

#OP2017KRAKOW PROGRAMME, 1 DAY

BUSINESS STRATEGY

AMERICAN HALL

SALES & MARKETING

EUROPEAN HALL

08:30

Registration

09:00

Introduction from the organizers

09:15



Adriano Corso

Talent Community Manager IBM
Achieving the escape velocity: how to grow two times faster than the market



Graham Peck & Alex Golod
Managing Partner, Alpha Group Investor, VentureSHOT
Alternative Small Business and Startup Funding

10:00



Piotr Olaf Zylicz
Director WUTBS

Leadership in time of technological revolution



Romeo Man
Marketing Automation Consultant Google Partner
How To Generate And Nurture More B2B Leads To Grow Your Business

10:50

Coffee break

11:10



Solomon Amar

President AllStars-IT Group
How to build a network that sells ICT to Giants as Intel, Motorola, SAP and others



Gary Jones

Director IPS
Sales: why you need a sales system and how to build it

11:55



Robert Ratajczak

Managing Director Altkom Software & Consulting
Coaching top team members



Discussion board

What strategies really work for SME software houses

12:40

Lunch

CLOSED VIP MEETINGS, AFRICA HALL

11:10



Adriano Corso
Talent Community Manager IBM



Manuel DeVits
Sales and Marketing Consultant IT Outsourcing Companies



Robert Ratajczak
Managing Director Altkom Software & Consulting

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Rafael Knuth

Global Sales & Marketing E-Commerce Berlin EXPO
LET'S DO BUSINESS IN GERMANY: UNDERSTANDING THE FUNDAMENTALS



Olga Andrienko

Head of Global Marketing SEMrush
How to grow up to 400 staing Agile and Happy: positive and negative XP

14:25



Yuri Warczynski

Co-Founder HYS Enterprise, BV
How to get your client to "yes" without a hot iron. (Don Corleone memoirs)



Aleksandra Jaroskiewicz

Head of Digital CONNECTIS
How to create digital product with no technological background. Story of a CSR project

15:10



Discussion board

How to grow a business culture throughout top management and developers?



Vlad Gramovich

CMO ITS Partner
How to find and grow loyal customers at 40+

15:50

Coffee break

16:10



Pawel Majchrzak

Business Consultant
www.paulmajchrzak.com
How to sell in SCRUM



Dawid Mazur

Software Engineer Positive Power
Refactor your team!

16:50



Ania Bywanis

Co-founder whoishiring.io
Remote on the rise



Piotr Golczyk

Marketing Operations Director Luxoft
Marketing automatizations: what we can learn from developers

17:30

Closing and socializing

#OP2017KRAKOW PROGRAMME, 2 DAY

BUSINESS STRATEGY

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Chandra Mouly

Sales Director TTI UK Ltd
Sales Outsourcing - the disruptive
G2M strategy



Anton Baranovskiy

Head of Sales Department
QATestLab
How to boost your profit: active sales
team

10:00



Chris Bye

Chief Instigator ByeDesign
Designing Your Business to
Accelerate: How to Sell Value Versus
Commodity



Justyna Pindel

Branding, Marketing & PR
Prismake
10 Juicy Secrets of clients' UX

10:50

Coffee break

11:10



Marcin Jablonski

CEO Connectionpoint
Secret topic



Manuel DeVits

Sales and Marketing Consultant
IT Outsourcing Companies
The Excellence in Sales - How to build
a great image of you and your
company

11:55



Wiktor Żołnowski

Co-Founder Pragmatic Coders
How we connected Marketing, HR,
Account Management together to
achieve better results"



Adam Sarama

Partner North Star Consulting
Strategic Account Selling

12:40

Lunch

CLOSED VIP MEETINGS, AFRICA HALL

11:10



Rafael Knuth
Global Sales &
Marketing E-
Commerce Berlin
EXPO

11:55



Chris Bye
Chief Instigator
ByeDesign

13:40



Chandra Mouly
Sales Director TTI
UK Ltd

#OP2017KRAKOW PROGRAMME, 2 DAY

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12:40

Lunch

13:40



Enrique Planas

Co-founder & Board Director Tree
Digital
Acquiring new customers through
seduction. Latin America story.



Discussion board

Building presence and sales:
remotely vs onsite?

14:25



Discussion board

CEE Service Provider Playbook:
Valuations, Investments, Mergers
and Acquisitions



Katarzyna Leszczyńska

CMO SoftwareMill
How to manage in a flat organized,
remote and transparent company

15:10



Marcos Bravo

Business&Marketing Manager
Tooploox
"You gotta walk the walk, before you
talk the talk" How speaking the
language is not enough in doing
business



Roman Katerynchyk

Founder Artjoker.net
Continuos Improvement: How to
Foster Changes and Put Them into
Life

15:50

Coffee break

16:10



Pavel Obod

CEO @ Sloboda Studio
How we improved retention in four
times and increased the profit by
50% in 2016.



Alla Klimenko

CEO MadDevs
PM Digital Nomad or how to manage
total remote team

16:50



Vasyl Starykov

Sales & Marketing Manager
Nanita Tech Co. LTD. Cambodia
How to reach high demanding
Japanese market. Cambodia XP.



Przemyslaw Stanisz

Co-founder & Partner NorthStar
Consulting Group
Steps to a Great Sales UX

17:30

Closing and socializing