

 MONDAY OCT 27

  
**CAMP**  
**MOPZA<sup>25</sup>**

CAMP  
ANABELLA D

CAMP  
GLORIANA AC

CAMP  
BOHEMIA

CAMP  
DORIA

CAMP  
DELICIA AB

9:00 AM - 10:30 AM

Nish Patel

**From Execution to Influence: Command AI, Think Strategically, Get Noticed**

30min break  
10:30 AM - 11:00 AM

9:00 AM - 10:30 AM

Nadia & Joe from  
CaliberMind

**Keys to MOPs Career Success and Advancement: Driving Data Leadership, Business Alignment & AI Readiness**

11:00 AM - 12:30 PM

John Muehling

**Transforming Your Data into an AI-Ready Asset: A Marketing Operations Blueprint**

9:00 AM - 10:30 AM

Drew Smith

**Attribution, MMM, and Incrementality: The Three Headed Monster of Marketing Reporting**

AHHH!

11:00 AM - 12:30 PM

Mike Simmons

**Leadership Starts with a Mirror: Unlocking Influence from the Inside Out**

9:00 AM - 10:30 AM

Rachel Squire

**Scrappy Attribution: A Real-World Framework for Measuring What Matters**

11:00 AM - 12:30 PM

Frans Riemersma

**One MarketingOps skill to Master 15,384 Tools, AI and Make Money**

\$ \$

9:30 AM - 10:30 AM

Ian Shields

**Design a Revenue Architecture Blueprint in 90 Minutes**

11:00 AM - 12:30 PM

Jomar Ebalida

**Unleashing AI Agents: Transform Your Customer Journey in 90 Minutes**

12:30 PM - 1:30 PM

LUNCH BREAK

12:45 PM - 3:45 PM  
ANABELLA C

Ed King

**Build Trust, Not Just Pilots: The Path to Scalable AI for Ops Teams**

1:30 PM - 3:00 PM

Melissa McCready

**Building Your GTM Ops Playbook**



1:30 PM - 3:00 PM

Jes Kao

**Future-Proofing MOPS: Build the strategic skills to Lead in the Age of AI**

1:30 PM - 3:00 PM

Kelly Jo Horton

**Making Every Move Count: Thriving with a Leaner GTM Team**

1:30 PM - 3:00 PM

Tyron Pretorius

**Python for RevOps Crash Course**

1:30 PM - 3:00 PM

AJ Sedlak

**Engaging Leadership with a Return on Technology Investment Story**

5:00 PM - 7:00 PM

MOPZA'25 WELCOME RECEPTION @ EXPO



**TUESDAY OCT 28**  
**SHOW DAY 1**



**MAINSTAGE**  
Anabella AB

**BO 1 / OPENPRISE**  
Anabella C

**BO 2**  
Anabella D

**BO3**  
Gloriana A- C

**EXPO**  
Carousel AB

7:30 AM - 8:45 AM

WOMEN'S  
**BRUNCH** *(invite only)*

7:30 AM - 8:30 AM

**COFFEE OPS IN EXPO**  
 CTRL + ALT + CAF

7:30 AM - 5:00 PM

**EXPO HOURS**

9:00 AM - 9:30 AM

Darrell Alfonso  
**The New Marketing COO: Why Ops Is the New Strategic Leadership Lane**

9:00 AM - 9:30 AM

Chaitra Shivram & Lauren Murray  
**Optimizing the full funnel: How Nutanix automated lead flow and territory management**

9:00 AM - 9:30 AM

Kelly Greenwalt  
**Expanding the Scope of MOPs to include M&A Operations**

9:00 AM - 9:30 AM

Jamye Breidenbach  
**The Kickoff Kit: What to Do Before You Outsource Anything**

9:40 AM - 10:10 AM

Jon Miller  
**The Old Playbook is Dead: Marketing Operations in the Age of AI**

9:40 AM - 10:10 AM

Lucas Gonçalves Macahdo  
**Create your own MOPs Assistant with MCP**

9:40 AM - 10:10 AM

Marian Hobinc  
**From Intake to Impact: Building a QA Culture in Campaign Operations**

9:40 AM - 10:10 AM

Emily Poulton  
**The Power of Segmentation in Marketo: Build Once, Impact Everywhere**

10:10 AM - 10:55 AM

**NETWORKING AND SPOTLIGHT DEMOS IN EXPO**

O YES!

