

WELCOME TO

GAIN²24

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Opening Remarks

Juliana Slye

CEO, Government Business Results, LLC

WIFI NFORMATION



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Password: GAIN2024!

Executive Committee

Thank you!

Alison Mitsuhashi, Senior Director, Marketing, Government Business Results, LLC

Molly Tomevi, Director of Marketing, Carahsoft Technology Corp.

Jeffrey Wolinsky, Publisher, Federal News Network

Doug Mashkuri, Vice President, GovLoop

Jen Fleisher, Senior Director, Public Sector Marketing, Okta

Katie Hanusik, EVP, Public Relations, REQ

Christina Botto Morrison, Public Sector Marketing Leader, NVIDIA

Katharyn White, Head of Marketing for Public Sector, Google

Michael Hoffman, President & CEO, GovCIO Media & Research

Jennifer Held, Executive Marketing Lead, Worldwide Public Sector, Amazon Web Services

Joe Pendry, Marketing & Communications Executive, Oracle

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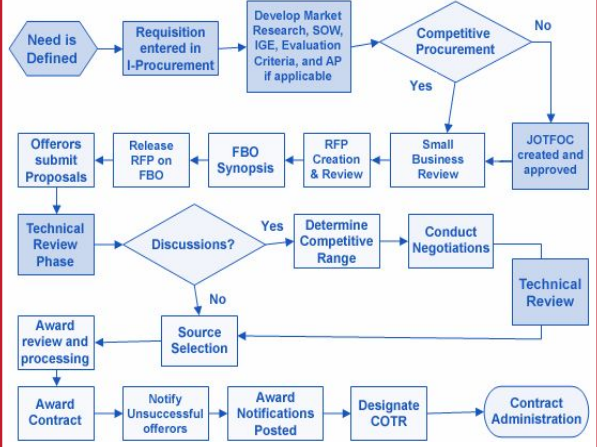
GOVTRIBE

Driving B2G Growth in the Face of Challenges

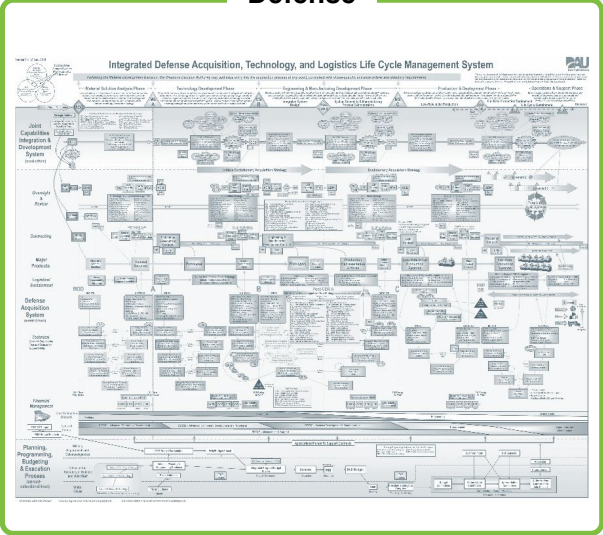
The guide for today's agenda

Government purchasing is complex

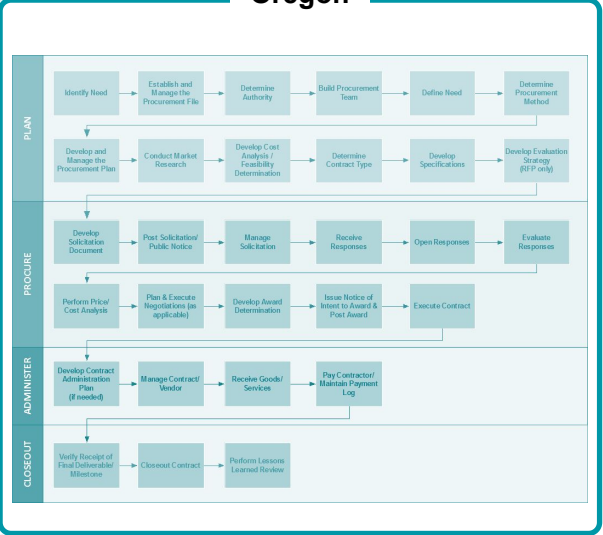
Federal Civilian



Defense



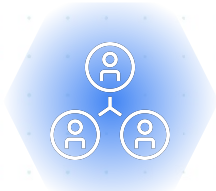
Oregon



The buyer has many jobs



Peer discussion | Team alignment | Peer references | Executive alignment
Problem Exploration | Standards research | Solution research | Product research
RFIs | RFPs | Value exploration | RFQs | Procurement



