE International (M)  
Carrie Osman, Founder & CEO, Cruxy & Co.  
Alexander Peiniger, Co-Founder & CEO, quintly,  
Noa Wolfson, Investor, SGEP

**12:40 LUNCH & NETWORKING**

**13:20 When product-market fit does not equal growth**  
April Dunford, Founder, Rocket Launch Marketing

**13:40 The next evolution of growth: Becoming mature and process orientated**  
Andrei Brasoveanu, Partner, Accel (M)  
Geeta Schmidt, CEO, Humio

**14:00 Leverage buyer intent to perfect sales and marketing strategies**  
Thibaut De Lataillade, MVP, GetApp & Gartner Digital Markets | Thibaut Davoult, Growth Engineer, Livestorm

**14:20 The life-changing magic of behavioral pricing (or how to Mari Kondo your SaaS)**  
Emily Ellis, Head of Pricing, Boston Consulting Group

**14:40 How to succeed in a dominated market**  
Guillaume Cabane, Founder, Growth Ex Machina (M) | Jason VandeBoom, Founder & CEO, ActiveCampaign | Alonso Bustamante, Special Projects, Cloudflare | Briehan Burke, Investor, Keen Venture Partners

## TRACTION STAGE

**12:00 Early stage fundraising: Unmissable VC insights**  
Cayetana Hurtado, Associate, Balderton Capital; Matt Brennan, Partner, General Catalyst; Maria Wagner, Investment Director, Beringea

**12:40 LUNCH & NETWORKING**

**13:20 Avoiding vanity metrics and cutting through the noise**  
Janna Bastow, Co-Founder, Mind the Product

**13:40 It's the HR department, stupid**  
Mark McDermott, CEO, Screenshot

**14:00 The biggest sales mistakes you make as an early stage startup**  
Patricia Duchene, VP of Sales & GM of EMEA, Wrike

**14:20 The product should sell itself... right?**  
Brian Lynch, Head of Cloud Partner Engineering, Google Cloud (M)  
Massimo Arrigoni, CEO, BEE by MailUp Group  
Jakko Paalanen, CRO, Leadfeeder  
Hannah Dawson, CEO, Futrli

## ACCELERATE STAGE



**12:30 LUNCH & NETWORKING**

**13:30 Global Pitch Competition Semi-Finals - Session 3**  
6 of our top 24 companies in the Startup Program will pitch in front of a panel of guest judges for a spot in the Live Finals. Watch out for our special guests joining the the judging panel

## PODCAST STAGE

**12:00 Growth Everywhere interviews Sydney Sloan, CMO, SalesLoft**

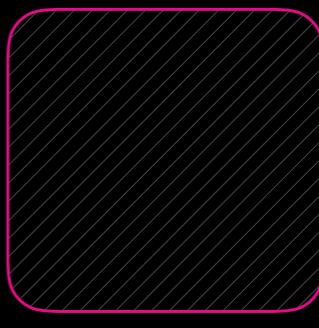
**12:30 Growth Everywhere interviews Jason VandeBoom, Founder & CEO, ActiveCampaign**

**13:00 SaaSStock Unplugged**  
Codard Abel, Co-Founder & CEO, G2; Phillippe Botteri, Partner, Accel

**13:15 The Top interviews**  
Codard Abel, Co-Founder & CEO, G2

**13:30 LUNCH & NETWORKING**

**14:00 Growth Everywhere interviews**  
Des Traynor, Co-Founder, Intercom



## WORKSHOP STAGE

**12:00 European Innovation Council Accelerator: Grants and equity for breakthrough innovations and scaling up innovative companies**  
Katerina Borunska, European Innovation Council Task Force, European Commission

**13:00 LUNCH & NETWORKING**

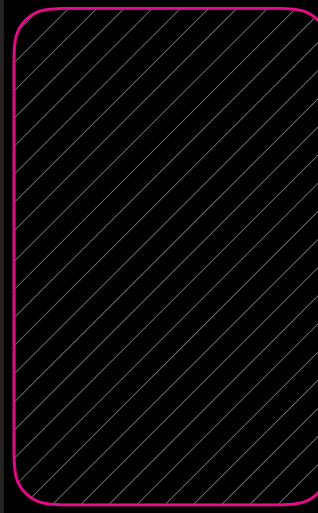
**13:30 Rocket Fuel: 7 keys to rapidly scaling a demand gen machine**  
Adam Goyette, VP Demand Generation, G2

