

# San Francisco Growth and Monetization Forum

September 26, 2017

## Agenda

11:30am – 1:00pm	<b>Registration &amp; Lunch</b>
1:00 – 1:30pm	<b>Welcome &amp; Introduction: Monetization in a digital world</b> Madhavan Ramanujam, Partner and Board Member, Simon-Kucher & Partners
1:30 – 2:15pm	<b>Fireside chat with Bertrand Schmitt</b> Bertrand Schmitt, CEO, Chairman & Co-founder, App Annie Nicholas Zarb, Director, Simon-Kucher & Partners (Host)
2:15 – 3:00pm	<b>Pricing in a New Category</b> Peter Reinhardt, CEO and Co-founder at Segment
3:00 – 3:30pm	<b>Coffee &amp; Networking Break</b>
3:30 – 4:15pm	<b>Sensing the Edge – How new data is the key to price model transformation</b> Dominic John, VP of Global Marketing and Technical Communication, OSIsoft David Mount, Partner, Kleiner Perkins Caufield & Byers Adam Echter, Senior Director, Simon-Kucher & Partners (Host)
4:15 – 5:00pm	<b>Will Customers Pay For Your Big Idea? Impactful Lessons From Glassdoor</b> Moody Mutahar Glasgow, Chief Marketing Officer, Glassdoor
5:00 – 5:45pm	<b>Ask the Simon-Kucher Experts</b> Simon-Kucher & Partners Experts: <ul style="list-style-type: none"><li>- Deepak Sharma, Partner</li><li>- Susan Lee, Partner</li><li>- Joshua Bloom, Partner</li><li>- Matt Johnson, Managing Partner</li><li>- Madhavan Ramanujam, Partner and Board Member</li><li>- Eddie Hartman, Senior Director (Host)</li></ul>
5:45 – 7:00pm	<b>Networking Reception</b>