Industry Days



Conferences



Seminars



Webinars



Demos

The GBR GovBuyer's Journey™

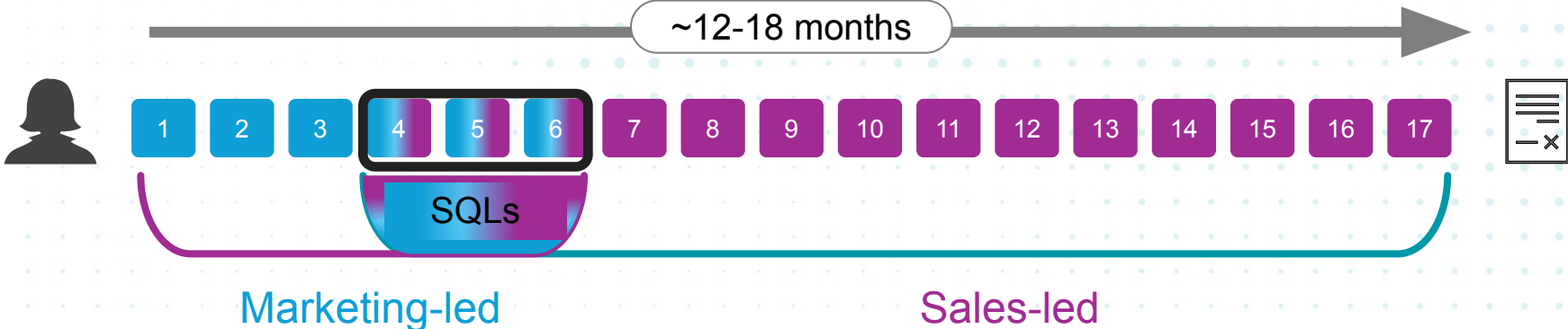


Peer discussion | Team alignment | Peer references | Executive alignment

Problem Exploration | Standards research | Solution research | Product research

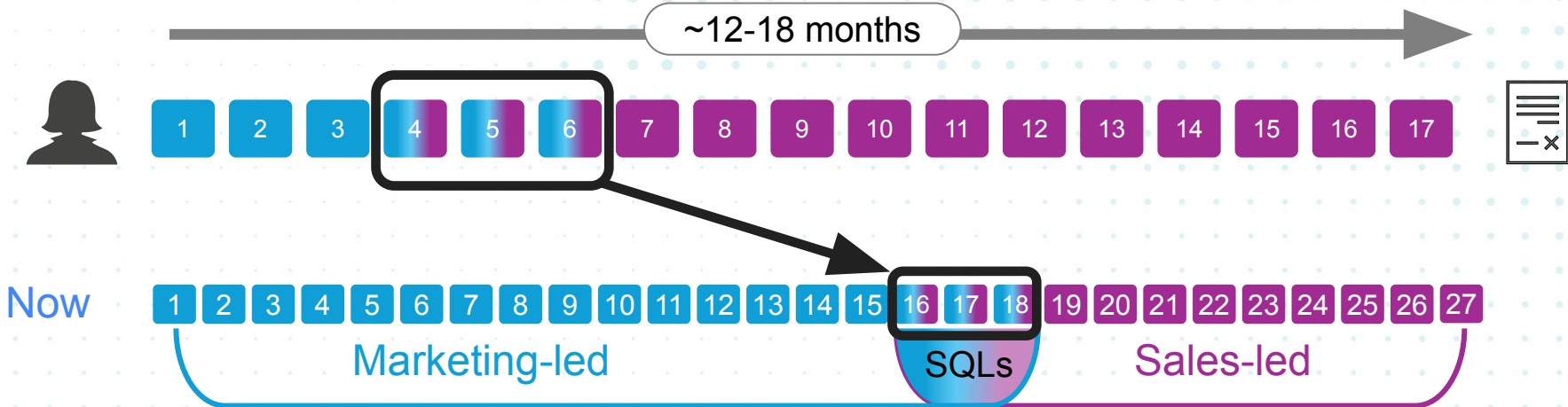
RFIs | RFPs | Value exploration | RFQs | Procurement

Sales-led buyer education



We operated this way for 20+ years!

Birth of the self-educated GovBuyer



It's a team sport!



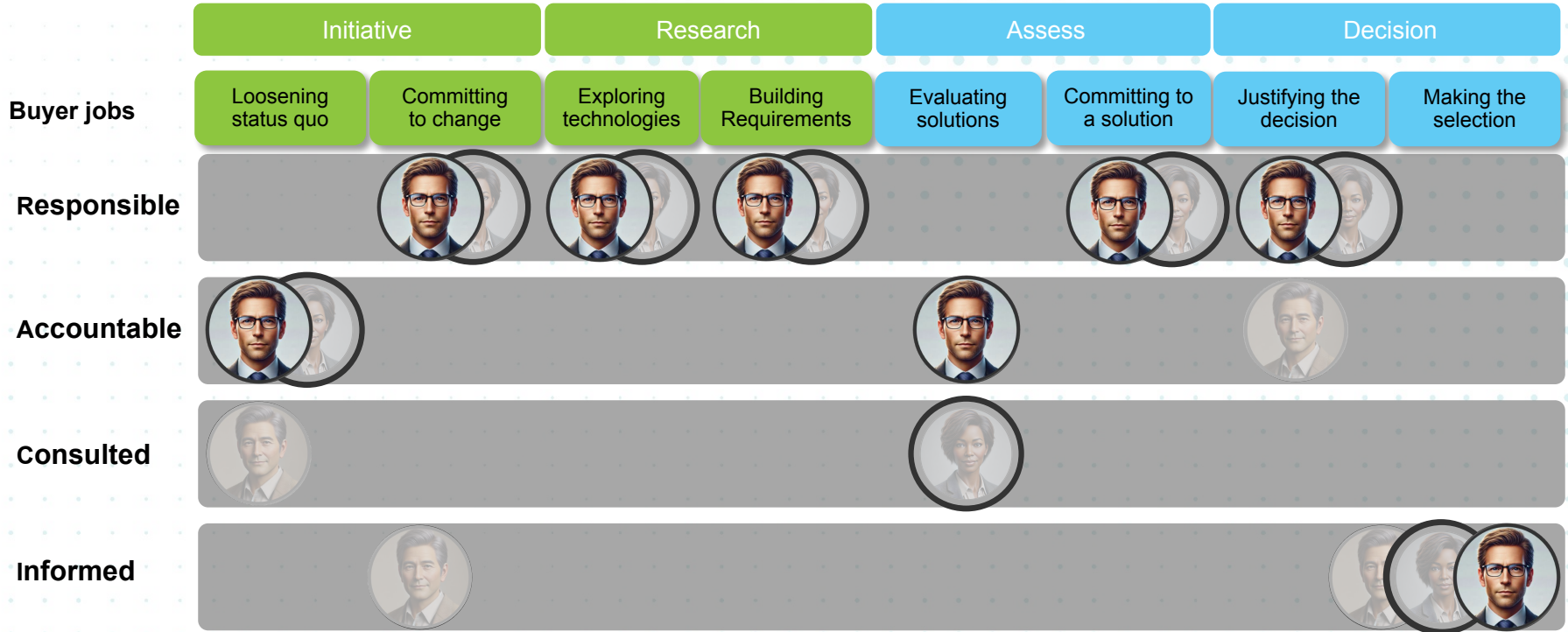
IT



LoB



C-Level



How today meets the challenges

- Content that connects
- Policy updates (catalysts!)
- ABM as a connection guide
- Small business concerns
- How partners can help connect and amplify
- Deep dive on MQL, SQL and pipelines
- Harnessing disruptions
- Career growth
- Branding, PR & the pipeline
- Organizing touchpoints
- Tapping power of AI to make all of it easier

Let's go!

