

Welcome to

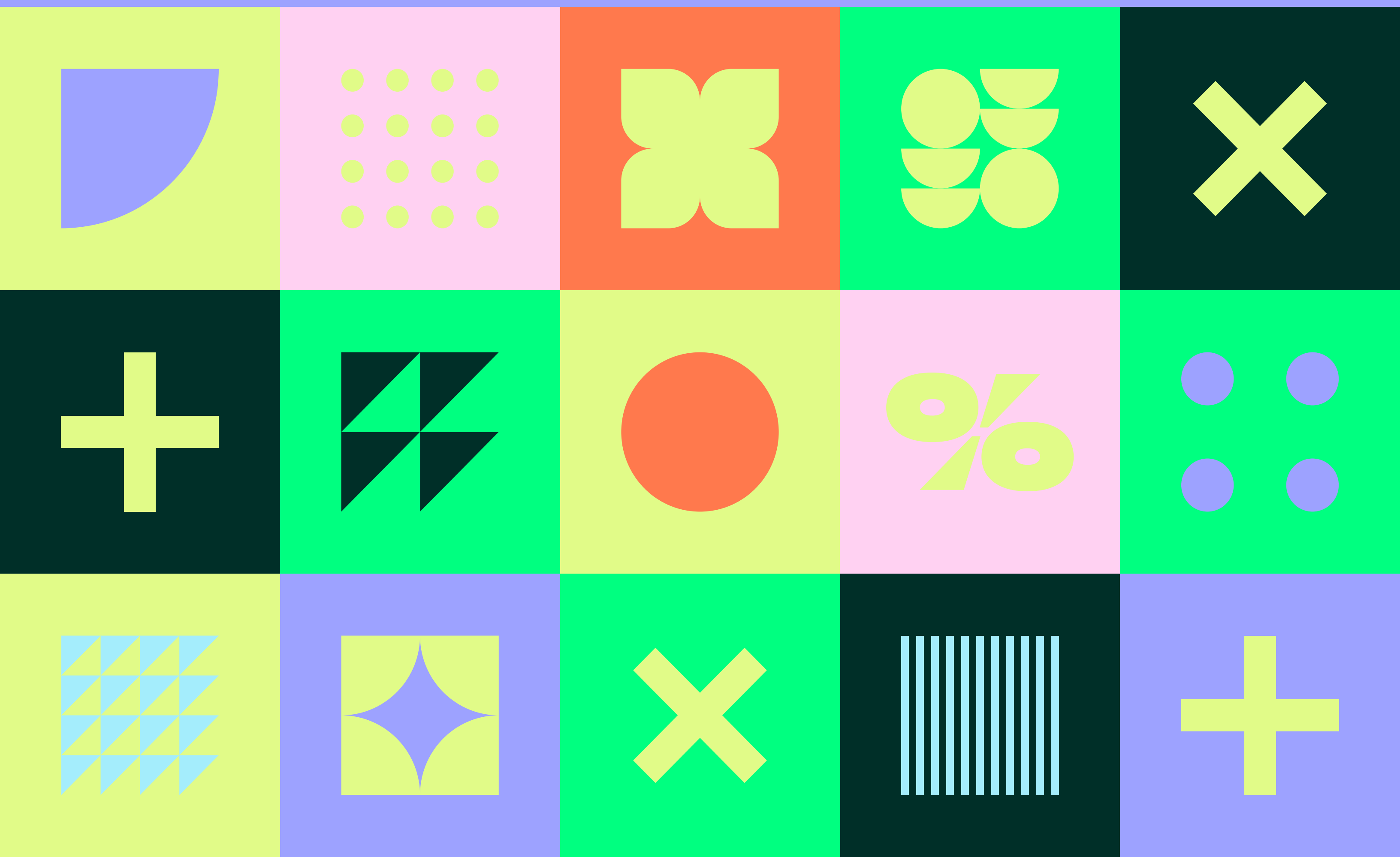
# Captivate

Thursday, November 14, 2024

8:30am – 4:00pm

300 Mission, San Francisco, CA

Hosted by CaptivateIQ



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# Captivate

A one-day-only event designed to help customers and prospects get better ROI – Return on their Incentive and planning programs.

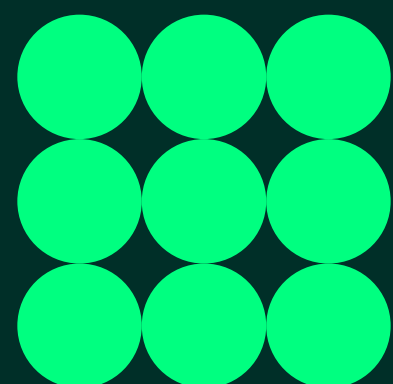
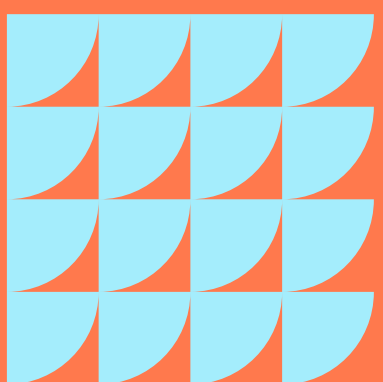
This Year's Theme:

## Win in the Era of Efficient Growth

Drive revenue, efficiently. Save money, hit targets, and prepare for future business growth. Empower commission and sales planning professionals to drive the outcomes organizations need.

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**Captivate**

**Whether you have been a CaptivateIQ customer for many years, or you're just now learning about the power of aligning incentives and compensation with the revenue outcomes your business needs, this event has something for you. Get a glimpse into the minds of commission management professionals across the country and see how they are unlocking the power that incentives and sales planning hold in driving outcomes organizations need.**

# The Day's Agenda

**8:30am – 9:30am**

Registration | Demo Stations

## Keynote Sessions

**9:30am – 9:35am**

Welcome to Captivate!

*Katie Foote, Chief Marketing Officer, CaptivateIQ*

**9:35am – 9:50am**

Business Keynote:

Welcome to Era of Efficient Growth

*Mark Schopmeyer, Co-CEO, CaptivateIQ*

**9:50am – 10:10am**

Research Keynote: State of ICM

*Conway Teng, Co-CEO, CaptivateIQ*

**10:10am – 11:00am**

A Customer Panel: How are you Winning in the Era of Efficient Growth via Incentives

*Hosted by: Mark Schopmeyer, Co-CEO, CaptivateIQ*

*With: Tzvetana Duffy, VP of Corporate Engineering, Planet*

**11:00am – 11:30am**

Morning Networking & Refreshment Break

**11:30am – 12:00pm**

Technology & CIQ Product Roadmap Keynote

*Nahi Ojeil, SVP EPD, CaptivateIQ*

**12:00pm – 12:30pm**

Voice of the Customer Highlights

*Agata Dec, SVP of Customer Experience, CaptivateIQ*

**12:30pm – 1:15pm**

Lunch | Solution Showcase

## Breakout Sessions

**1:15pm – 2:00pm**

Partner Session One

**1:15pm – 2:00pm**

Customer Training Session One

**2:00pm – 2:30pm**

Afternoon Networking & Refreshment Break

**2:30pm – 3:15pm**

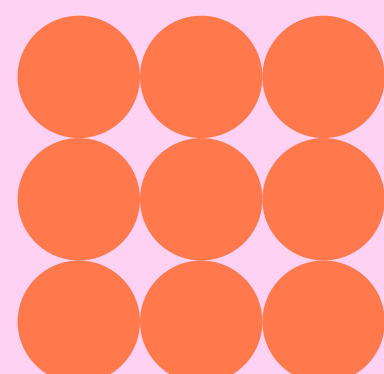
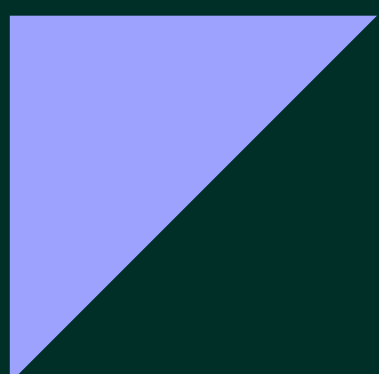
Partner Session Two