**14:30 COFFEE & NETWORKING**

## BEHIND THE SCENES

**12:00 Navigating a career in the 5%**  
Kim Mackenzie-Doyle, Voxgig

**13:00 LUNCH & NETWORKING**



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3 PM	<p><b>15:00 Forget the US, our next step is Asia</b> Dominic Powers, CEO, CtrlShift (M) Julian Low, Co-Founder, Zopim Adriana Lica, Head of Commercialization for PayMe, HSBC Anna Gong, CEO &amp; Founder, Perx Technologies</p>	<p><b>15:20 COFFEE &amp; NETWORKING</b></p>	<p><b>15:00 COFFEE &amp; NETWORKING</b></p>	<p><b>15:00 Keynote by CMS</b> Tom Jameson, Partner, Transaction Team, CMS Check our online agenda for updated information</p>	<p><b>15:00 Inside Intercom interviews</b> Michael Litt, CEO, Vidyard</p>	<p><b>15:00 Scale your sales</b> Steli Efti, CEO, Close</p>	
4 PM	<p><b>15:40 COFFEE &amp; NETWORKING</b></p>	<p><b>15:50 A framework for growth: Three decisions to scale your business</b> Kieran Flanagan, VP Marketing, HubSpot</p>	<p><b>15:40 SaaS product management: Embracing open customer communication</b> Valentina Thörner, Head of Product, Klaus</p>	<p><b>15:30 Global Pitch Competition Semi-Finals - Session 4</b> 6 of our top 24 companies in the Startup Program will pitch in front of a panel of guest judges for a spot in the Live Finals. Watch out for our special guests joining the the judging panel</p>			
	<p><b>16:10 Who's afraid of leveraging the platform play?</b> Chris Hemingway, Regional VP, ISV &amp; OEM, EMEA Region North, UK &amp; Emerging Markets, Salesforce</p>	<p><b>16:10 Keynote</b> Rory O'Connor, Founder &amp; CEO, Scurri</p>	<p><b>16:00 How companies are building in a cloud-driven ecosystem</b> Darragh Quinn, EMEA Sales Director, Looker</p>				<p><b>16:00 Working while black</b> Andrea Long, Global Diversity Events Manager, Twilio</p>
	<p><b>16:30 The playbook for reigniting growth</b> Aaron Ross, Co-CEO, Predictable Revenue</p>	<p><b>16:30 How to find and hire a marketing executive</b> Sujan Patel, Co-Founder, Mailshake</p>	<p><b>16:20 How to create a value-based dashboard for your users</b> Peter Loving, Founder, Front Digital</p>				
	<p><b>16:50 Strategies for successfully moving upmarket</b> Rephael Sweary, Co-Founder &amp; President, WalkMe</p>	<p><b>16:50 Internal interoperability will supercharge your PLG strategy</b> Jesper Frederiksen, VP &amp; GM, EMEA, Okta (M) Chloé Giard, Investment Director, Idinvest Partners Conor O'Loughlin, CEO, Glofox Nazma Qurban, Chief Revenue Officer, Cognism</p>	<p><b>16:40 Unleashing AI: Learnings from 1,600 startups</b> David Kelnar, Partner &amp; Head of Research, MMC Ventures</p>				
	<p><b>17:10 Reverse freemium: Scaling product from enterprise to pro to free</b> Micheal Litt, CEO, Vidyard</p>		<p><b>17:00 Chairperson's closing remarks</b></p>		<p><b>16:30 The Top interviews</b> Anna Gong, CEO &amp; Founder, Perx</p>		
	<p><b>17:30 From Europe to NASDAQ</b> Adam Kostyál, SVP of Listing Services, EU, NASDAQ Richard Anton, Co-Founder &amp; General Partner, Oxx</p>				<p><b>16:45 Growth Marketing Podcast interviews</b> Christian Owens, CEO, Paddle</p>		
					<p><b>17:15 Growth Marketing Podcast interviews</b> Patrick Campbell, Co-Founder &amp; CEO, ProfitWell</p>		
6 PM							