Creating Content that Connects in a B2G World

Ann Handley

Chief Content Officer, MarketingProfs

Technology Policy Update for Marketers

Rob Efrus

Founder & CEO, Efrus Federal Advisors, LLC

Overcoming the “Do More With Less” Dilemma: Humanizing Your ABM Strategy

Colby Proffitt - VP, Marketing @ Shift5

Tanner Bokor - Director, GTM Operations @ Shift5



Colby Proffitt is a go-to-market executive leader who specializes in cybersecurity and technology marketing for early and mid-stage B2B and B2G SaaS companies. A 5X founding marketing hire with more than 15 years of multi-industry experience, he has built multiple successful marketing strategies and programs from \$0 to \$100M+. Currently the Vice President of Marketing at Shift5, he's been recognized as one of the 2024 Top 15 Marketing Experts in Washington, D.C. and the ABM program implemented under his leadership was recognized earlier this year by Gartner. Most recently, Colby has been named a finalist for the Pavilion 2024 Startup CMO of the Year.



Tanner Bokor is a jack of all trades public sector marketing and GTM operations leader, with a specialty in building and scaling growth strategies targeting the Defense, Federal Civilian, and SLED verticals. Tanner has spent more than a decade working with non-profit, publicly-listed, and early stage startup companies including Chainalysis, SecurityScorecard, and MSAB to build and expand their B2G and B2B growth, digital, demand, and field marketing programs from the ground up. both in the U.S. and internationally across EMEA, APAC, and LATAM. Tanner currently leads GTM Operations at Shift5, overseeing the company's demand, MarOps, RevOps, and creative and brand functions.

Our Experience with ABM

- Adopted at Shift5
- MarTech Tooling + Personalization
- Focus on data insights
- Recognized by Gartner*

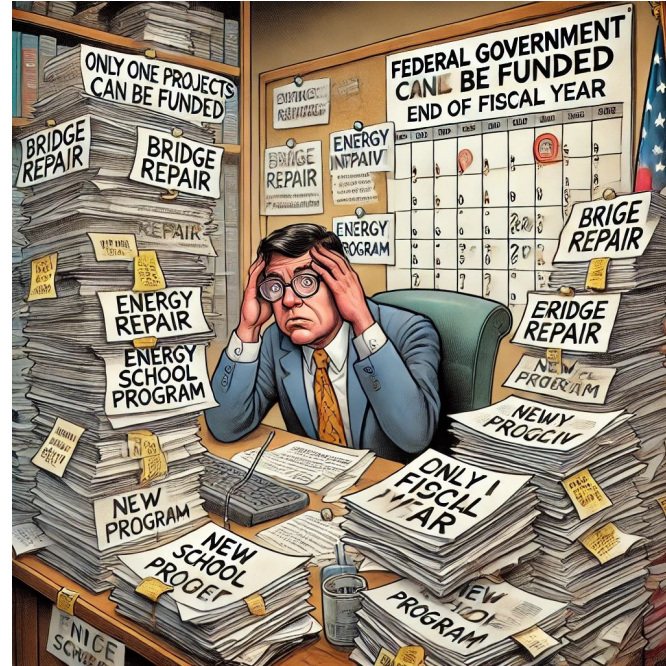
*<https://www.gartner.com/document/5445363?ref=TypeAheadSearch>

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Learning Objectives

1. Then vs Now
2. Rethink, Reframe, Reset
3. What ABM Is and Is Not
4. Integration on any budget

The Pressure is Real for PubSec Marketers and Buyers



Survey #1 What is ABM?

Code on postcard



1. A targeted GTM approach that employs intent data and a personalized buyer journey to drive focused awareness, engagement, and conversion.
2. A strategic approach that focuses on high-value accounting a market or business.
3. A [marketing strategy](#) for high-value customer accounts, where each account is treated as a “market of one,” offering highly personalized 1-to-1 experiences and tailored content.
4. A go-to-market strategy targeting certain accounts with a synchronized, continuous set of marketing and sales activities. ABM activities engage those accounts and individuals through all stages of the buying journey.
5. Never heard of it!

6. <https://www.salesforce.com/marketing/account-based-marketing-guide/>
<https://blog.hubspot.com/marketing/account-based-marketing-guide>
<https://www.gartner.com/en/sales/glossary/account-based-marketing-abm-#>
ABM only works in B2B. I'm a PubSec Marketer!

Then...
...and now



© marketoonist.com

Why Should You Care about ABM?

87%

...agree that augmenting traditional lead-based strategies with a stronger focus on account based strategies is the best way to maximize revenue generation.

91%

...agree that being able to target prospects and customers through a tailored approach, with personalized campaigns and sales outreach, is something their organization is interested in.

93%

...agree that a fully aligned sales and marketing team is vital to activating a successful account based marketing strategy.

ABM: What It Is and What It's Not

ABM is not...

Just Lead Generation

One-size-fits-all

Just for large enterprises

Digital only

Only for net new acquisition

An easy fix

A marketing-only approach

ABM is...