10:55 AM - 11:25 AM

Jackson Mattox  
**The GTM swiss army knife: Why marketing Ops will never be cookie-cutter and how AI can boost production**

10:55 AM - 11:25 AM

Verl Allen  
**Your GenAI Strategy Will Fail Without an AI-Ready Data Layer**

10:55 AM - 11:25 AM

Julz James & Courtney McAra  
**Careers Pathways & Pitfalls - How to Chart your own course from IC to VP**

11:35 AM - 12:05 PM

Paul Wilson  
**From Integrator to Innovator: Rebuilding the Foundations of Your Marketing Automation Stack**

11:35 AM - 12:05 PM

Mitch Janning & JD Nelson  
**How Vimeo built a composable MAP to unlock PLG and enterprise growth**

11:35 AM - 12:05 PM

Ellie Cary & Britney Young  
**Ugh, As If You Know Your ICP**

11:35 AM - 12:05 PM

Wendy Barnum  
**Scaling Authenticity: Using AI to Drive Conversations That Convert**

12:05 PM - 1:05 PM

**LUNCH @ EMERALD LAWN**

1:15 PM - 3:30 PM

**NO BULLSH\*T DEMOS BIRDS OF A FEATHER**

WOW!

3:40 PM - 4:10 PM

Cory Huff  
**Build Your First AI Agent (without bugging an engineer): A Live Workshop**

3:40 PM - 4:10 PM

Cortney Lassetter & Ali Rastiello  
**From clean data to real results: How Health Catalyst scaled segmentation, automation, & GTM alignment**

3:40 PM - 4:10 PM

Andrea Frazier & Brian Schmid  
**Strategic by Design: Using AI to Elevate MOps Conversations with the C-Suite**

3:40 PM - 4:10 PM

Gillian Murphy  
**"From Marketing to SDR: Building a High-Performance Lead Handoff Machine"**

4:20 PM - 4:50 PM

Kyle Hayes  
**How Marketing Ops Teams Can Win a Seat at the Table With Partnerships**

4:20 PM - 4:50 PM

Zach Hoogerland  
**Scaling Smarter: How Rubrik's MOps team automated the chaos**

4:20 PM - 4:50 PM

Bryan D'Andrea & Danielle Urban  
**Peeling the HubSpot Reporting Onion: Where's the Data and Why Am I Crying?**

4:20 PM - 4:50 PM

Alina Vandenberghe  
**Humans + AI agents: The new GTM playbook in our org**

7:30 PM - 9:30 PM

**PARTY @ EMERALD LAWN**



**WEDNESDAY OCT 29**  
**SHOW DAY 2**



**MAINSTAGE**  
Anabella AB

**BO 1 / OPENRISE**  
Anabella C

**BO 2**  
Anabella D

**BO3**  
Gloriana A- C

**EXPO**  
Carousel AB

7:00 AM - 8:00 AM

**MOPS ON THE MOVE**

MORNING RUN WITH CALIBERMIND  
 YOGA WITH JES KAO

7:30 AM - 8:30 AM

**CONVERSION FUEL**

**COFFEE OPS IN EXPO**

9:00 AM - 9:30 AM

Megan Crone  
**From click to connect: How Palo Alto Networks built a high-speed enrichment engine**

9:00 AM - 9:30 AM

Courtney McAra  
**One Field to Rule Them All: Operationalizing Marketability at Scale**

9:00 AM - 9:30 AM

Chris Golec & Emily Gustin  
**How Marketing Ops Can Lead the Attribution Revolution**

9:40 AM - 10:10 AM

Sushrut Sadana  
**How I Built a Free and Open Source AI Bot for Marketo to Build and Analyze Campaigns**

