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July 30 - 31, 2026



Bengaluru, India

INDIA SAAS & MARKETING TECH SUMMIT

Marketing and Revenue Strategies
for Next-Generation Enterprise Technology

INTRODUCTION



AI, automation, and data platforms are fundamentally reshaping how enterprise technology companies reach markets, build trust with buyers, and generate revenue.






Traditional marketing funnels and sales playbooks are increasingly ineffective in a world where enterprise buying committees are larger, digital outreach is saturated, and trust is built through relationships, insight, and ecosystem credibility.

Leading SaaS and enterprise technology companies are therefore building **integrated commercial engines** that combine:

- AI-enabled targeting and personalization
- enterprise brand leadership and category positioning
- account-based growth strategies
- partner and ecosystem-driven revenue
- curated events and executive engagement
- data-driven attribution and revenue analytics

The **India SaaS & Marketing Tech Summit** brings together CMOs, CROs, GTM leaders, and product marketing executives from across SaaS, cloud, and enterprise technology companies to discuss how modern revenue organizations are adapting to this new environment.







WHAT MAKES THIS SUMMIT DIFFERENT

-  **Executive GTM strategy focus** - The agenda focuses on strategic growth challenges facing SaaS and enterprise tech leaders between now and 2030.
-  **CRO and CMO war rooms** - Closed-door strategy sessions where revenue leaders solve real growth challenges together.
-  **Practical growth playbooks** - Real frameworks used by successful SaaS companies for pipeline growth, customer expansion, and ecosystem-led revenue.
-  **Commercially relevant content** - Sessions connect marketing and sales activity directly to pipeline, revenue, and customer value.
-  **Peer-level networking** - Designed for senior marketing, sales, and GTM leaders rather than tactical practitioners.

KEY OUTCOMES



Delegates will leave with:

-  **AI-driven GTM frameworks** - How AI is changing targeting, engagement, and revenue productivity.
-  **Enterprise positioning strategies** - How SaaS companies build category leadership and market credibility.
-  **Account-based growth models** - How to win and expand strategic enterprise accounts.
-  **Event and experiential marketing frameworks** - How curated events and sponsorships drive pipeline and executive engagement.
-  **Partner ecosystem strategies** - How integrators, consultants, and strategic partners accelerate growth.
-  **Marketing impact measurement models** - How to prove revenue contribution and defend budgets.

WHO SHOULD ATTEND?

The India SaaS & Marketing Tech Summit is designed for senior leaders responsible for driving growth, strengthening market position, building customer value, and proving commercial impact across SaaS, cloud, and enterprise technology businesses. It is particularly relevant for:

-  **Marketing leadership** - CMOs, VPs of Marketing, and Heads of Global Marketing shaping growth strategy, brand leadership, and demand generation.
-  **Sales and growth executives** - CROs, VPs of Sales, and growth leaders responsible for pipeline, customer acquisition, and revenue performance.
-  **Product and platform marketing leaders** - executives leading positioning, messaging, GTM strategy, and category development for software and technology platforms.
-  **Partner and ecosystem leaders** - leaders managing alliances, joint go-to-market programs, channel development, and strategic partnerships with consultants, integrators, and other growth partners.
-  **Event and sponsorship strategists** - decision-makers using conferences, sponsorships, and field marketing to create pipeline, strengthen relationships, and improve commercial ROI.
-  **Marketing operations and analytics teams** - professionals focused on attribution, campaign performance, revenue contribution, measurement, and data-driven growth frameworks.