**2:30pm – 3:15pm**

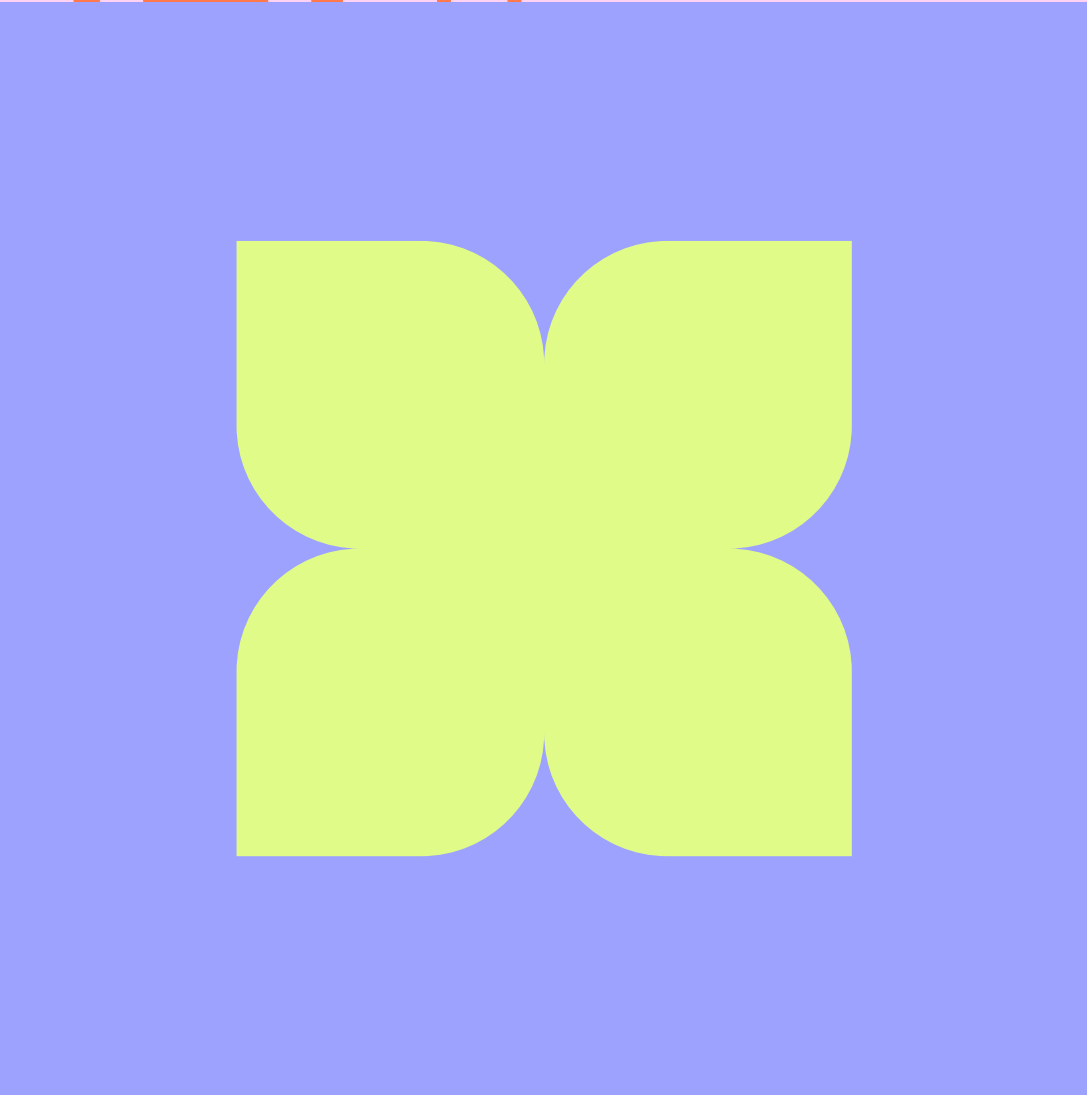
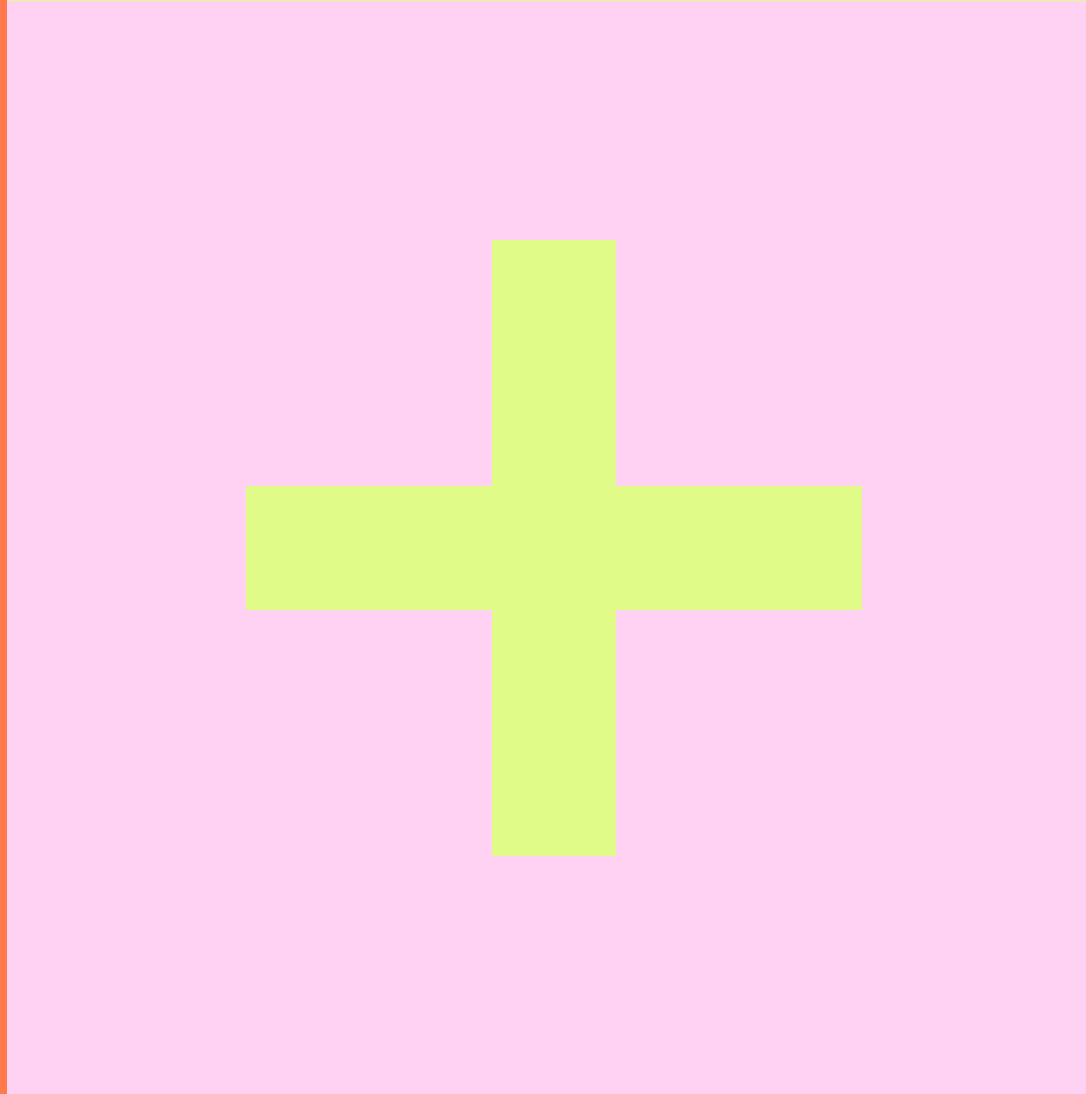