# CONFERENCE DAY TWO - WEDNESDAY OCTOBER 16

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	SCALE STAGE	GROWTH STAGE	TRACTION STAGE	ACCELERATE STAGE	PODCAST STAGE	WORKSHOP STAGE	BEHIND THE SCENES
9:00 - 9:20			08:30 Wakeup Rave & Survivors' Breakfast				
9:20 - 9:40	9:20 SaaStock welcome Alex Theuma, Founder & CEO, SaaStock		9:30 Chairperson's opening remarks Natalie Novick, Research Editor, TechEU				
9:40 - 10:00	9:40 Accel 2019 Euroscope: The Rise of Europe Philippe Botteri, Partner, Accel, Maxim Filippov, Investor, Accel	09:45 Chairperson's opening remarks Keji Mustapha, Head of Network Operations, Connect Ventures	9:40 Keynote from Alastair Mitchell, Partner, EQT Ventures				
10:00 - 10:20	10:00 Cloud startups: Gold rush to hunger games and beyond Rory O'Driscoll, Partner, Scale Venture Partners	10:00 Keynote from	10:00 Reverse Pitch Carrie Osman, CEO, Cruxy & Co. (M); Michael Treskow, Partner, Eight Roads Ventures   Georg Glatz, Investment Manager, Nauta Capital   William McQuillan, Partner, Frontline Ventures;   Evgenia Plotnikova, Principal, Dawn Capital   Jacco vanderKooij, Founder, Winning by Design   Hannah Chaplin, CEO, Receptive/Pendo	10:00 Lightning Talks: "The Future of" by SaaS Founders Our top "Rise" Startups will take the stage for a 10 minute Lighting Talk, telling their vision of "The Future of..." Moderated by Zendesk			10:00 Stakeholders instead of shareholders: Putting people first and growing sustainably Natalie Nagele, Wildbit
10:20 - 10:40	10:20 Live and let die: How abandoning a 7 million business turned into billions Sydney Sloan, CMO, SalesLoft	10:20 Everyone has an AI story: Separating myth from facts Matt Rogers, Head of SaaS Initiative, Global Technology Partners, Google Cloud			10:20 Inside Intercom interviews Nick Franklin, CEO, Chart Mogul		
10:40 - 11:00	10:40 Nailing and scaling your global go-to-market strategy Jonno Southam, Venture Capital Business Development, AWS   Matthew Scullion, CEO, Matillion	10:40 Five steps to a strategic exit Hazel Moore, Co-Founder & Chair, FirstCapital	10:40 Common sense business (in a world gone mad!) Ed Byrne, Co-Founder & General Partner, Scaleworks				
11:00 - 11:20	11:00 Death is inevitable: Building a business that outlives you Patrick Campbell, CEO, Profitwell	11:00 Mergers, acquisitions and exits Alex Theuma, Founder & CEO, SaaStock (M) Chris Wickson, Co-Founder, Akkroo Patrick Barnes, Director of Product Management, G2 Hannah Chaplin, Director of Product Management, Pendo	11:00 From e-commerce to SaaS: Fundraising learnings from multiple ventures Guillem Sague, Partner Nauta Capital Paul Schwarzenholz, Co-Founder, Zenloop	11:30 Pitch The Press Join this session for a live demonstration of best practice for interviews with the press. With real-time feedback, 3 startups and 3 journalists will demonstrate the dos and don'ts to ensure you're making the right kind of impression. Ariel Kramer, Chief Communications Officer, CELLINK Amy Lewin, Senior Reporter, Sifted Alyssa Newcomb, Reporter, NBC News, Fortune	11:00 Inside Intercom interviews Kate Fairhurst, CEO, GrowthMinds		11:00 Going remote, a personal story Nick Franklin, ChartMogul
11:20 - 11:40	11:20 COFFEE & NETWORKING	11:40 The five ways startups turn into scale-ups Christian Owens, CEO, Paddle			11:30 The SaaS Revolution Show Unplugged Elias Torres, CTO & Co-Founder, Drift		
11:40 - 12:00							
12:00 - 12:30							
12:30 - 1:00							

