



WING

ACADEMY

Description

The Wing Academy is an exclusive, invitation-only series for startup founders and CEOs to learn on critical, company-building topics. The academy features curriculum—not speeches or panels—and is delivered through a combination of frameworks, templates, war stories, and interactive dialogue. The instructors include seasoned, successful leaders, and the setting is closed-door and under Chatham House Rule. The academy is “HBS Executive Education” meets “B2B Entrepreneur.”

The Wing Academy on Sales will help entrepreneurs understand how to drive sales and how to build sales organizations and processes. Importantly, the academy will cover early-stage themes: the first 10 customers, the first \$25 million in revenues, the Rev Ops capability, the economics of selling, bottoms-up and open source models, and the sales playbook.

Participants will leave the one-day academy with tangible, actionable insights and tactics for their companies. The Wing Academy on Sales is the first in a two-part series on Go-to-Market. The second part will focus on Marketing and will be held in early 2020.

Logistics

November 13, 2019
10:30am – 8:00pm
Four Seasons Silicon Valley
2050 University Ave.
East Palo Alto, CA 94303

Agenda

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| 10:30am – 11:00am | Arrival & Networking |
| 11:00am – 11:10am | Opening Comments
<i>Peter Wagner, Founding Partner, Wing Venture Capital</i> |
| 11:10am – 11:50am | Opening CEO Keynote
<i>Karthik Rau, Founder and CEO, SignalFx</i> |

Agenda (cont.)

- 11:50am – 12:30pm \$1M to \$25M: Building Sales Repeatability
Herb Cunitz, Principal Owner, AccelG2M, and former President, Hortonworks
- 12:30pm – 1:30pm Lunch
- 1:30pm – 2:10pm Sales Playbook
Jaimie Buss, VP, Sales, North America, Zendesk
- 2:10pm – 2:50pm Rev Ops: Sales, Marketing & Customer Success
Dali Rajic, President, GTM and CRO, Zscaler
- 2:50pm – 3:20pm Break
- 3:20pm – 4:00pm Economics of Selling
Lorenzo Montesi, VP, Finance, Cohesity
- 4:00pm – 4:40pm Open-Source and Bottoms-Up Models
Carlos Delatorre, CEO, Vera Security, and former CRO, MongoDB
- 4:40pm – 5:20pm \$0M to \$500M: First SDR to Hyperscale
Chris Degnan, CRO, Snowflake
- 5:20pm – 5:30pm Closing Comments
Peter Wagner, Founding Partner, Wing Venture Capital
- 5:30pm – 6:00pm Break
- 6:00pm – 8:00pm Dinner CEO Fireside Chat (Taverna Private Room)
Godfrey Sullivan, former CEO, Splunk
Jake Flomenberg, Partner, Wing Venture Capital (moderator)