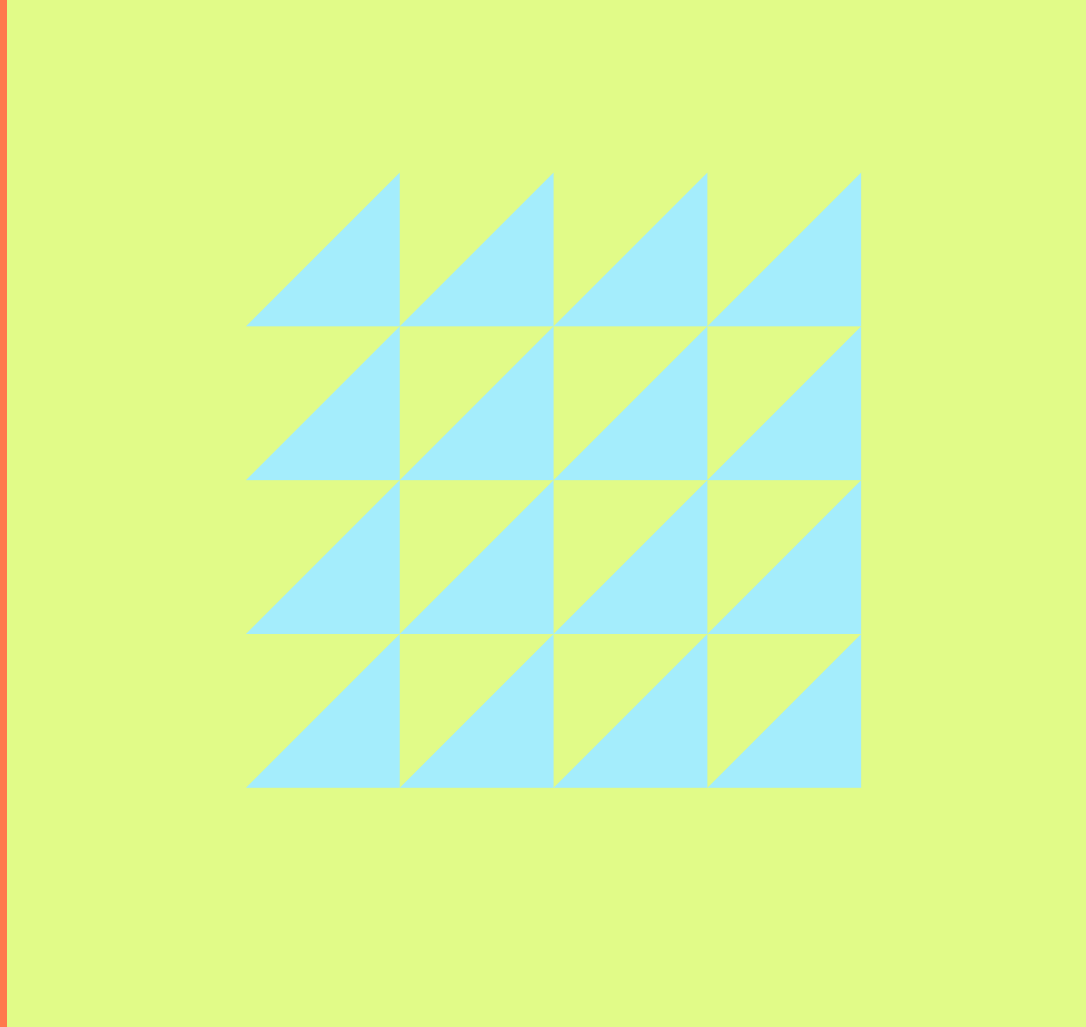
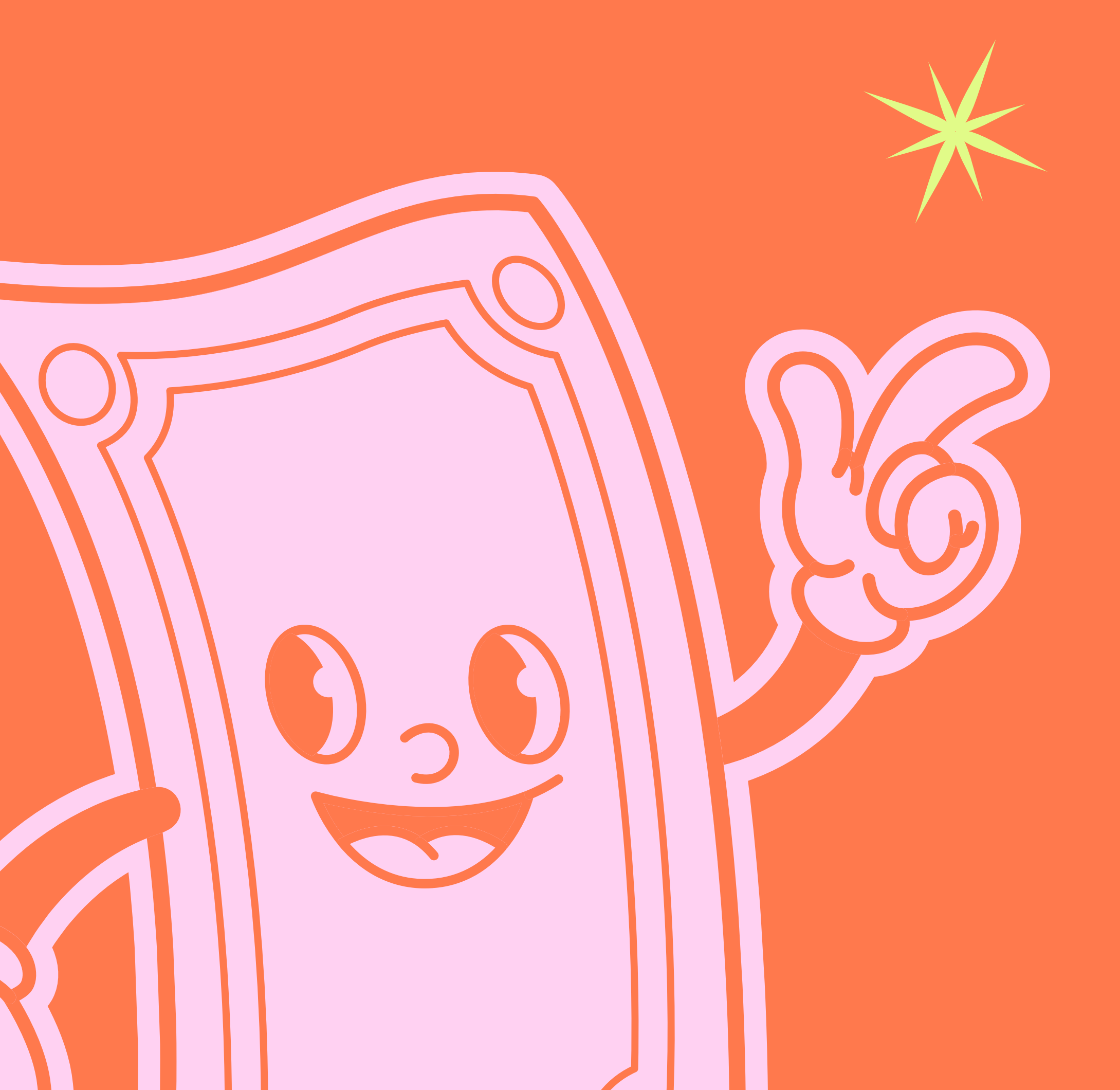
Customer Training Session Two

