

Beat: Business

## **B2B ROCKS - The LEADING EUROPEAN CONFERENCE For B2B And SaaS STARTUPS**

**Thursday 12 September 2019, At Station F**

PARIS - SYDNEY, 13.09.2019, 09:23 Time

**USPA NEWS** - There are three critical areas of differences between B2C and B2B startups :

- \* Return on Investment (ROI);
- \* Client Relationship;
- \* Decision-Making Process.

A B2B transaction is, by definition, an Investment; an Investment in Future Profitability, Cost Reduction, Timesaving, Productivity, Sales or Customer Satisfaction.

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A B2B transaction is, by definition, an Investment; an Investment in Future Profitability, Cost Reduction, Timesaving, Productivity, Sales or Customer Satisfaction. Unlike Consumers, Businesses never buy Technology simply to look good, for fun or for the user experience. Expectations of ROI are always built into the Purchase of New Technology.

B2B Markets are generally much smaller than B2Cs. Burning leads in B2C may not be a big deal if the Market has millions of Potential Customers, but, with substantially Smaller Markets in B2B, burning Leads quickly become a big deal. To succeed in B2B, Entrepreneurs need to build deep Relationships with a relatively small number of Companies. Relationship-Building Skills are critical to landing Long-Term Agreements and growing existing Relationships. This is one of the Reasons why B2B Companies are often Service-Focused and operate with a different Business Model.

B2B ROCKS "The leading European conference for B2B and SaaS startups", Second Edition, was held on Thursday 12 September 2019, at Station F (Paris). The Program was as follow :

**MASTER STAGE :**

- Using Community to Supercharge Growth  
With Ryan Burke (SVP Sales, InVision)

- How to align B2B Sales and marketing, for good ?  
With :

- \* Carole Offredo (VP Marketing, Dataiku)
- \* Kim Walsh (VP Startup, Hubspot)
- \* Michael Falorni (Head of Enterprise EMEA, Intercom)
- \* Alexandre Prot (Co-founder & CEO, Qonto)

- The most incredible Real-Time machine I ever built : Leveraging technology to accelerate product innovation  
With Jean-Yves Simon (VP Product, AB Tasty) & Debanja Saha (VP of Data Analytics, Google Cloud)

- How to build and scale a brand as a B2B business  
With :

- \* Alison Murdock (CMO, SocialChorus)
- \* Sven Lindner (Brand Director, Salesforce)
- \* Liam Boogar-Azoulay (ex-Brand Director, Algolia)
- \* Alex Delivet (Founder, B2B Rocks)

- From 1 to 100M€, how to scale your marketing smarter ?

With :

- \* Ségolène Finet (CMO, Talentsoft)
- \* Tricia Miller (Marketing Director EMEA, Twilio)
- \* Caroline Tailleferd - Guibert (VP Marketing, Tinyclues)
- \* Yves De Montcheuil (Ex-VP Marketing, Talend)

- How to make the most of your accelerator: the Alsid's story

With Anne-Sybille Pradelles (Head of Operations, Alsid) & Matthias Fille (Acceleration Program Director, Axeleo)

- How to setup your hiring process and scale company culture

With :

- \* Roxanne Crossley (Chief of Staff, Scalify)
- \* Jessica Djeziri (Head of HR, Shift Technology)
- \* Hanno Renner (Co-founder & CEO, Personio)
- \* Jonathan Azoulay (Co-founder & CEO, Talent.io)

- Go-to-Market: how to evangelize a brand new market

With :

- \* Anne De Kerckhove (Co-founder & CEO, Freespee)
- \* Geoffrey Vion (Marketing Director, Contentsquare)
- \* Jean-Charles Samuelian (Co-founder & CEO, Alan)
- \* Jonathan Userovici (Investment Manager, Idinvest)

- Going international in a post-brexit era: Europe vs US vs Asia

With :

- \* Claire Houry (General Partner, Ventech)
- \* Renaud Visage (Co-founder & CTO, Eventbrite)
- \* Pontus Noren (Co-founder, Cloudreach)

- External growth: accelerate your growth by acquiring other businesses

With :