9:40 AM - 10:10 AM

Phuong Pham, David York, Jessica Ruane, Ryan Nelson & Joshua Cooper  
**Can AI fully replace humans for the GTM team? The hard truth about scaling AI**

9:40 AM - 10:10 AM

Elizabeth Bresnahan  
**Back Into Your Targets: Building a Bottoms-Up Funnel Model That Works**

**EXPO HOURS**

10:10 AM - 10:55 AM

**NETWORKING AND SPOTLIGHT DEMOS IN EXPO**

10:55 AM - 11:25 AM

Amy Holtzman, Grant Johnson & Carla Fitzgerald  
**Taking Mops to the Moon: A C-Suite Perspective**

10:55 AM - 11:25 AM

AJ Navarro  
**You're Not Being Replaced by AI, But You Might Be Replaced by Someone Who Uses It Better**

10:55 AM - 11:25 AM

Mo Langer  
**Metrics vs. KPIs: Why Most Dashboards Get It Wrong**

10:55 AM - 11:25 AM

Jen Bergren, Darrell Alfonso, Sara McNamara & Alysha Khan  
**How to start sharing your operations knowledge**

11:35 AM - 12:05 PM

David Alexander & Jess Kao  
**Beyond Geek Speak: How MOPs Is Architecting the Future of Growth in an AI-Led Enterprise**

11:35 AM - 12:05 PM

Kelsea Morrison  
**Plot it Like It's Hot: Building a Marketing Operations Roadmap That Delivers**

11:35 AM - 12:05 PM

Todd Sprinkel  
**A Sprinkel-ing of Tips, Tricks and Hacks From My 15-year MOPs Career**

11:35 AM - 12:05 PM

Amanda Song  
**6 Years in the MOPs Trenches - Tales of Tech, Tactics and Numbers**

12:05 PM - 1:05 PM

**LUNCH @ EMERALD LAWN**

1:05 PM - 1:35 PM

Chloe Pott, Zoe Forman, Kelly Jo Horton & Courtney Edwards-Jones  
**Throw the Dice: Don't Leave Your Marketing Operations to Chance (The Sequel)**

1:05 PM - 1:35 PM

Rupal Shah  
**From data enrichment to revenue impact: How MNTN tackles data quality for TAM analysis**

1:05 PM - 1:35 PM

Hallie Knapp & Mark Lewis  
**Stop Trying to Make MQLs Happen: Transforming B2B with Buying Group Strategy**

1:05 PM - 1:35 PM

Louis Beltran  
**Streamlining Sales Research with AI**

1:45 PM - 2:45 PM

Frans Riemersma  
**MAINSTAGE KEYNOTE**

**THREE LEARNINGS FROM MOPZA '25**

2:55 PM - 3:25 PM

Chelsea Corbett & Mary Souza  
**Dude, where's my car? Creating a campaign hierarchy at a global, distributed org**

2:55 PM - 3:25 PM

Kerrie Davis  
**Creating a Unified GTM PipeGen Model with RevOps**

2:55 PM - 3:25 PM

Anurag Khemka  
**Running Campaign Ops Like a Product Team: SLAs, Tickets, and Transparency**

3:35 PM - 4:05 PM

Josh Ren  
**Funnel vision: Automated B2B attribution from click to close**

3:35 PM - 4:05 PM

Ajay Parikh  
**Centralized MOPs, Decentralized Impact: Scaling Global Digital Marketing with Limited Regional Resources**

3:35 PM - 4:05 PM

Alex Long  
**Building an AI-enabled tech stack you (and your team!) will actually use**

4:15 PM - 4:45 PM

Joe Giacalone  
**Routing Revolution: Teladoc Health's intelligent automation across multiple CRMs**

4:15 PM - 4:45 PM

Dave Schools  
**AI strategies for segmenting and personalizing with basic data like company, job title, industry, etc.**

4:15 PM - 4:45 PM

Nancy Chou  
**Pipeline Power-Shift: Why Embedding SDRs in Marketing Is Your New Growth Engine. Outbound+Inbound=Full Pipeline**

**FUN!**

5:30 PM - 7:30 PM

**OPS IQ** ft. PRETTY FUNNY BUSINESS

