



# Changing the Game in Revenue Growth



Special Edition Series of  
**Coffee Break with Game-Changers**  
with your host **Bonnie D. Graham**

Presented by

Changing the Game in Revenue Growth,  
Presented by SAP  
Archives Available  
**June 25th 2019: B2B Revenue Growth: You  
Need The Right Data!**

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The buzz: “By 2020, every human is expected to generate 1.7 megabytes (of data) every second” (Andrew Zola). The new, modern customer requires a new approach to demand generation and revenue growth for B2B companies. Why? A one-sized approach to connecting with customers no longer works in today’s shifted B2B landscape. You need customer personas, industry trends and competitive insights in order to personalize how you connect and engage with customers to nurture connections on their buying cycle. How to get there? Find and use the right data. The experts speak. Ramon Ray, Smart Hustle Media

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### Featured Guests



#### Ramon Ray

Ramon Ray loves burnt pancakes and bacon on Saturday mornings. He’s started four companies and sold two of them

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#### Crystal Willett

Crystal Willett is the demand generation manager at itelligence. With over 15 years of marketing experience in a variety of industries, including manufacturing, ecommerce, commercial real estate and public utilities, she has focused her career on B2B marketing.

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#### Shannon Platz

Shannon Platz is responsible for revenue growth of the SAP’s Intelligent Enterprise in the ISV market. She sets SAP’s product go to market strategy across the SAP ecosystem, including the cross-industry, market competitiveness, technical innovation, and sales strategies.

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