



**Customer  
Advisory  
Board.org**

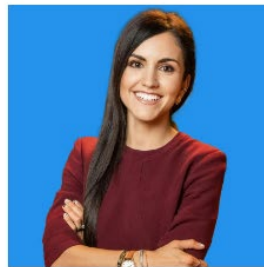
## Virtual CAB Conference Agenda | March 28, 2023

11:00 am ET	Welcome & Objectives – Gavin Nathan, Chair, CustomerAdvisoryBoard.org
11:10 am	“The Importance of CABs: Building the Business Case” – Melanie Gomez, Sr. Program Manager, Executive Engagement, Citrix
11:40 am	“CABs Across a Matrixed Org: Structures & Product-Focused Feedback” – Lauren Johnson, Sr. Program Manager & Team Lead, Advisory Boards, Adobe
12:10 pm	“Google CAB Program evolution: From program management to insight generation” – Sara Kuethe, Global CAB Team Lead, Google Cloud
12:40 pm	BREAK
1:00 pm	“Innovative CAB Agenda Sessions & Facilitation” – Eyal Danon, Ignite Advisory Group
1:30 pm	“Partner Advisory Boards: VMware’s Perspective” – Mary Sears, Global Partner & Alliances Marketing Manager, VMware
2:00 pm	“Mobilizing Customer to Drive Growth: The Role of Customer Marketers in 2023” – Jeff Ernst, CEO, SlapFive
2:30 pm	Meeting Summary & Close

### CAB Conference Speakers



**Gavin Nathan**  
Chair and Host,  
CustomerAdvisoryBoard.org



**Melanie Gomez**  
Sr. Program Manager, Executive  
Engagement, Citrix



**Lauren Johnson**  
Sr. Program Manager & Team Lead,  
Advisory Boards, Adobe



**Sara Kuethe**  
Global CAB Team Lead, Google Cloud



**Eyal Danon**  
President, Ignite Advisory Group



**Mary Sears**  
Global Partner & Alliances Marketing  
Manager, VMware



**Jeff Ernst**  
CEO, SlapFive

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