**3:15pm – 4:00pm**

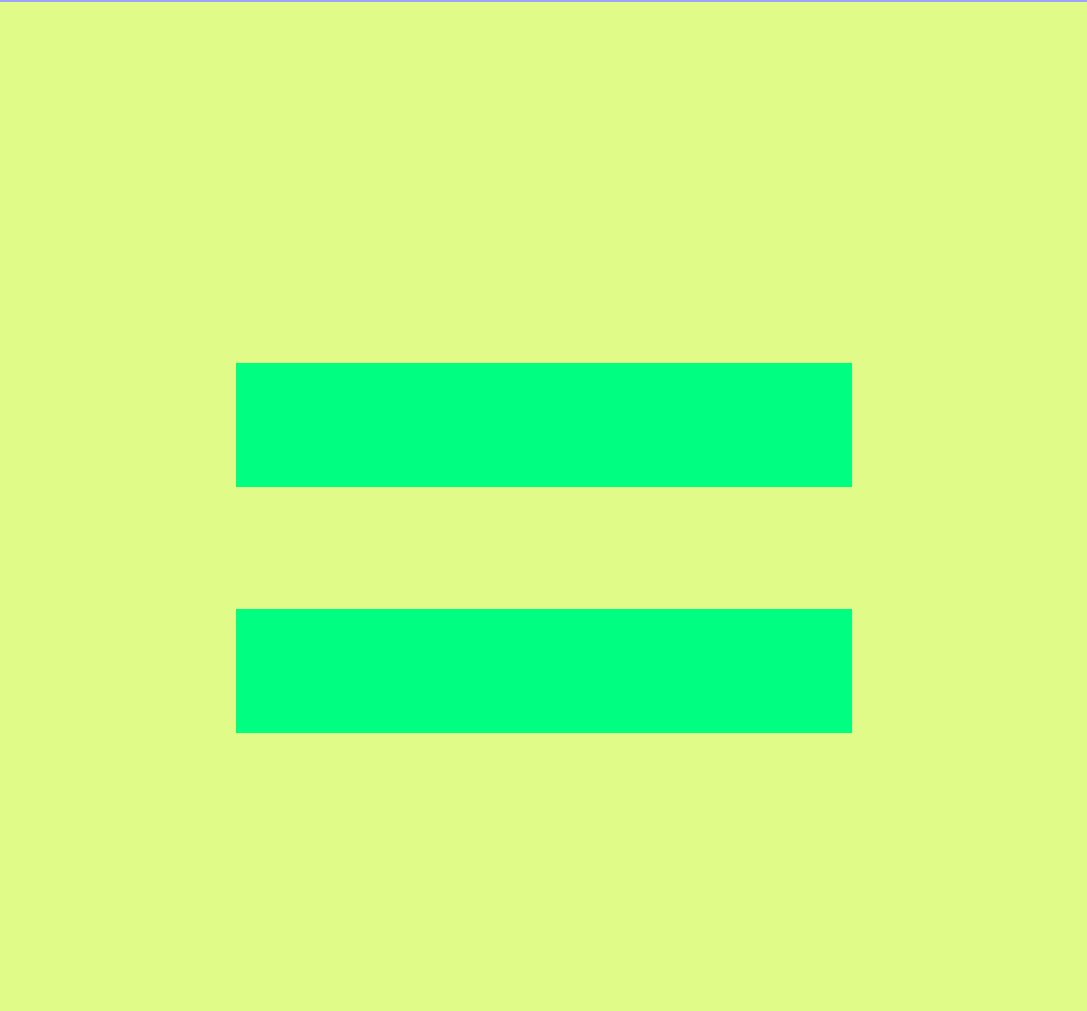
Closing Networking Drinks Reception



**Captivate**



# Your CaptivateIQ Hosts & Speakers





## CaptivateIQ Speaker Bios & Sessions

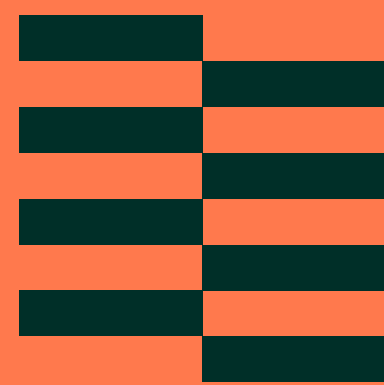
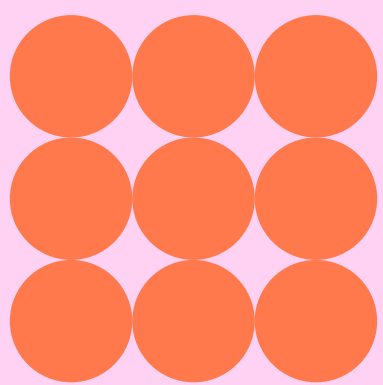


**Business Keynote: Welcome to  
the Era of Efficient Growth**

# Mark Schopmeyer

*Co-CEO,  
CaptivateIQ*

Mark Schopmeyer is the Co-CEO and Co-Founder of CaptivateIQ, the leader in sales commission software. Under his leadership, the company has grown to over 200 employees since its founding in 2017. He learned about the gaps and opportunities in commission management while holding finance leadership positions at video advertising platform BrightRoll, where he was inspired to create a new, more strategic approach to make incentive compensation a true lever in driving activity toward core business objectives. Prior to founding CaptivateIQ, Mark was an investment professional for a growth equity firm executing investments in the software sector.



## CaptivateIQ Speaker Bios & Sessions

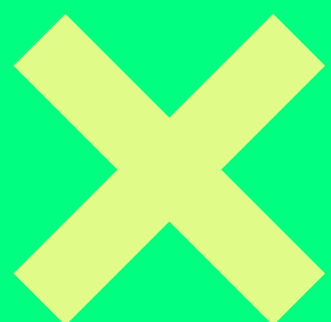
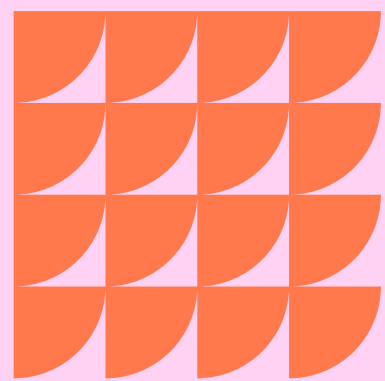
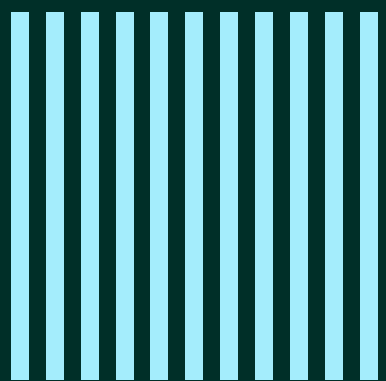


**Research Keynote:  
State of ICM**

# Conway Teng

*Co-CEO,  
CaptivateIQ*

Conway Teng is the Co-CEO and Co-Founder of CaptivateIQ, the leader in sales commission software. Under his leadership, the company has grown to over 200 employees since its founding in 2017. Prior to founding CaptivateIQ, Conway held finance and GTM leadership positions at companies like Gusto and OrderAhead (acquired by Square), and was a consultant for McKinsey. Conway also co-founded Fivestars, a leading loyalty rewards company that has raised over \$115M by Lightspeed, Mayfield, and DCM.



## CaptivateIQ Speaker Bios & Sessions

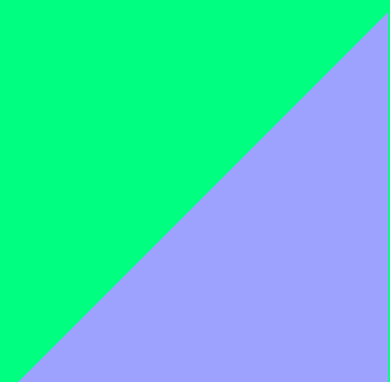
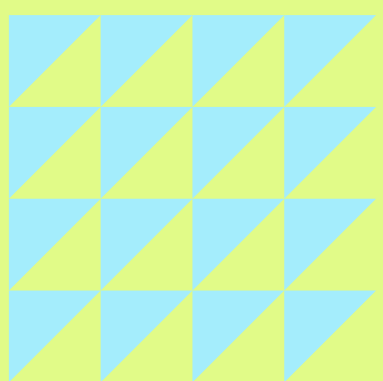


**Technology & CIQ Product  
Roadmap Keynote**

**Nahi  
Ojeil**

*SVPEPD,*  
CaptivateIQ

As vice president of engineering, Nahi Ojeil leads the CaptivateIQ engineering team in building a unique product based on the real experiences of CaptivateIQ's customers. Nahi joined CaptivateIQ from Commure, a developer platform for healthcare, where he served as vice president of engineering. Previously, Nahi led a 150-member engineering team at Dropbox, focusing on machine learning, data and platforms, as well as product iteration and experimentation via platformization efforts.