Focused on the entire journey from pre-lead to post-sale

Personalized and customized

Tailorable for companies of various sizes with different budgets

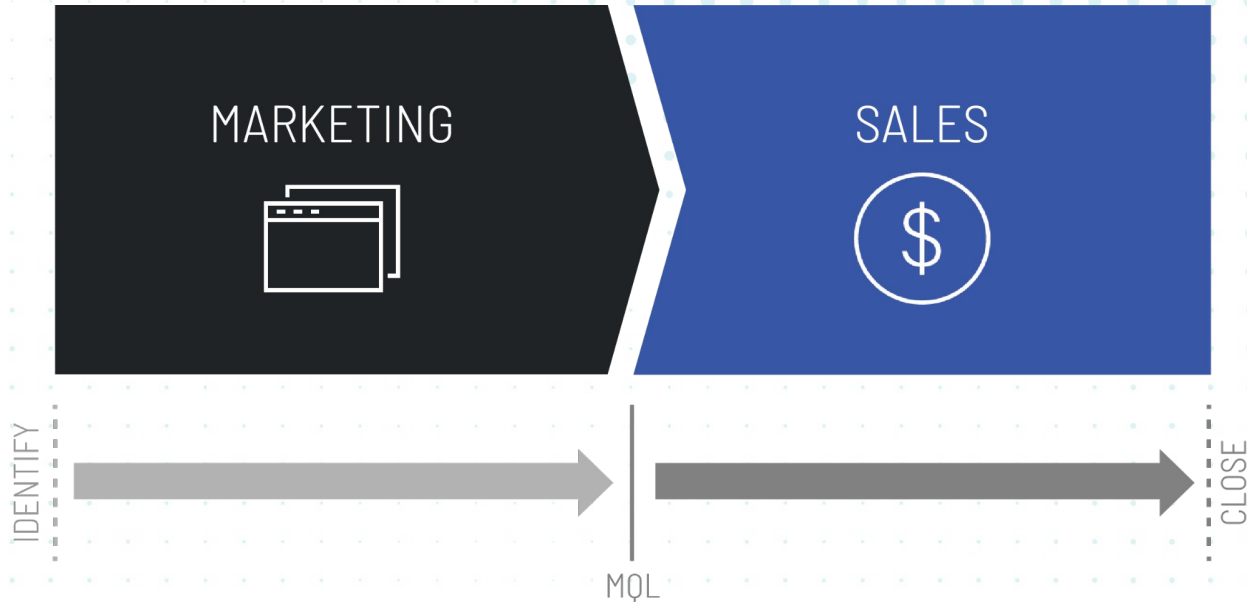
Integrated across multiple channels and tactics

For net-new, up-sell, cross-sell, and retention

A long-term investment

Grounded in GTM alignment

ABM is a GTM Strategy... ...not just a Marketing Strategy



Don't be a Wilson!



ABM is a GTM Strategy... ...not just a Marketing Strategy



Own it together!



Current State

What Marketing Sees

Tradeshaw /
Booth Scan
@ AUSA



Upload to
CRM

10/17/24



BDR
Outreach #1

10/21/24



BDR
Outreach
#2

10/28/24



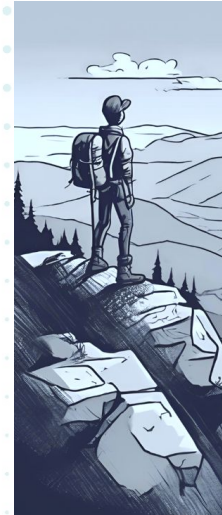
BDR
Outreach
#3

11/04/24



Return to
Nurture

11/05/24



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Current State

What Marketing Doesn't See



Anonymous site visit

10/16/24

Keyword research

10/16/24

Anonymous site visit

10/18/24

Form fill & content download

10/18/24

New visitor: anonymous site visit

10/18/24

Keyword research

10/18/24

New visitor: anonymous site visit

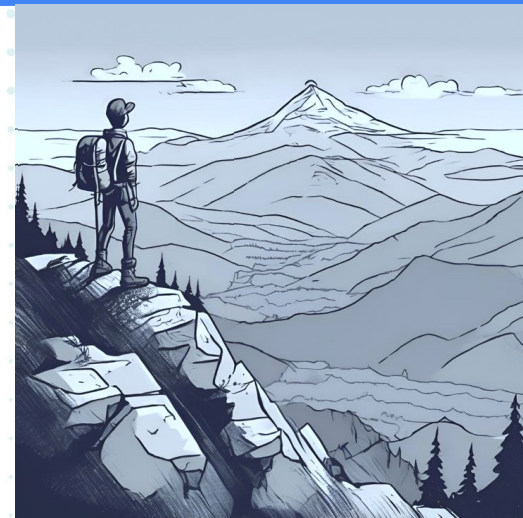
10/19/24

Form fill & content download

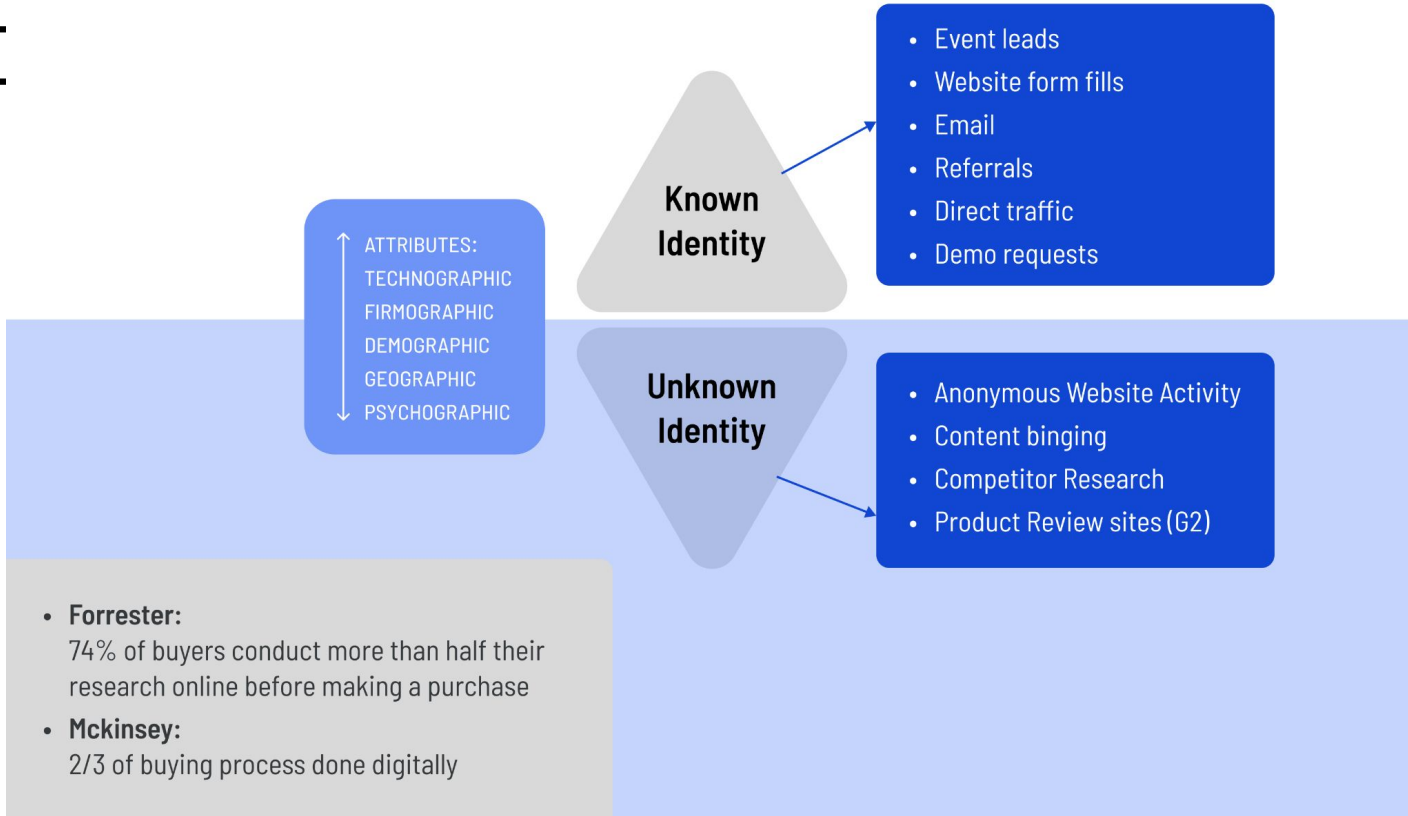
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Competitive research

