



Driven by Insights  
Delivered from Experience

# Navigating the Profitability Paradox

Day Two

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1. **Actionable steps** to materially improve commercial efficiency at your organization

2. **Inspiration** to take the hard actions to get you there

3. A few **new friends** to call on for support

# How we will get there

## Tomorrow

9.00 am: Welcome Remarks – Mike Hoffman

9.15 am: Keynote: How the Productivity - Efficiency Balance Works in the Real World – Vince Lombardo

10.45 am: The New Era of Commercial Differentiation – Bryan Kurey

12.00: Lunch

1.15 pm: Panel Discussion – Caroline Ritter, Richard Perez, Norma Nieto

2.15 pm: Choose Your Own

- AI Applications That Drive Outcomes
- Coaching Your Teams Out of A Sales Slump

3.30 pm: Session Close