## CaptivateIQ Speaker Bios & Sessions

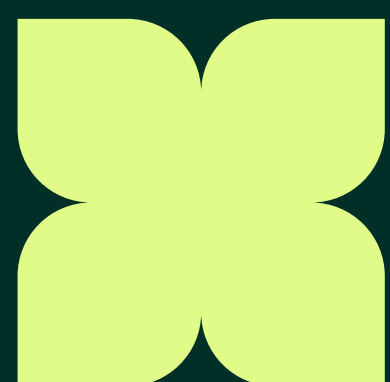
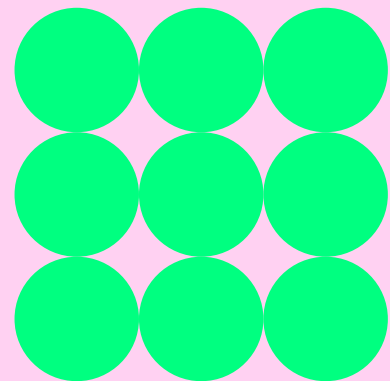
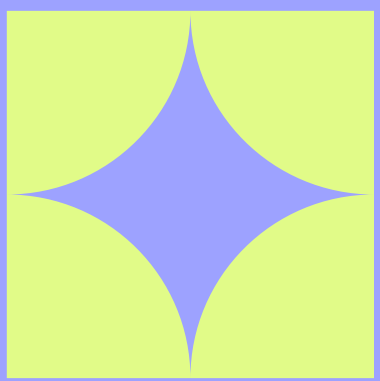


**Voice of the  
Customer Highlights**

**Agata  
Dec**

*SVP of Customer Experience,  
CaptivateIQ*

Agata Dec currently serves as the Senior Vice President of Customer Experience at CaptivateIQ, where responsibilities include leading the end-to-end post-sale customer journey and collaborating with the Executive Leadership Team to shape company strategy. In addition, Agata is a Senior Strategy Consultant at RILA Global Consulting, advising global brands on marketing and go-to-market strategies. Previous roles include Vice President and Director positions at WalkMe™, and Vice President of Global Professional Services at Brandwatch, with a focus on customer success, team development, and project management.



## CaptivateIQ Speaker Bios & Sessions

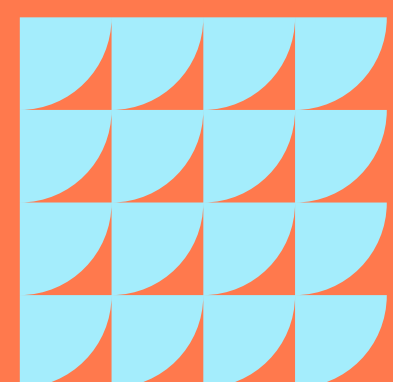
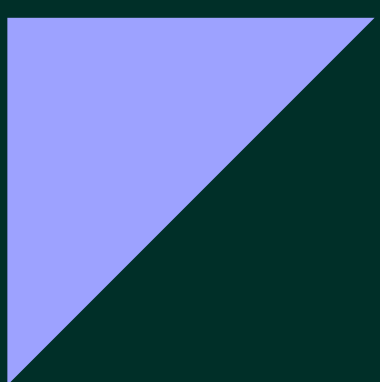