- \* Amélie Faure (Operating Partner, Serena)
- \* Alisa Roskach (Head of Strategic Partnerships, Fretlink)
- \* Jean Canzoneri (Co-founder & CEO, Ogury)
- \* Eric Dumain (VP Product, ObservePoint)

- Funding strategy: all the way up from to Seed to mega-rounds

With :

- \* Agathe Wautier (Co-founder & CEO, The Galion Project)
- \* Clément Buyse (Co-founder, PeopleDoc)
- \* Eric Larcheveque (Co-founder & Chairman, Ledger)
- \* Ismael Ould (Co-founder & CEO, Wynd)

FRENCH TECH CENTRAL :

- How do you build your B2B SaaS business for scale ?

With Guillaume Princen (Head of Europe, Stripe)

- How to make your software evolve from a Product to a Platform

With :

- \* Marie Outtier (Co-founder & CEO, Aiden.a)
- \* Marion Darnet (Lead Product Manager, Privateaser)
- \* Sebastien Levailant (VP Product, Payfit)
- \* Joseph Tempier (Head of Innovation Projects, Mirakl)

- Lessons learned from young graduate to Co-founder & CPO managing 100 employees

With Alexis Fogel (Co-founder & ex-CPO, Dashlane | Co-founder, Stonl)

- How engineer hiring can make or break your SaaS business

With Laurent Perrin (Co-founder & CTO, Front) & Pierre Queinnec (Co-founder & CEO, Jenji)

- How to shape the most reliable and secure tech in 2019

With :

- \* Apolline Aigueperse (Director of Cyber, CybelAngel)
- \* Giovanna Giammarino (VP Engineering & CISO, Alkemics)
- \* Jean-Baptiste Aviat (Co-founder & CTO, Sqreen)
- \* Maxime Cartan (Co-founder & CEO, Citalid)

- What it takes for a technology startup to have enterprise customers

With Pavlo Baron (Co-founder & CTO, Instana)

- Leverage the Value of Ecosystems when selling to large companies

With Mike Wolff (SVP Global ISV Partners, Salesforce) & Michaël Bentolila (Co-founder & CEO, InsideBoard)

- Sales as a Science, a scientific approach to B2B Sales

With Andy Farquharson (GM EMEA, Winning by Design)

- How to streamline your customer service process to gain in velocity

With :

- \* Å...sa Nyström (VP Customer, Buffer)
- \* Harrison Rose (Co-founder & CCO, Paddle)
- \* Gilles Samoun (Founder & CEO, Salesmachine)
- \* Martial Graslin (Country Manager, Botify)

- How to manage cash (flow and burn) while growing

With :

- \* Jana Eisenstein (President, Mirriad)
- \* Marie Dessaint (CFO & Compliance Officer, Iris Capital)
- \* Kevin Kimber (CEO, Rimilia)
- \* Charles Miglietti (Co-founder & CEO, Toucan Toco)

- Bulletproof elements to raise Seed and Serie A round as a B2B startup

With :

- \* Cayetana Hurtado (Investor, Balderton Capital)
- \* Louis Coppey (Principal, Point Nine Capital)
- \* Ben Blume (Partner, Atomico)
- \* Bertrand Dufour (Partner, RSM France)

- How to make the most of your relationship with your investors

With :

- \* Pauline Roux (Partner, Elaia)
- \* Mathieu Viillard (General Partner, Axeleo Capital)
- \* Norbert Furnion (Managing Partner, Edenred Capital Partners)
- \* Adrien Chaltiel (Co-founder & CEO, Eldorado)

Source : B2B ROCKS -

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Ruby BIRD

<http://www.portfolio.uspa24.com/>

Yasmina BEDDOU

<http://www.yasmina-beddou.uspa24.com/>

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**Editorial program service of General News Agency:**

United Press Association, Inc.

3651 Lindell Road, Suite D168

Las Vegas, NV 89103, USA

(702) 943.0321 Local

(702) 943.0233 Facsimile

[info@unitedpressassociation.org](mailto:info@unitedpressassociation.org)

[info@gna24.com](mailto:info@gna24.com)

[www.gna24.com](http://www.gna24.com)