# CONFERENCE DAY TWO - WEDNESDAY OCTOBER 16

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## SCALE STAGE

- 12:00 Fast growth continued: How to maintain high growth rates past \$10M ARR**  
Hanno Renner, Co-Founder & CEO, Personio
- 12:20 The brave new world of customer relationships**  
Henrique Aragao, VP & GM EMEA, G2
- 12:40 Building a brand to generate demand**  
Alison Murdock, CMO, Social Chorus
- 13:00 The future of business**  
Derek Anderson, Co-Founder & CEO, Bevy
- 13:20 LUNCH & NETWORKING**
- 14:00 Beyond the click economy. The golden era of SaaS**  
Claire Hughes Johnson, COO, Stripe
- 14:20 Building hyper-scalable hybrid clouds**  
Eltjo Hofstee, MD, Leaseweb  
Adam Surak, Director of Infrastructure & Security, Algolia
- 14:40 SaaSStock Pitch Competition: Grand Finale**  
Gabriel Pizzolante, Global Community & Startup Initiatives Lead, SaaSStock

## GROWTH STAGE

- 12:00 Empowering a team of digital superheroes**  
Liam Martin, Co-Founder & CMO, TimeDoctor, staff.com, Running Remote (M)  
Ryan Burke, VP, Sales, InVision  
Nick Franklin, CEO, ChartMogul  
Natalie Nagele, Co-Founder & CEO, Wildbit  
Bridget Harris, CEO, youcanbookme
- 12:40 LUNCH & NETWORKING**
- 13:20 The psychological impact of entrepreneurship: Design your life & company for sustained success**  
James Ski, Founder, Sales Confidence
- 13:40 How to address tech's ongoing mental health catastrophe**  
Amy Lewin, Senior Reporter, Sifted (M)  
Joe Krancki, Venture Partner, Frog Capital  
Nicola McClafferty, Investment Director, Draper Esprit
- 14:20 Fireside Chat**  
Ben Tickler, VP, Silicon Valley Bank UK (M)  
Olli Nokso-Koivisto, CEO, Leadesk
- 14:40 Crafting a metrics-driven customer success engine**  
Alexandre Prot, CEO & Co-Founder, Qonto

## TRACTION STAGE

- 11:40 It's no longer about to VC or not to VC - it's about how, when, and why**  
Marvin Liao, Partner, 500 Startups (M)  
Andrew Jenkins, Co-Founder & CEO, Conviction Investment Partners  
Peter Coppinger, Founder & CEO, teamwork.com  
Daria Dubinina, Co-Founder & CEO, Crassula
- 12:20 LUNCH & NETWORKING**
- 13:00 The Unicorn Trajectory: Who to hire and when to hire them**  
Jos White, General Partner, Notion Capital
- 13:15 The Unicorn Trajectory: A data deep-dive**  
Maddy Cross, Talent Director, Notion Capital
- 13:55 The Unicorn Trajectory: Exploring the insights**  
Jos White, General Partner, Notion Capital (M)  
Conor O'Loughlin, CEO, Glofox  
Arun Mani, President, Freshworks  
Jesper Frederiksen, VP & GM, EMEA, Okta
- 14:35 The Unicorn Trajectory: Q&A**  
Jos White, General Partner, Notion Capital

## ACCELERATE STAGE

- 11:30 Pitch The Press**  
Join this session for a live demonstration of best practice for interviews with the press. With real-time feedback, 3 startups and 3 journalists will demonstrate the dos and don'ts to ensure you're making the right kind of impression.  
**Ariel Kramer, Chief Communications Officer, CELLINK**  
**Amy Lewin, Senior Reporter, Sifted**  
**Alyssa Newcomb, Reporter, NBC News, Fortune**
- 12:20 LUNCH & NETWORKING**
- 13:30 Lightning Talks: "What is wrong with" by SaaS Founders**  
Our top "Rise" Startups will take the stage for a 10 minute Lighting Talk, discussing "What is wrong with.."  
**Moderated by Zendesk**

