



Business Innovation



Special Edition Series of

Coffee Break with Game-Changers

with your host **Bonnie D. Graham**



Business Network Innovation with Game Changers, presented by SAP
Tuesday at 9 AM Pacific
March 17th 2015: ABCs of Social Selling and Building Your Global Brand

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Tuesday at 9 AM Pacific Time
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The buzz: Social selling. Attention, suppliers! Studies show that B2B buyers are 57% –70% of the way through the buying process before they first engage with your sales people. This means prospects are having a learning party without you. How? The modern buyer is digitally driven, socially connected, mobile, and empowered with unlimited access to information. Is your sales team up-to-date on social selling, its critical role in global brand strategy, and how to master social channels like LinkedIn to cut through the noise? The experts speak. Michael Idinopulos, PeopleLinx: "In 3 years, sal

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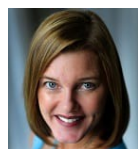
Featured Guests



Michael Idinopulos

Michael Idinopulos is Chief Marketing Officer of PeopleLinx, a leading provider of social selling technology and training. Previously he was Chief Customer Officer of Socialtext and Director of Knowledge Technology at McKinsey & Company, where he led some of the earliest deployments of social media inside a global enterprise.

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Jill Rowley

Jill Rowley is Chief Strategist at #SocialSelling and Startup Advisor to numerous technology companies including Vidyard, TrackMaven, Nudge, Influitive, Accompany, Allbound, and most recently, Zeality, People.ai, Engagio and Terminus.

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Phil Lurie

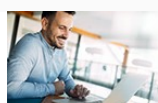
Phil Lurie leads global efforts at SAP for digital sales and marketing including a 16,500 seat roll-out of LinkedIn Sales Navigator and related technologies. He focuses on improving the team's ability to reach clients by building both their personal and SAP's corporate brand. Phil is also responsible for ensuring that all applications follow strict global security guidelines including the European GDPR and Workers' Councils' compliance.

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