OUR SPEAKERS AND PANELISTS



Nitika Das
Director Marketing
Dassault Systèmes India



Rama Nedungadi
Global Change & Communications Leader
IBM



Omkar Joshi
World Wide Marketing Director
Freshworks



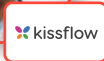
Vindhya Cs
Marketing Director
SAP SuccessFactors, India



Rohitkumar Nair
SVP, Marketing
MoEngage



Kaustubh Chandra
CMO – India
ServiceNow



Raja TM
Director Marketing
Kissflow



Haaris Hasnain
Principal JAPAC Digital Strategy
Adobe



Neha Sobti
Head of Marketing
AWS India

8:30 ARRIVAL, REGISTRATION & PRE-CONFERENCE NETWORKING

8:40 CHAIRMANS OPENING ADDRESS

8:45

START WITH A WHY? ROUNDTABLE DISCUSSION: Meet Your Peers, Share Your Priorities, and Set Your Objectives

This is a short, structured icebreaker session designed to help delegates connect early, promote networking, share their priorities, and start the conference with more relevant conversations.

THEME 1 – AI-ENHANCED DEMAND GENERATION, TARGETING, AND COMMERCIAL PRODUCTIVITY

This opening block sets the commercial foundation for the summit. As AI reshapes enterprise marketing and sales, SaaS and technology leaders are increasingly focused on how data, automation, and intelligent systems can improve targeting, personalization, engagement, and overall revenue productivity.

9:00

OPENING KEYNOTE: Using AI to Improve Targeting, Personalization, and Go-to-Market Performance

- How AI is reshaping segmentation, buyer intelligence, and campaign orchestration
- Improving personalization and engagement across complex B2B buying journeys
- Enabling faster and more informed sales action through better data insights
- Where AI is already delivering measurable performance improvements

9:30

PRESENTATION: How Modern Revenue Teams Use AI, Automation, and Data to Increase Engagement and Commercial Productivity

- Improve targeting accuracy and campaign efficiency
- Connect buyer intent, personalization, and timing
- Reduce waste across demand generation programs
- Enable faster, data-informed sales engagement

10:00

LEADERSHIP PANEL: Where Is AI Actually Improving Marketing and Sales Outcomes — And Where Is It Still Overhyped?

- Where AI is already improving pipeline quality and customer engagement
- Persistent challenges around data quality and operational readiness
- How buyers respond to AI-enabled outreach and personalization
- Balancing automation with human judgment, creativity, and brand voice

Panelist:

Kaustubh Chandra, CMO – India, ServiceNow



10:30 MORNING BREAK

THEME 2 – ENTERPRISE BRAND LEADERSHIP, POSITIONING, AND CATEGORY CREATION

Enterprise buyers today evaluate vendors not only on product capabilities, but also on credibility, strategic relevance, and market leadership. This session explores how SaaS and enterprise technology companies strengthen brand leadership, build trusted market narratives, and establish distinctive positioning in increasingly crowded technology markets.



11:00

KEYNOTE: Building Enterprise Brand Leadership in a Crowded Technology Market

- The commercial value of strong brand positioning in enterprise markets
- How positioning influences pipeline, pricing power, and deal velocity
- The role of thought leadership and category creation
- Moving beyond product features toward strategic market narratives

Rama Nedungadi, Global Change & Communications Leader, IBM

11:30

CASE STUDY: From Product Messaging to Category Positioning: Strengthening Market Relevance in Enterprise Technology

- Aligning product messaging with enterprise buyer priorities
- Strengthening differentiation in competitive markets
- Connecting brand positioning with commercial outcomes
- Ensuring consistency across marketing, sales, and executive communication



12:00

PANEL DISCUSSION: What Makes an Enterprise Technology Brand Trusted, Distinctive, and Commercially Effective?

- How enterprise trust is built in complex technology markets
- What makes positioning credible and compelling
- Whether category creation is realistic for most companies
- How brand strategy supports both demand generation and long-term relationship building



12:40 LUNCH & HOSTED NETWORKING

THEME 3 – ACCOUNT-BASED GROWTH, CUSTOMER EXPANSION, AND REVENUE RETENTION

Modern SaaS growth depends not only on acquiring new customers but also on expanding and retaining existing accounts. This session explores how organizations coordinate marketing, sales, product marketing, and customer success to drive long-term customer value across the full revenue lifecycle.