## PODCAST STAGE

- 12:15 The Top interviews**  
Andrew Parker, Director of Venture & Growth, Silicon Valley Bank
- 12:30 Girls in Tech Dublin interviews**  
Philippe Botteri, Partner, Accel
- 13:00 Girls in Tech Dublin interviews**  
Alison Murdock, CMO, Social Chorus
- 13:30 LUNCH & NETWORKING**
- 14:00 Girls in Tech Dublin interviews**  
Marvin Liao, Partner, 500 Startups
- 14:30 Girls in Tech Dublin interviews**  
Andrea Long, Global Diversity Events Manager, Twilio
- 15:00 Growth Everywhere interviews**  
Patrick Campbell, Co-Founder & CEO, ProfitWell

## WORKSHOP STAGE

- 12:00 COFFEE & NETWORKING**
- 12:30 Going upstream with software marketplaces**  
John Jahnke, CEO, Tackle.io
- 13:30 LUNCH & NETWORKING**

## BEHIND THE SCENES

- 12:00 Squaring the circle: Managing leadership and single motherhood**  
Valentina Thörner, Klaus
- 13:00 LUNCH & NETWORKING**
- 14:00 Handling toxic relationships when it gets really bad**  
Jeff Kofman, Trint

# CONFERENCE DAY TWO - WEDNESDAY OCTOBER 16

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## SCALE STAGE

**14:40 SaaSStock Pitch Competition: Grand Finale continued**

**15:20 Bulls & bears: Category creation**  
Mark Organ, Founder, Influitive (M)  
Elias Torres, Co-Founder & CTO, Drift  
Alon Waks, VP, Marketing, Bizzabo  
Dan Stienman, GM, EMEA, Gainsight

**16:00 The struggle: Real talk from scaling CEOs**  
Ariel Kramer, Chief Communications Officer, CELLINK (M); Hande Çilingir, Co-Founder & CEO, Insider

**16:20 Creating a culture that empowers your employees**  
Andrea Long, Global Diversity Events Manager, Twilio

**16:40 Retaining top SaaS talent: How to build an environment fit for growth**  
Sarah Manning, Director, Global HR Business Partnering, HR Director, EMEA, Zendesk (M)  
Jeff Kofman, CEO & Founder, Trint  
Robbie O'Connor, Head of EMEA, Asana

**17:20 Closing remarks**

## GROWTH STAGE

**15:00 Don't just close a ticket, solve a problem: How companies can use CS for growth**  
Ravinder Dhaliwal, Investor, Crane VC

**15:20 What I learned interviewing 50+ product leaders in a year**  
Eric Boduch, Co-Founder & Chief Evangelist, Pendo

**15:40 7 game-game-changing marketing hacks that will give you an unfair advantage**  
Eric Siu, CEO, ClickFlow

**16:00 8 lessons learned from 20 years in SaaS leadership**  
John Thompson, Director, Briggs Associates

**16:20 Closing remarks**

## TRACTION STAGE

**15:00 SaaS crystal ball: Forecasting the future**  
Jonno Southam, Venture Capital Business Development, AWS (M)  
Jos White, General Partner, Notion Capital  
Maev Kneafsey, Founder & CEO, CloudKPI  
Goddard Abel, Founder & CEO, G2  
Mike Silvey, Co-Founder and EVP, Moogsoft

## ACCELERATE STAGE

**15:00 Lightning Talks: "How I raised...." by SaaS Founders**  
Our top "Rise" Startups will take the stage for a 10 minute Lighting Talk, sharing their story of "How I raised...".  
**Moderated by Zendesk**

## PODCAST STAGE

## WORKSHOP STAGE

## BEHIND THE SCENES

**15:00 From passion to burnout and back again**  
Melanie Ewan, Volition, Women in Tech World