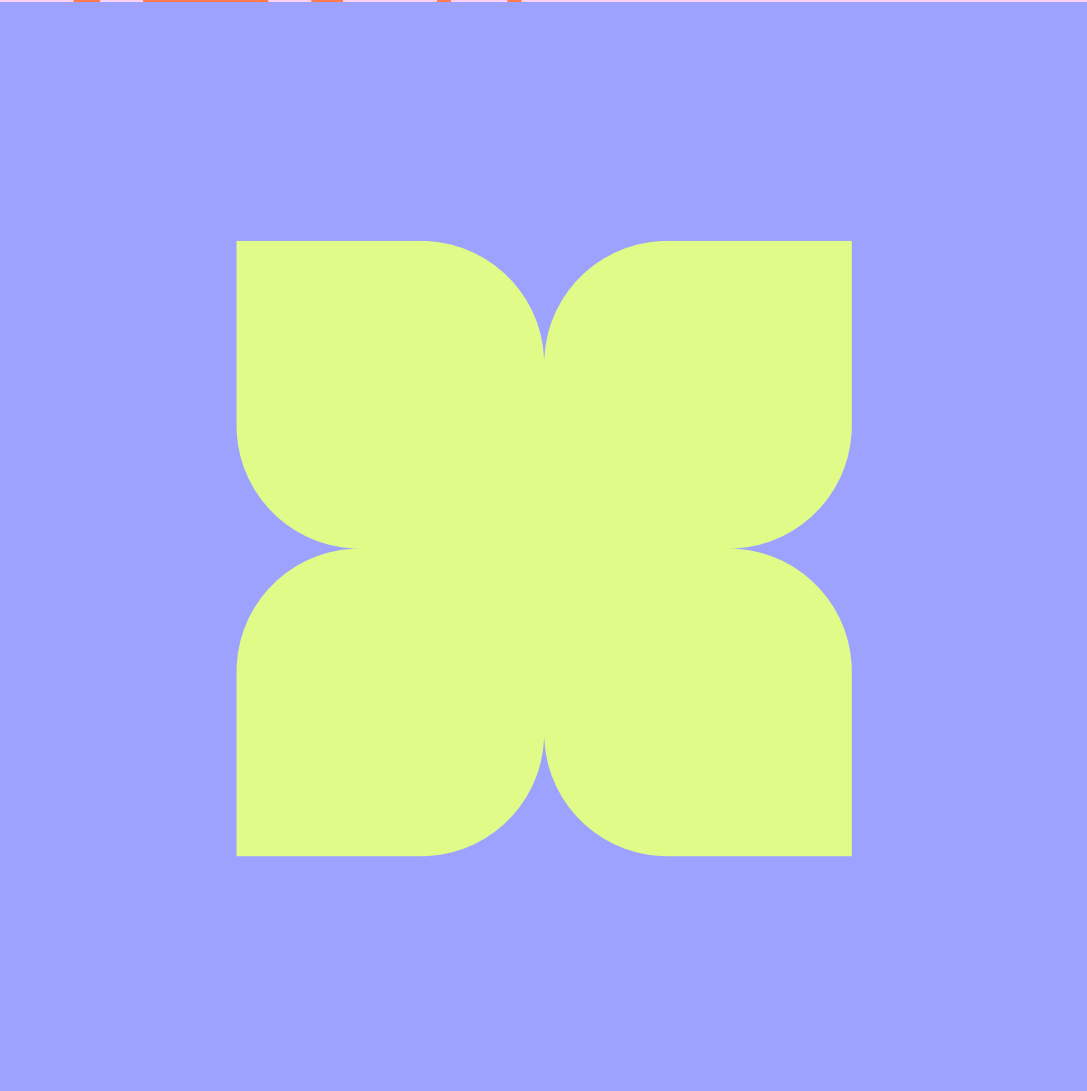
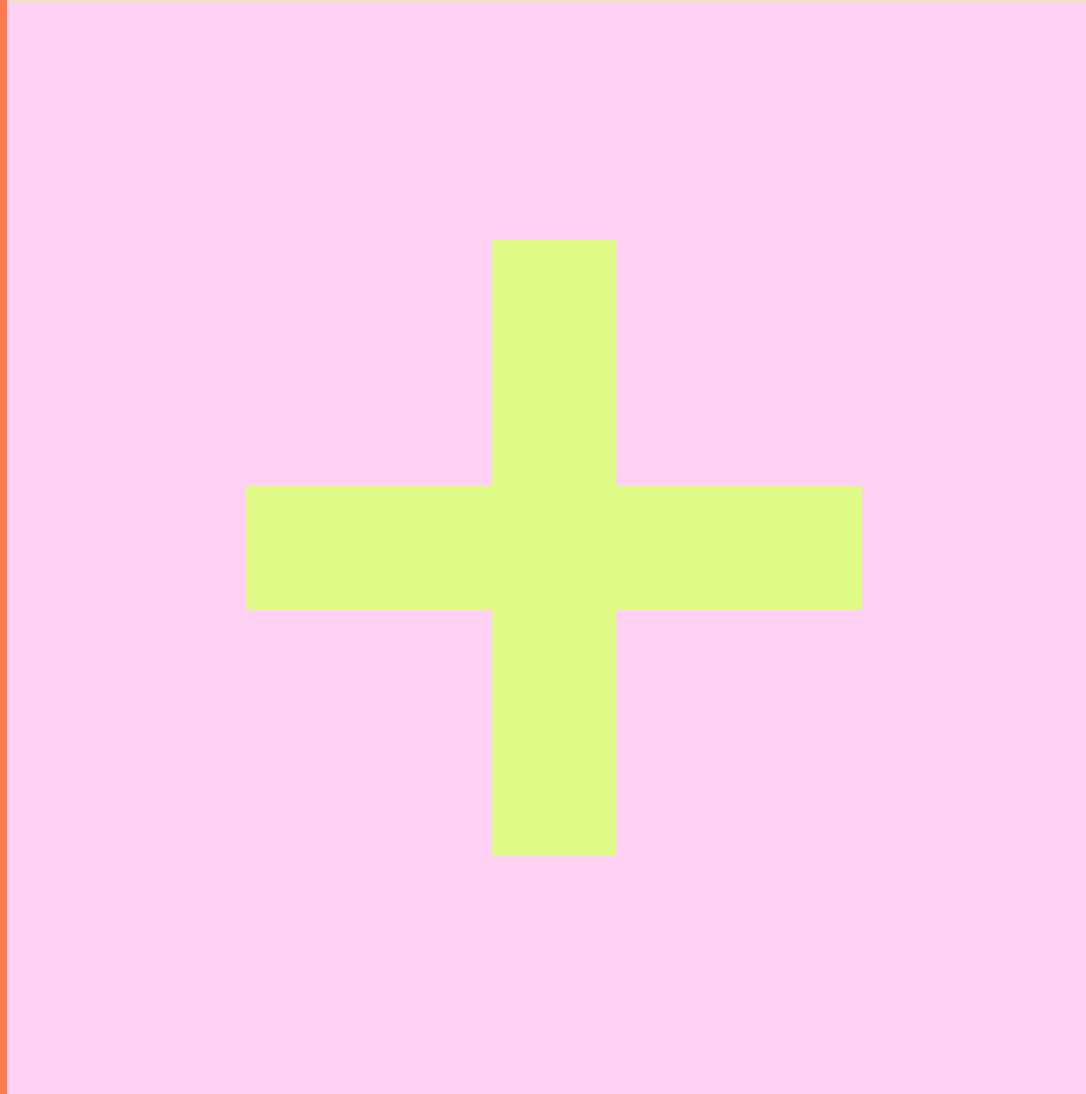
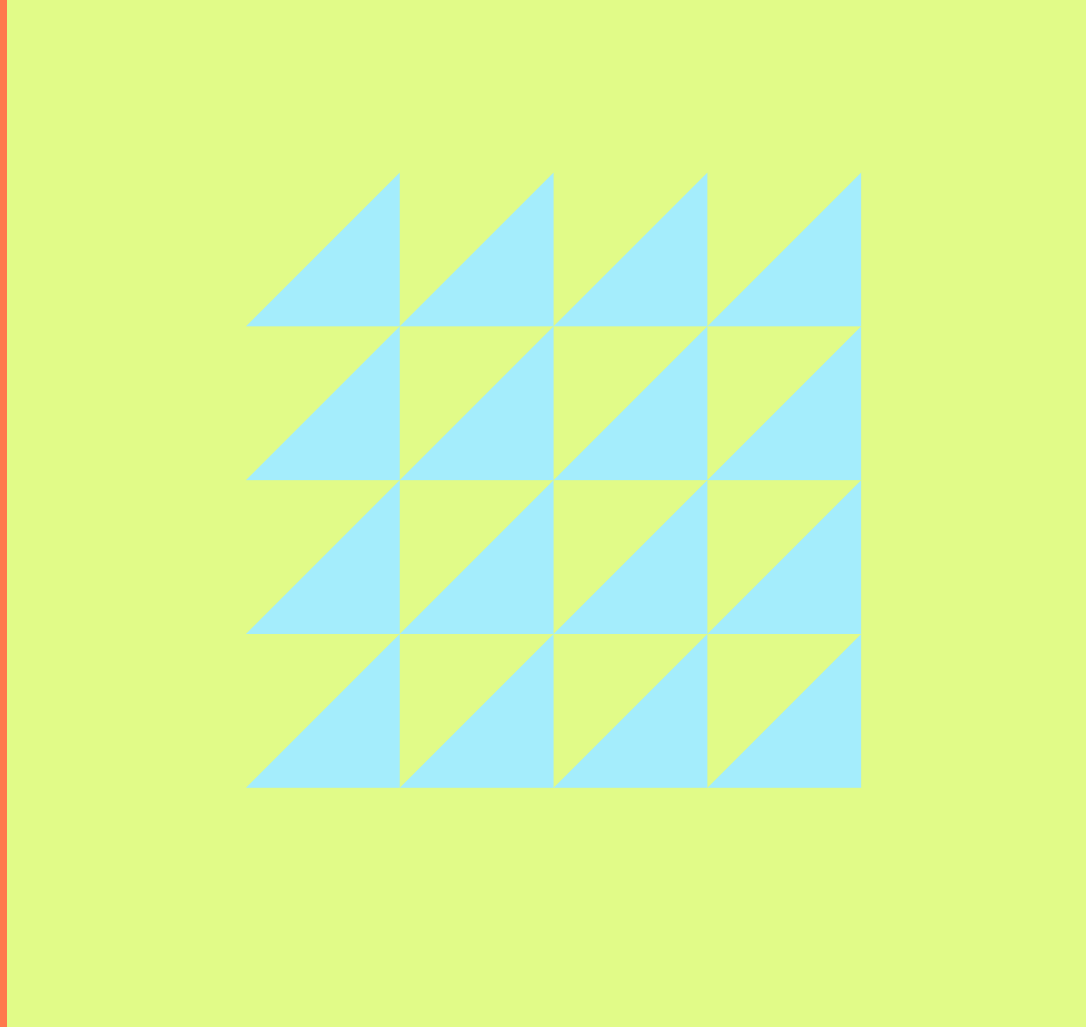
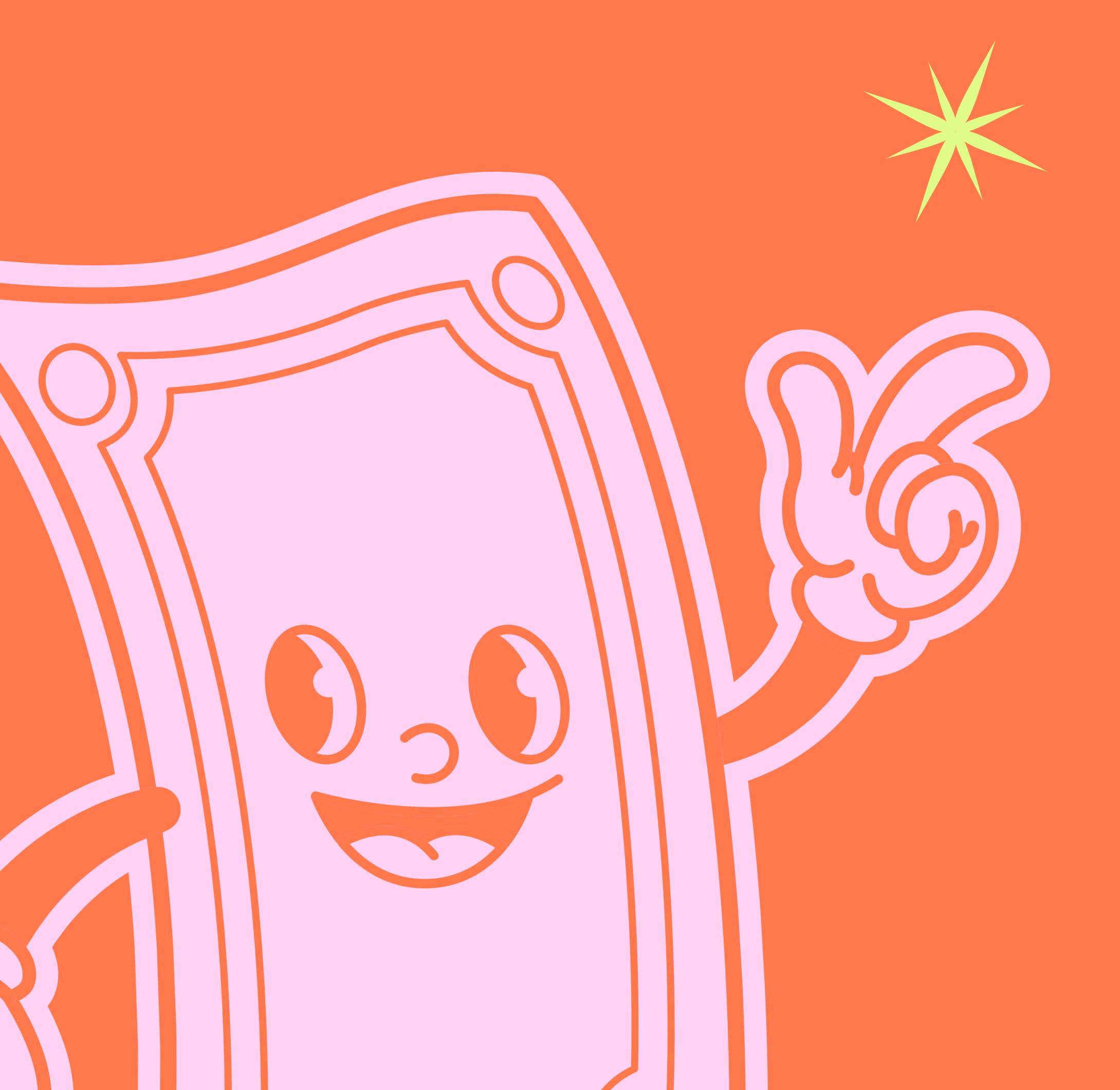
**Event Emcee**