10/20/24

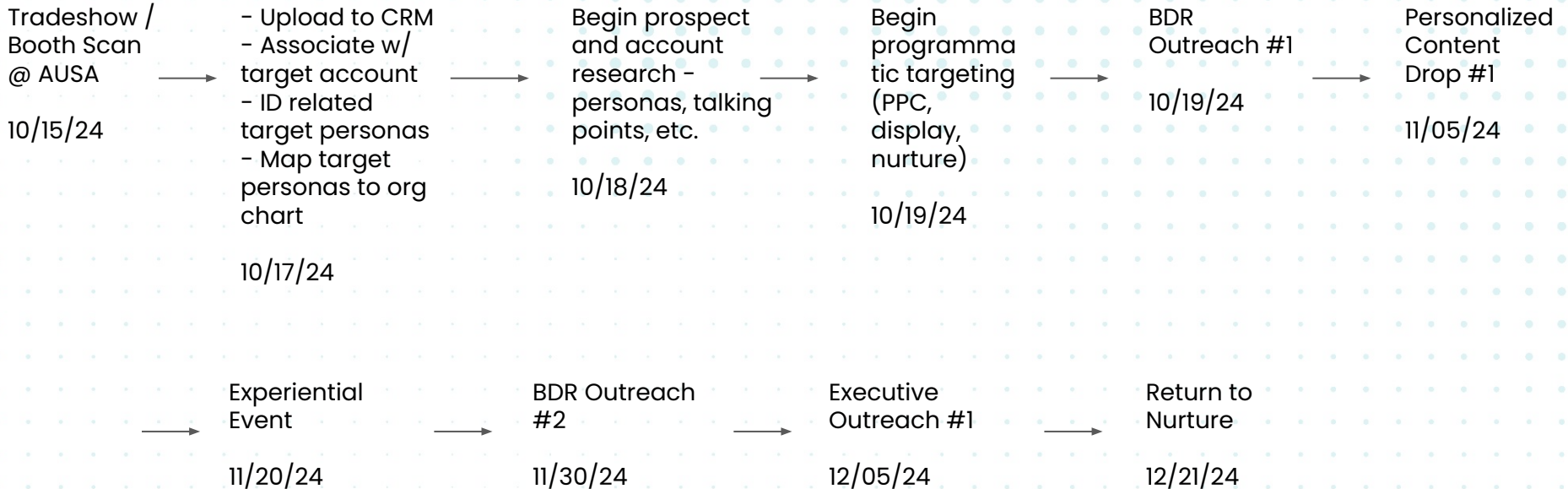


The I



Current State

What Marketing Doesn't See



But how does this work in PubSec?

“Make yourself visible when it matters, to whom it matters.”
Go-To-Guy Timberlake, The ASBC



Survey #2

Code on postcard



How many interactions from lead to closed/won?