13:30

KEYNOTE: Winning Strategic Accounts While Expanding Customer Value Over Time

- Enterprise-scale account-based marketing and sales coordination
- Executive engagement within strategic accounts
- Customer lifecycle thinking beyond initial acquisition
- Protecting and growing recurring revenue through adoption and value creation

14:00

CASE STUDY: Aligning Marketing, Sales, and Customer Success to Drive Expansion, Renewal, and Retention

- Coordinating account intelligence across teams
- Structuring expansion and renewal programs
- Improving adoption and long-term customer value
- Turning customer data into actionable growth insights



14:20

PANEL DISCUSSION: How Should SaaS Companies Balance New Logo Growth with Expansion, Adoption, and Recurring Revenue?

- Investment trade-offs between acquisition and retention
- Ownership of expansion revenue across teams
- How customer success should collaborate with sales and marketing
- Defining a sustainable and healthy SaaS growth model



15:00 AFTERNOON BREAK

INTERACTIVE SESSIONS

Workshops and War room sessions where delegates work through a specific GTM problem using a structured framework. Each lab produces a take-home output — a decision model, a diagnostic, or a redesigned process.



15:30 INTERACTIVE WORKSHOPS

WORKSHOP 1: Building an AI-Enhanced Targeting and Personalization Model for B2B Tech Growth

A hands-on working session on how SaaS and enterprise-tech teams can improve segmentation, targeting, personalization, and campaign relevance without creating generic, over-automated outreach. Participants should work through a sample demand-generation framework and define where AI adds value across targeting, messaging, sales enablement, and conversion.

WORKSHOP 2: Sharpening Positioning - From Product Messaging to Category Leadership

This workshop should help delegates tighten their market narrative. Participants would work through a

practical brand-positioning exercise covering value proposition, differentiation, enterprise credibility, and category framing. This fits the official focus on enterprise brand leadership and category positioning.

WORKSHOP 3: Designing an Account-Based Growth Plan for Strategic Accounts

A practical workshop focused on account prioritization, buyer mapping, executive engagement, and orchestrating marketing and sales around high-value opportunities. Participants should leave with a clearer framework for ABM that goes beyond campaigns and supports real account growth. This is directly aligned with the official emphasis on account-based growth and customer expansion.

WORKSHOP 4: Aligning Marketing, Sales, and Customer Success Around Expansion and Retention

This session should focus on the post-acquisition growth engine. Participants work through a lifecycle model showing how marketing, sales, customer success, and product marketing can support onboarding, adoption, expansion, renewal, and recurring revenue. That is a strong practical extension of the summit's theme around customer success, retention, and recurring revenue.

WORKSHOP 5: Building a GTM Playbook for Product Marketing, Demand Gen, and Revenue Teams

A workshop for companies that want clearer internal coordination. Participants should define how product marketing, campaign teams, sales, and RevOps work together across launches, campaigns, account programs, and market positioning. This is attractive because the summit audience explicitly includes product and platform marketing leaders, sales and growth executives, and marketing operations teams.



16:15 WAR ROOMS

CMO WAR ROOM: Budget, Accountability, and Proof — What the CFO Conversation Actually Requires from Marketing

- Building the attribution model that holds up in a board-level budget review
- How AI transformation is changing the marketing org structure
- Where to draw the defensible line between brand investment and demand generation when the budget is under pressure

CRO WAR ROOM: Net New, Expansion, or Ecosystem — Where to Concentrate Enterprise Revenue Investment Through 2030

- How the land-and-expand model is changing as enterprise procurement centralises and buying committees grow
- What partner-led revenue actually requires from the sales organisation beyond referral tracking and co-marketing budgets
- Building the RevOps infrastructure that produces a single version of revenue reality across marketing, sales, and finance