**Katie  
Foote**

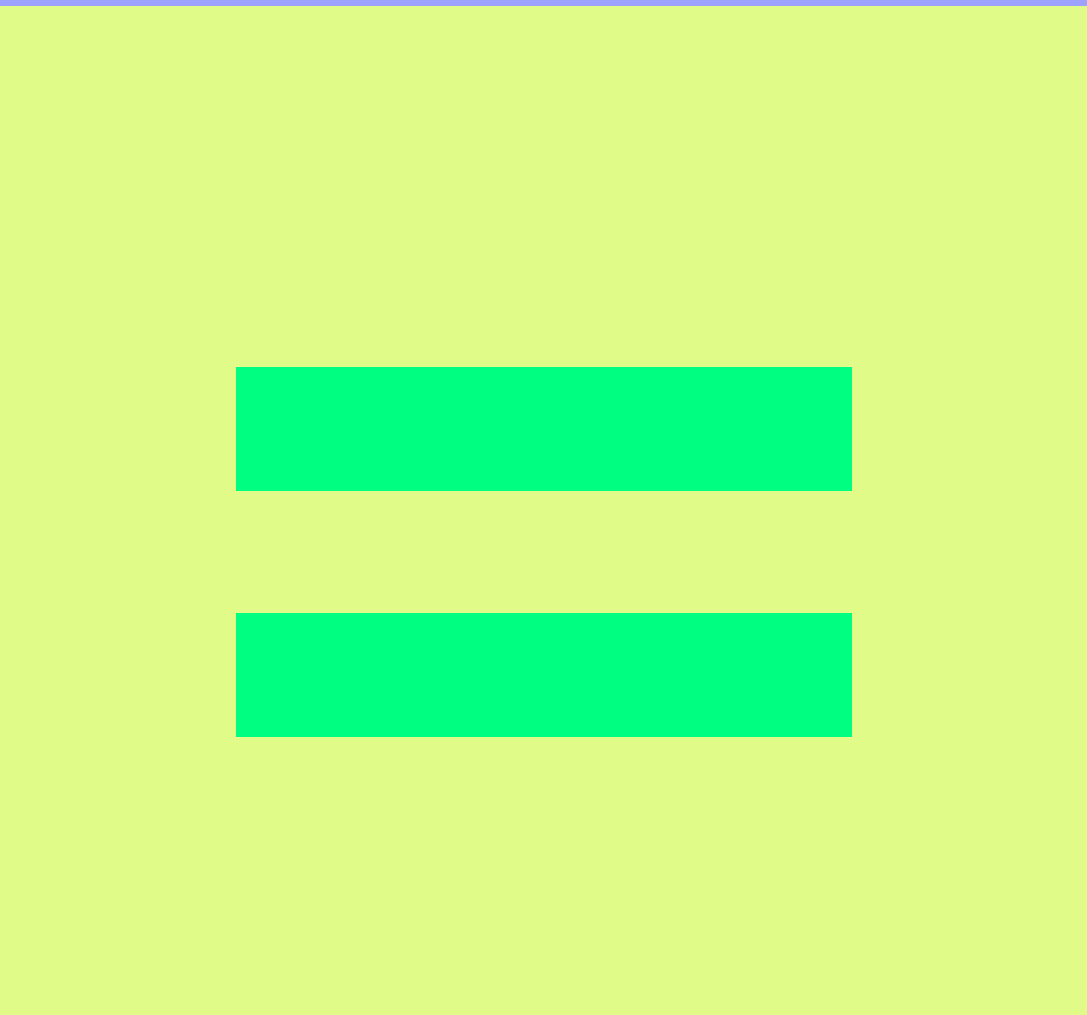
*Chief Marketing Officer,  
CaptivateIQ*

Katie Foote is the Chief Marketing Officer of CaptivateIQ. With over 15 years of experience across all marketing disciplines at the world's leading SaaS companies, Katie has built her career on driving transformational change through an emphasis on relationships, momentum, and impact.





**Guest  
Speakers**





## Guest Speaker Bios & Sessions

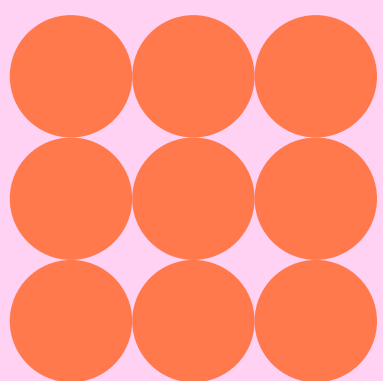


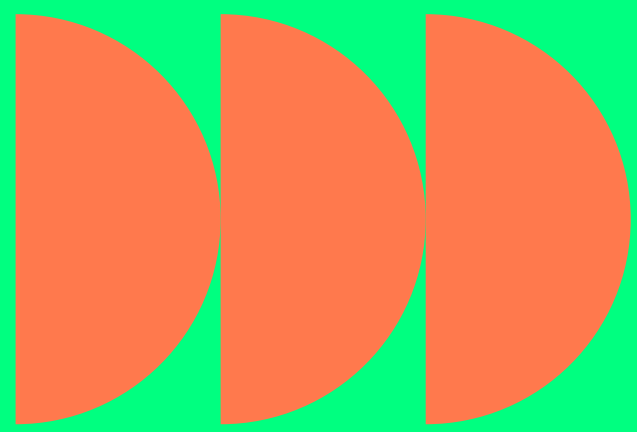
**A Customer Panel: How are you  
Winning in the Era of Efficient  
Growth via Incentives**

# Tzvetana Duffy

*VP of Corporate Engineering,  
Planet*

Tzvetana Duffy is an IT executive experienced in managing global technology teams and cross functional transformation initiatives. She has 20+ years of international IT management and executive-level strategic engagement in high-growth technology companies. Tzvetana is currently leading Planet Corporate Engineering team responsible for all Planet IT Systems and Infrastructure. Her prior experiences include roles managing Enterprise Applications, Data Platforms and Enterprise Architecture in large multinational companies.