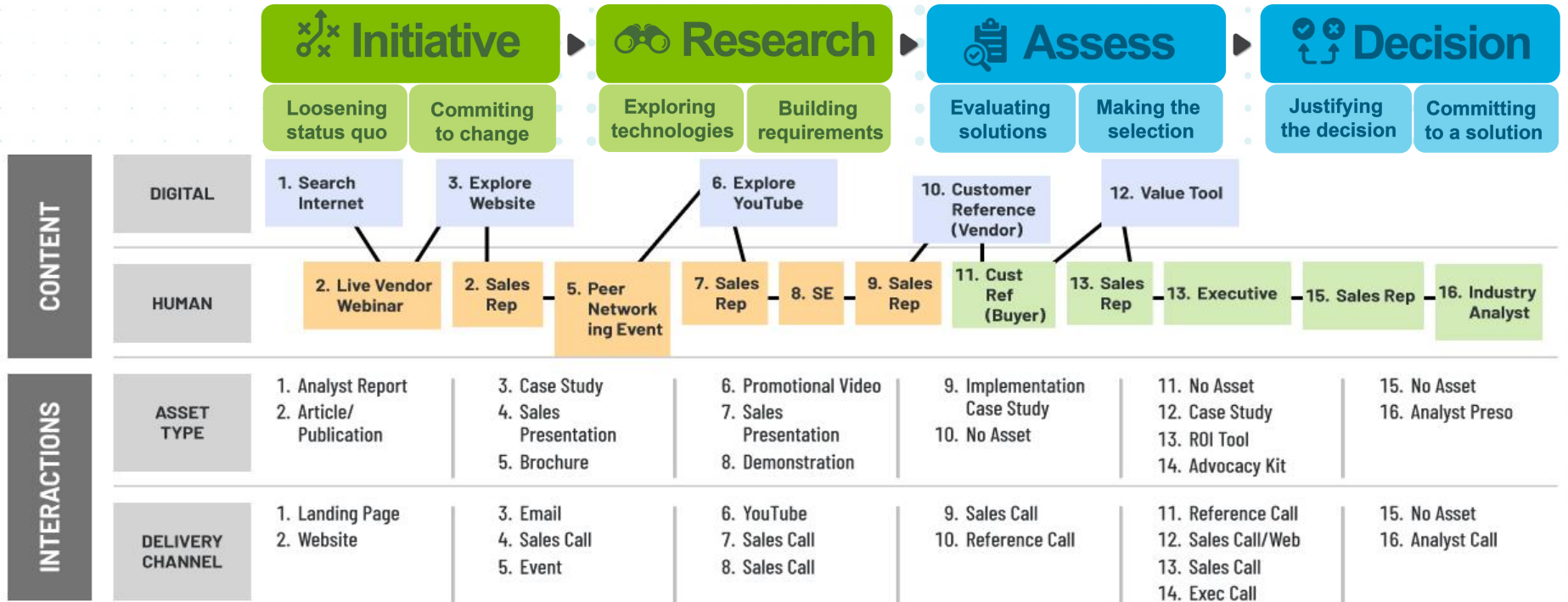
1. <10
2. 10-25
3. 25-50
4. 50-100
5. 100+
6. No idea!

How many interactions from lead to closed/won?

- Avg. 268 Touchpoints from initial acquisition to close (intent events included)
- Avg. 60-120 Days of Research before initial demo/discovery
- Buying committees as small as 5 and as large as 35+

The GBR GovBuyer's Journey™

Content/Resource/Strategy by persona



Supplement & Inform Your Strategy

Marketers still need to...

- Research accounts
- Collaborate with Sales & BD
- Know agency priorities

But now you can...

- Decide based on data
- Take action quickly
- Focus for efficiency
- Advise and inform

This sounds difficult, and expensive...
...ABM doesn't have to be.

- Buy-in & Alignment
- Start small
- Take inventory
- Benchmark
- Experiment
- Talk to your CFO!
- Set expectations
- Data + Narrative

The Human Element

- Human business, not just product business
- Empathy matters
- 1:1, 1:few, 1:many
- Genuine, human effort = genuine, human reaction

Use The Tools & Resources You Have

Have a CRM and MAPS?

- Structure your data
- Target accounts based on activity
- Lead scoring as an indicator
- Feedback loop
- Try freemiums

Have existing content?

- Cross-pollinate and re-use content
- Messaging platforms
- Quality vs quantity
- Blend content with research

"You're doing great." -Tom Papa

Daily Sales Show Line-Up

SIGN UP FOR ALL SHOWS

[Steal These Top-Performing Follow-Up Strategies](#) | Monday, October 7

Kyle Vanmouris is joining us to share the best follow-up techniques based on his work with 100+ B2B sales teams. Discover the frameworks and resources he uses to nail the process.

[How Top Sales Reps Build Urgency and Close More Deals in Q4](#) | Tuesday, October 8

Expert closers, Sara Uy and John Kuhns, will teach you how to approach competitive deals in Q4. Everything from approaching discounts, objection handling, and Q4 pipeline prep.

[Increase Your Win Rate With These Discovery Questions](#) | Wednesday, October 9

Troy Munson and Sophie Allen are sharing the questioning strategy that helps you go deeper with your prospects and as a result, close more deals. Walk away with fresh ideas you can apply immediately.

[How These Top Sales Experts Master Cold Call Objections](#) | Thursday, October 10

Join Jack Frimston and Zac Thompson, (the gurus behind We Have a Meeting!) as they share their data-backed insights and strategies for overcoming the most common cold call roadblocks.

[3 Steps to Overcome Prospects' Resistance In Cold Calls](#) | Friday, October 11

Learn the exclusive 3-step framework that will keep you in control of the conversation and have prospects wanting to hear the next steps... it's as easy as P-C: Accept, Permission, Clarify.

5 Strategies to Build Your Personal Brand with AI

Tue, June 18th | 11 AM EST | 8 AM PST



Learn it

Discover how to build a landing page from a guided landing page template.

Watch now

Increase conversions with landing pages.

Earlier in the Adobe Marketo Engage series, we shared simple steps for building forms to collect data from web visitors. Now, you can build landing pages — customized web pages that visitors can reach through a call-to-action — just as easily, without having to go to it. Landing pages can look and feel like your website. They can house your forms and, when built effectively, they can drive customer and prospect conversions which you can then report on.

Build your brand with N2K CyberWire

Educate the industry | Generate leads

Level up your content and strategy this quarter.

Let [N2K CyberWire](#) support your thought leadership and reach your audience of influential decision makers

Turn webinars into live podcast events. Engage N2K's network of active listeners and expand your reach.

From Chaos to Control: Expert Time Management Insights

June 20th | 2PM ET

Rashelle Isip

SAVE YOUR SEAT

From Signal to Sale with AI-Powered Messaging

SUMMER LAUNCH '24

WEBINAR

How Sales Pros Hit Goals with the Right Calendly Plan

Register now →

Our summer product release is here! We're introducing a new way to activate AI-powered, signal-based selling. This new technology will help you engage buyers and deliver more value in our 15-minute [on-demand session](#).

Pitchfire

SUMMER LAUNCH EVENT

Colby

have a \$305.00 pitch waiting for your response in Pitchfire. And if it doesn't get a response within 24 hours, it will expire.

Want to respond and collect the cash now?

