



# Changing the Game with Digital Engagement



Special Edition Series of

## Coffee Break with Game-Changers

with your host **Bonnie D. Graham**



Changing the Game with Digital Engagement, Presented by SAP  
Tuesday at 7 AM Pacific /10 AM Eastern  
**February 19th 2019: B2B Customer Experience 2020: Why Digital Selling Matters**

The buzz: "Social media allows big companies to act small again" (Jay Baer). When we hear "2020", we tend to picture a time way off in the future. Reality check: it's only 10 months from now! Which B2B companies will win in 2020? Those with new go-to-market strategies that consciously and deliberately anticipate customers' future needs and deliver the best Digital Selling experience. Why is this critical? Ubiquitous access to pre-purchase information arms customers with higher expectations than ever before. Are you ready? The experts speak. Kirsten Boileau, SAP: "Discipline is the bridge betwe

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### Featured Guests

Guest Image

#### Kirsten Boileau

In her role as Global Head of Digital Enablement, Kirsten Boileau is focused on the development and implementation of training and enablement programs that drive better digital experiences for SAP's customers.

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#### Mark Lotenero

Mark Lotenero is the Sr. Client Success Manager for Grapevine6, a content sharing software platform for sales teams. Mark leads strategy, onboarding, training, and account management for enterprise clients in the finserv and b2b tech space.

[Read more](#)



#### Bernie Borges

Bernie Borges is Vice President Global Content Marketing at iQor, a leader in the BPO industry. Bernie is passionate about the intersection of marketing and technology with an eye toward web 3.0 and its impact on brands and individuals. He speaks regularly at live and virtual events. Bernie is a podcaster with more than 350 episodes published across three podcast shows. He is also a voice-over actor where he lets his creative energy flow in explainer videos, YouTube promotional spots, and short stories. Connect with Bernie on LinkedIn, Twitter or Instagram @bernieborges.

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