17:00 CLOSING REMARKS & CLOSE OF DAY 1

SCALING GROWTH THROUGH EVENTS, ECOSYSTEMS, AND COMMERCIAL ACCOUNTABILITY

THEME 4 - TURNING BOUTIQUE EVENTS AND SPONSORSHIPS INTO MEASURABLE GROWTH

In an increasingly crowded digital environment, curated conferences, executive roundtables, and targeted sponsorships are emerging as powerful channels for building relationships, engaging priority accounts, and strengthening market positioning. This session explores how technology companies design event strategies that move beyond brand visibility to deliver pipeline creation, executive engagement, and measurable commercial impact.

 9:00

KEYNOTE: Why Boutique Events Still Matter in Enterprise Technology Growth

- Why boutique formats often outperform large expos for enterprise engagement
- How events strengthen relationships with senior decision-makers
- Aligning event participation with strategic account priorities
- Connecting field marketing initiatives directly to commercial growth objectives

 9:30

INDUSTRY CASE STUDY: From Visibility to Revenue: Turning Conferences and Sponsorships into Pipeline

- Selecting the right event formats for enterprise engagement
- Aligning sponsorship investments with strategic commercial goals
- Preparing meetings and account engagement before the event
- Converting event participation into follow-up conversations and pipeline
- Measuring event ROI beyond badge scans and visibility metrics

 10:00

LEADERSHIP PANEL: What Separates High-ROI Boutique Events from Expensive Brand Exercises?

- What enterprise buyers actually value in curated events
- Why some event strategies produce pipeline while others fail
- Balancing brand positioning with commercial objectives
- How organizations measure the real value of event participation

 10:30 NETWORKING COFFEE BREAK

THEME 5 - STRATEGIC PARTNERSHIPS, ECOSYSTEMS, AND CHANNEL-LED GROWTH

Enterprise technology growth increasingly depends on strong partner ecosystems that include consulting firms, systems integrators, channel partners, and strategic alliances. This session explores how SaaS and enterprise technology companies design ecosystems that expand market reach, strengthen credibility, and generate revenue through partner-led growth.

 11:00

KEYNOTE: Building Strategic Partner Ecosystems for Market Access and Growth

- What defines a healthy and scalable partner ecosystem
- Balancing direct sales with partner-led market expansion
- The role of consultants and integrators in enterprise buying decisions
- How expert partners accelerate trust and market access

 11:30

INDUSTRY CASE STUDY: Activating Consultants, Integrators, and Channel Partners to Expand Market Reach

- Partner identification and ecosystem design
- Structuring co-selling and joint go-to-market programs
- Enabling partners to generate pipeline and influence deals
- Measuring partner contribution and ecosystem performance

 12:00

LEADERSHIP PANEL: What Makes a Partner Ecosystem Produce Real Pipeline?

- What real partner value looks like in enterprise technology
- Why many ecosystem programs underperform
- How companies identify strategic vs opportunistic partners
- Leadership discipline required to make ecosystems revenue-relevant

 12:30 LEADERSHIP NETWORKING LUNCH

THEME 6 - MEASURING MARKETING IMPACT, REVENUE CONTRIBUTION, AND GTM EFFECTIVENESS

As marketing budgets grow and go-to-market complexity increases, senior leaders face a fundamental question: how do organizations prove the real commercial impact of marketing investments? This session focuses on how modern GTM teams measure marketing contribution, connect campaigns and events to pipeline, and create reporting frameworks that leadership and boards trust.

 13:30

KEYNOTE: Measuring What Matters: Connecting Marketing Activity to Revenue Growth

- Moving beyond activity metrics toward revenue impact
- What marketing leaders should report at executive and board level
- Attribution in complex B2B technology sales environments
- Building trust in marketing performance data

14:00

INDUSTRY CASE STUDY: How Leading GTM Teams Build Better Attribution, Pipeline Visibility, and Executive Reporting

- Improving pipeline visibility across GTM teams
- Connecting campaigns and programs to commercial outcomes
- Measuring event and partner contribution
- Creating executive reporting frameworks leadership trusts
- Using data insights to guide budget and strategy decisions



14:30

LEADERSHIP PANEL: Is Marketing Truly Proving Business Impact — Or Still Reporting Activity?