Respond Now

How to Design Your AI Social Media Marketing Strategy

Professionals wear a lot of hats, from content creators to data analysts, to manage their expanding workloads and lofty business goals, they need smarter, faster.

social media strategy that helps you operate more efficiently, fill gaps in your tech stack and ethical marketing, and get the right vendor and gain back valuable time.

Download workbook →

How Sales Pros Hit Goals with the Right Calendly Plan

Register now →

Marketing Strategy

challenges?

how Optimizely transformed their marketing processes, and technology.

actionable strategies to enhance your marketing creation, and accelerate speed-

and delight your customers!

Register Now...

Thank you!



Coffee Break

Pipeline Endgame: Smart Marketing and the Small Business Cliff



Anatalia Macik

Director of Proposal Operations, Excella



Erin Grace

Co-Founder, Storyboard Creative Group

Partnering for Marketing Success



Pilar Mejia

Senior Distribution Manager, Public Sector, GitLab



Tiffany Goddard

Sr. Director, U.S. Public Sector Marketing, Zscaler



Sieg Leahy

Senior Public Sector Marketing Manager, Federal, Okta



Katie Hanusik

EVP, Public Relations, REQ

[Moderator]

Managing the Pipeline: MQL vs SQL in Growth Marketing



Darci Hunt

Marketing Director, U.S. Public Sector and Healthcare, Crowdstrike



Josie Smoot

Sr. Director, U.S. Public Sector Marketing, Zscaler



Molly Tomevi

Director of Marketing, Carahsoft



Alison Mitsuhashi

Senior Director, Marketing, Government Business Results

[Moderator]



Lunch, Expo & Networking

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Disrupters Panel: Roadblocks and Accelerants to Growth



Kelly Amacher

Strategic Partnership, NBC



Lauren Franco

Director of Public Sector Marketing, Nutanix



Brian Chidester

Head of Industry Strategy, Public Sector, Adobe



Christina Botto Morrison

Public Sector Marketing Leader, NVIDIA

[Moderator]

Government Marketing Career Growth



Stephen Ellis

Director of Public Sector Product Marketing,
Global Defense, ServiceNow



Alan Rubin

Vice President, Segment Marketing, Granicus

Blueprint for B2G Success:

Branding & PR Strategies for Contract Pursuits



Brian Lustig

Public Relations Practice Lead, Bluetext



Sunny Singh

Former President & CEO, Aeyon



Scott Aukema

Vice President of Marketing, Sigma Defense



Robin Vaitonis

Chief Operating Officer, Grafik

[Moderator]

B2G Branding/PR Value Creation Hacks

- **Breakout of the Sea of Sameness.** *Everyone does AI or cyber. Define why you're so special.*
- **Why → How → What.** *Organizations don't buy what you do; they buy WHY you do it.*
- **Market to "Stand out, not fit in."** *Don't commoditize yourself as a small, mid-sized contractor.*
- **Build Internal Alignment.** *Tap into internal ambassadors to accelerate outcomes.*
- **Be a Thought Leader.** *Build trust by focusing on the pain point, not the product.*
- **Align Brand with Key Initiatives.** *This guides contract pursuit branding, PR.*
- **Go deep.** *Invest in account-based marketing initiatives to get the relationship edge.*
- **Brand, Marketing, and PR Must Work Together.** *It's a partnership, not a choice, for best results.*
- **Mindful M&A Integrations Boost Value.** *Brand alignment is key to clarity and growth.*
- **Contract Narratives > Contract Dollars.** *Don't get lost in sea of contracts.*
- **PR perfection is the enemy of progress.** *Branding & Messaging don't have to be perfect before PR activation.*
- **PR is not an 11th hour contract pursuit channel.** *Match PR services to contract phases.*



Coffee Break

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Building your B2G ROPE Bridge

Elizabeth Nerland

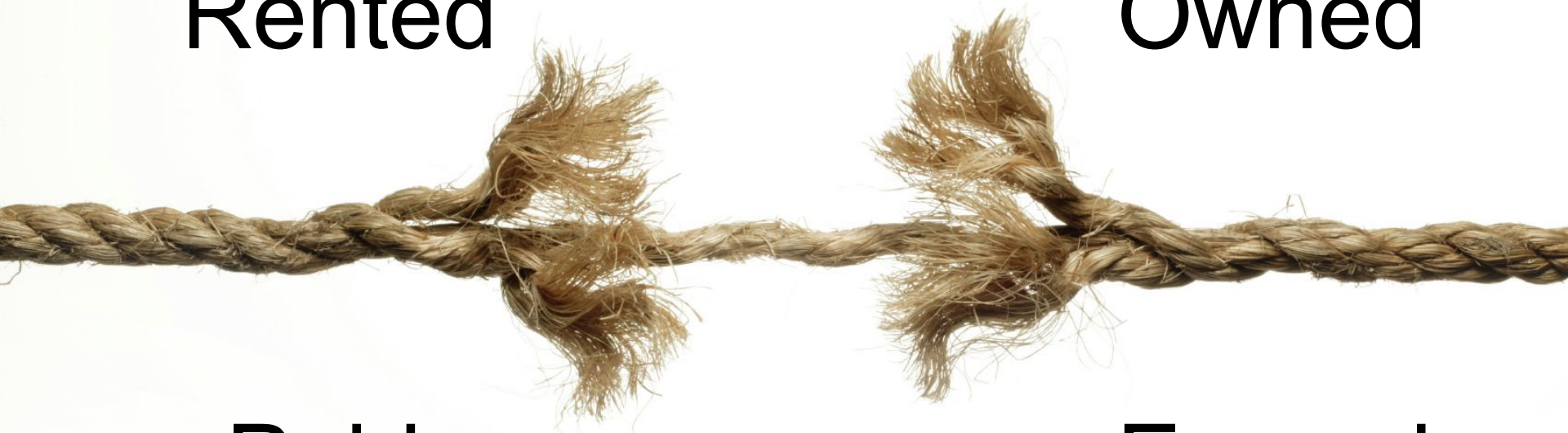
Sr. Director, Marketing & Communications,
Chugach Government Solutions, LLC