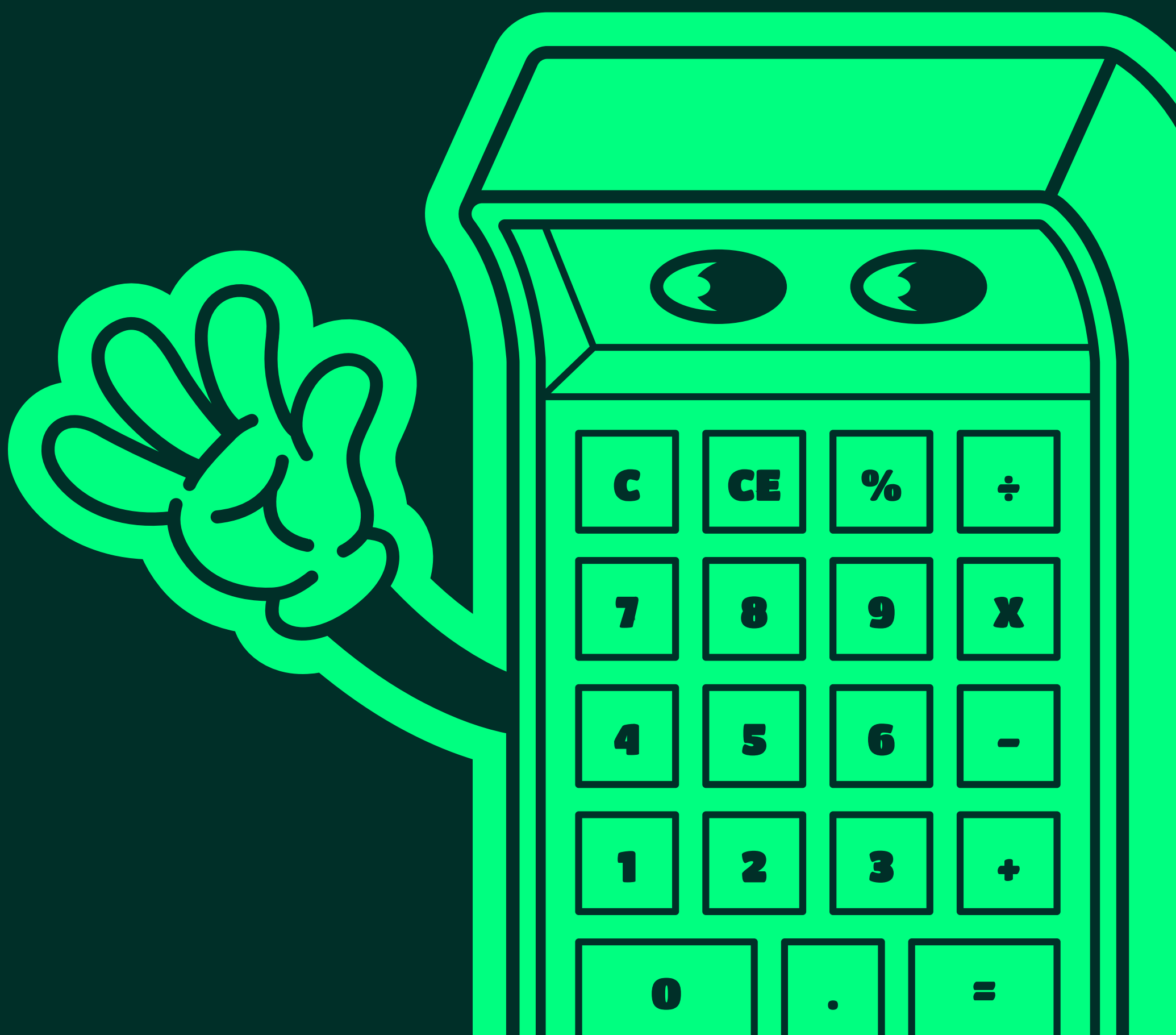
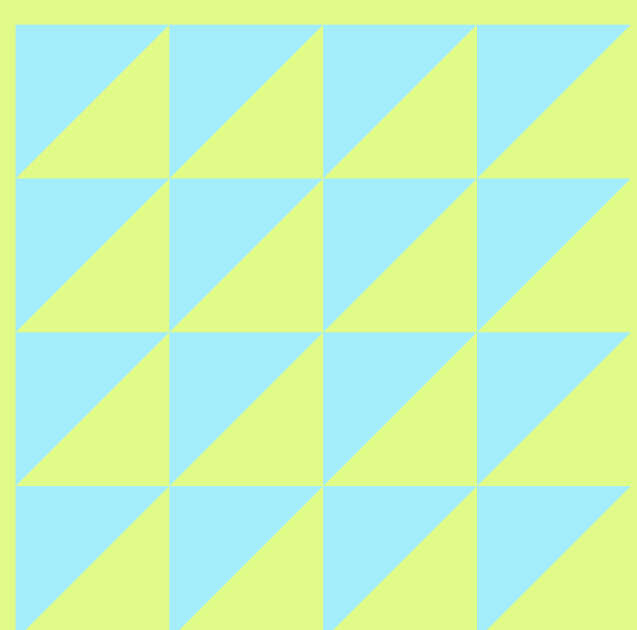
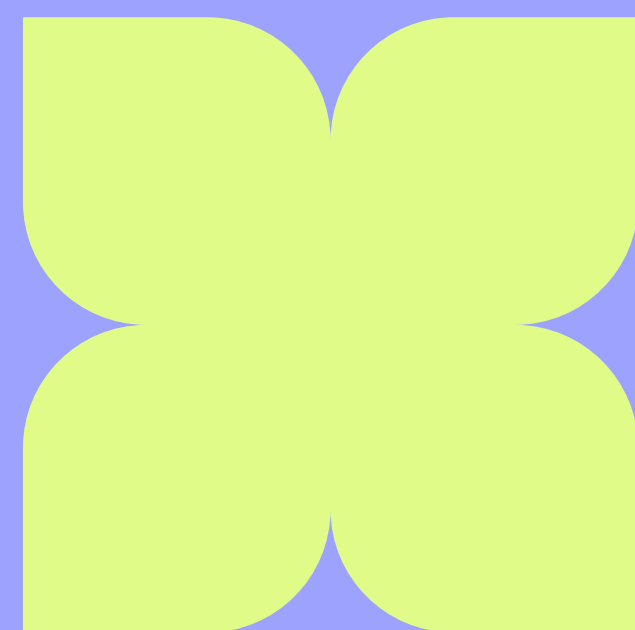
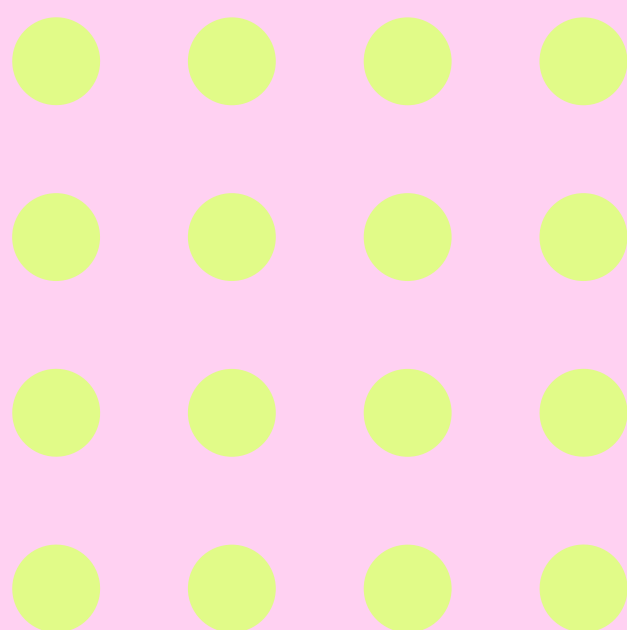




# Can't wait to see you there!

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**CaptivateIQ**