



Changing the Game with Digital Engagement



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

Presented by

Changing the Game with Digital Engagement, Presented by SAP
Tuesday at 7 AM Pacific /10 AM Eastern
December 7th 2021: Digital Engagement in Sales and Marketing 2030: Visionaries Speak

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The Buzz 1: “The best marketers are constantly looking for new digital marketing trends based on the evolution of technology, and platforms, to identify new opportunities...” (smartinsights.com)
The Buzz 2: “Advances in technology, data, and analytics will soon allow marketers to create much more personal and ‘human’ experiences across moments, channels, and buying stages.” (mckinsey.com)
The Buzz 3: “The digital marketing landscape changes so much and so frequently that it’s almost impossible to imagine what the future of digital marketing may offer in terms of opportunities.” (marketinginsid

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Featured Guests

Guest Image

Kirsten Boileau

In her role as Head of Marketing Solutions (M & S) Learning at SAP, Kirsten Boileau is focused on the development and implementation of training and enablement programs to ensure world-class learning experiences for SAP's M & S employees, that drive exceptional customer experiences. As a 15-year veteran of SAP, Kirsten has extensive experience in building large-scale, impactful learning programs, leadership, and change management, as well as digital selling and digital marketing. Kirsten has deep expertise in professional personal branding, LinkedIn and LinkedIn Sales Navigator and is a founding member of the Sales Enablement Society.

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Steve Watt

Steve Watt is a Marketing Director and the leader of social selling and employee advocacy initiatives at Seismic, the world's leading enablement platform. Focus areas include helping the Seismic team become best-in-class social sellers, teaching large numbers of customers the best approaches to modern social engagement, and creating a wide range of thought leadership content. Find Steve on LinkedIn for education and inspiration about career and company growth and success in a digital-first world.

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Sarah Goodall

Sarah Goodall is the CEO of Tribal Impact, a global digital activation agency that helps B2B organisations activate employee voices on social media to create amazing customer experiences. Working with companies such as Ericsson, Henkel and Panasonic, Tribal Impact specialises in employee advocacy, social selling, digital leadership and influencer marketing programs.

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Mike Orr

Mike Orr is VP and GM of LiveSocial at Seismic, the industry-leading sales enablement platform provider. Previously, Orr was the co-founder and CEO of Grapevine6, a social and digital engagement platform, until Seismic acquired the company in 2020. Before founding Grapevine6, Orr spent several years in management consulting, working with some of Canada's marquee brands. His work has won global awards and recognition, including the prestigious Cannes Lions and Fast Company's "Innovation by Design." Because of his expertise in social selling and digital sales engagement, Orr has been featured in sales and marketing publications, and often speaks at industry and customer conferences. Orr earned

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Paroma Sen

Paroma Sen is a Senior Director for SAP's Industry Cloud solutions, leading GTM for discrete industries. Paroma has spent over 16 years in technology go-to-market, strategically moving up the value chain from semiconductors to software licensing, e-commerce and enterprise software. With a passion for the uncharted path, she naturally veers toward bringing innovation to market. She has worked directly with six startup companies, and writes extensively about startups, marketing, technology, customer experience, and leadership.

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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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