Organize your Landscape

- Organizes distribution nodes, content and tech deck tools
- Helps prioritize efforts
- Avoids option paralysis
- Keeps focus on your target
- Supports data-based decision making
- Supports marketing agility

Rented

Owned

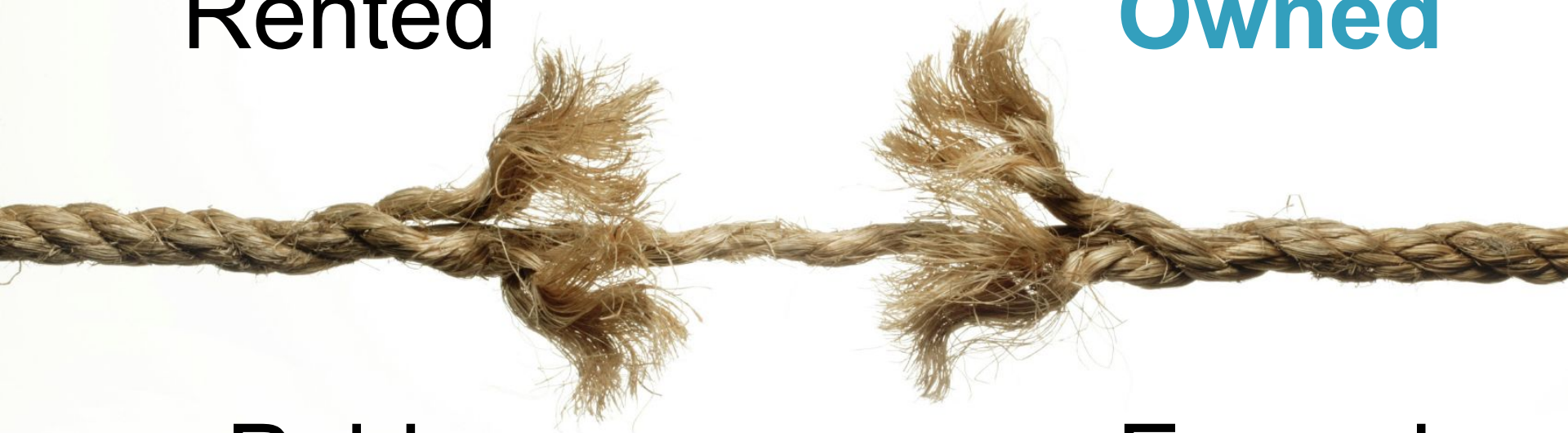


Paid

Earned

Rented

Owned



Paid

Earned





RENTED SPACE		OWNED SPACE	
Digital LinkedIn GlassDoor Facebook YouTube	Tools/Resources In-platform posting Website share buttons Social media management tool	Digital Company website Customer Satisfaction Surveying Email Marketing Podcast	Tools/Resources SEO WordPress CMS CRM Google Analytics
Traditional WOM	Metrics & KPIs Click thru rate Average review rating Impressions/Likes (vanity)	Traditional Brick & Mortar	Metrics & KPIs Traffic/Visitors Bounce rate conversions
PAID SPACE		EARNED SPACE	
Digital Google Adwords Social Advertising SEO	Tools/Resources Vendors (Creative firm/Media buyer) Ad management tool	Digital Podcast (guest) Guest/featured contributor Influencer Marketing	Tools/Resources PR Firm Roladex - CRM
Traditional Sponsor Advertising Tradeshow booths	Metrics & KPIs ROI	Traditional Sponsorships Awards Conference Participation & speaking engagements	Metrics & KPIs Referral traffic Attributable lead generation Engagement time

Ways to use the ROPE Bridge

- Brand recognition and awareness campaigns
- Opportunity-specific campaigns – collaborate with Growth team
- Recruitment
- Internal communications – useful with large geo-separated teams
- Leadership education, upward management

Getting Started V1 – Midstream

- Inventory your current generic ROPE matrix
 - What can you execute today?
- Identify company goals and objectives
- Identify your target audience(s)
- Test your current ROPE against company goals and targets
 - Don't be misled by poor quality content
- Test dependent – Stop, continue, invest
- Build your bridge

Getting Started V2 – Start from scratch

- Identify company goals and objectives
- Identify your target audience(s)
- Build your ROPE bridge

How to build your ROPE

- Start with owned space (website)
- Establish baseline rented space (LinkedIn)
- Understand:
 - Content strategy and capacity
 - Time and money resources

Questions?

Maximizing Government Marketing Impact with AI

Natalie Lambert

Founder & Managing Partner,
GenEdge Consulting

Closing Remarks

Juliana Slye

CEO, Government Business Results

GAIN! Awards

Francis Rose

Host, Fed Gov Today

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WINNER

Account Based Marketing

David Kish
Lookout

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Agency-led Campaign

EY GPS Marketing Team

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BD Capture Marketing

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BD Capture Marketing

Amy Corcoran
Alpha Omega

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Best Event Experience

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WINNER

Best Event Experience

Melanie Holmes
Adobe

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Brand Awareness

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Demand Generation

Stacy Outlaw
WAEPA

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Lexy Sheets
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Pegasystems

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**Mission Technologies Communications Team
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PUBLIC SECTOR : WHERE POLICY MEETS TECH INNOVATION

Yes&

salesforce

PLATINUM

REGISTRATION UNDERWRITER

SELFIE & SCRIBBLE UNDERWRITER

GOLD

claroti
INNOVATION. DELIVERED.

EM
Executive Mosaic

FED
GOV
TODAY

FLIGHTLINE

GovEvents GovWhitePapers

GoV/CIO
MEDIA & RESEARCH

ies
institute for
excellence in sales

REQ
An Agital Company

W2 | W2Communications

SMALL BUSINESS

FEDERAL
NEWS
NETWORK

Grafik

MerrittGROUP

SHIFT5

SOCIALCHANNEL

THUNDERCAT
TECHNOLOGY

CONTENT PARTNER

GBR
STRATEGY. MARKETING. ENABLEMENT.

STRATEGIC INSIGHT PARTNERS

GENEDGE

GOVTRIBE

GAIN'24

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