- What counts as credible proof of marketing impact
- Where attribution models succeed and where they fall short
- Measuring event and partner influence on revenue
- How mature organizations structure marketing accountability



15:00 NETWORKING COFFEE BREAK

INTERACTIVE LEADERSHIP SESSIONS



15:30 5 PARALLEL INTERACTIVE WORKSHOPS

WORKSHOP 1: Designing a Boutique Event Strategy That Creates Pipeline, Meetings, and Revenue

This is one of the strongest workshops for the summit because the source themes explicitly include maximizing ROI from events and sponsorships, and the audience includes event and sponsorship strategists. Participants should work through a framework covering event selection, target-account planning, pre-event outreach, meeting strategy, follow-up, and commercial ROI.

WORKSHOP 2: Building an Event and Sponsorship ROI Scorecard for Leadership Reporting

A practical workshop on how to measure event participation beyond badge scans and vanity metrics. Participants should define pipeline influence, meeting quality, account penetration, partner engagement, brand impact, and post-event revenue indicators. This sits very naturally within the official event ROI and measurement themes.

WORKSHOP 3: Creating a Strategic Partner Ecosystem for Market Access and Growth

This workshop should help delegates map the right partner types - sales partners, distribution partners, consultants, integrators, expert partners, and strategic allies - and define where each creates commercial value. It is directly aligned with the official ecosystem and partner marketing theme and the audience segment of partner and ecosystem leaders.

WORKSHOP 4: Building Joint GTM Programs with Consultants, Integrators, and Technology Partners

A hands-on session on how to structure co-marketing, co-selling, account collaboration, partner enablement, and pipeline accountability. The goal is to move partnerships beyond logos and announcements into measurable commercial contribution.

WORKSHOP 5: Building a Revenue-Focused Marketing Measurement Framework

This workshop should help delegates redesign executive reporting around what actually matters: pipeline quality, revenue contribution, partner impact, event ROI, campaign effectiveness, and customer growth indicators. It fits the summit's explicit theme of measuring and communicating marketing impact.



16:15 5 PARALLEL ROUNDTABLES

ROUNDTABLE 1: What Separates High-ROI Boutique Events from Expensive Brand Exercises?

This is the strongest Day 2 roundtable question because it is commercial, honest, and directly connected to one of your most important strategic messages.

ROUNDTABLE 2: Can Events Still Compete with Digital Channels for Budget - And Should They?

A discussion around CAC, relationship depth, enterprise selling, partner engagement, and where events genuinely outperform digital-only approaches.

ROUNDTABLE 3: What Makes a Partner Ecosystem Produce Revenue Rather Than Just Visibility?

This should go deeper into partner selection, enablement, incentives, co-selling discipline, and whether most ecosystem programs are under-managed.

ROUNDTABLE 4: Should SaaS Companies Prioritize Direct Sales or Channel-Led Growth in Enterprise Markets?

A very useful discussion for CROs, CMOs, partner leaders, and GTM strategists, especially where complex buying journeys benefit from consultants, integrators, and advisory partners.

ROUNDTABLE 5: Is Marketing Really Proving Business Impact - Or Still Mostly Reporting Activity?

This is the right closing conversation for the summit. It allows honest discussion about attribution, influence, executive trust in marketing metrics, and how commercial leaders should measure impact in modern SaaS and enterprise-tech environments



17:00 CLOSING REMARKS & END OF CONFERENCE

OUR VALUED PARTNERS, PAST AND PRESENT



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Make sure your brand is part of the conversation.

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