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### SIIA Policy Webinars

#### [ICANN's Planned Expansion of gTLDs: Opportunities and Challenges](#)

##### *Presenters:*

Steve Metalitz, Partner, Mitchell Silberberg & Knupp LLP, counsel for the Coalition for Online Accountability (COA)

Scott Bain, Chief Litigation Counsel & Director, Internet Anti-piracy, Software & Information Industry Association (SIIA)

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## SIIA & OPEXEngine Webinars

### [Let The Data Set You Free!](#)

*Presenters:*

Lauren Kelley, CEO & Founder, OPEXEngine

Kelly Battles, CFO, Host Analytics

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## SIIA & INPUT Webinars

### [The Federal Cloud Computing Initiative Update](#)

**Opening Presentation by INPUT: "Five Indicators That Cloud Computing is Here to Stay"**

*Presenter:*

Deniece Peterson, Manager, Industry Analysis, INPUT

#### **Vendor Panel**

*Moderator:*

Michael Binko, President & CEO, kloudtrack

*Panelists:*

Kevin Jackson, Cloud Evangelist and Engineering Fellow, NJVC

Nick Hoover, Senior Editor, InformationWeek

Robert O. Ames, Director and Deputy CTO, IBM Federal

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## SIIA & Keynote Systems Webinars

### [Optimizing Web Performance for SaaS Success](#)

*Moderator:*

Dave Karow, Senior Product Manager, Keynote

*Panelists:*

Schalk Theron, Vice President of Operations, SpringCM

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Richard Broome, Vice President of Operations, Host Analytics

Ben Rushlo, Director of Performance Consulting, Keynote

### [Improving Service Quality through Web Performance Monitoring](#)

*Moderator:*

Dave Karow, Senior Product Manager, Keynote

*Panelists:*

Dave Wiggins, CTO, DocuVantage

Jason Muldoon, VP Product Development, InsideView

Vik Chaudhary, VP Product Management and Corporate Development, Keynote

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## SIIA SLA Webinars

### [SLA Webinar: Setting Expectations in SaaS](#)

*Moderators:*

Dan Rhynhart, Blank Rome LLP

Lisa Casey Spaniel, Blank Rome LLP

*Presenters:*

Jeff Johnson, Sr. Director of Professional Services, NaviSite

William Toll, Sr. Director of Marketing & Strategic Alliances, NaviSite

Tom Cignarella, VP of TechOps, Clickability

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## SIIA Government Technology Webinars

### [GSA Presentation on the Federal Cloud Computing Initiative](#)

*Speaker:*

Matthew Goodrich, Project Manager, FedRAMP and Apps.gov, General Services Administration

*Moderator:*

Morris Panner, Chief Executive Officer, TownFlier, Inc.

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## SIIA & NetSuite Survive & Thrive Webinars

### [How to Survive and Thrive in the New Software Industry](#)

*Presenters:*

*Laura Sachar, General Partner, StarVest Partners*

*Paul Turner, Director, NetSuite*

*Jim Holtzman, CFO, FieldGlass*

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## SIIA Enterprise 2.0 Webinars

### [How to accelerate your business performance with enterprise 2.0 approaches and technology](#)

*Presenters:*

*Oliver Marks, Sovos Group*

*Sameer Patel, Sovos Group*

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## SIIA & Intacct Finance Webinars

### [Cloudonimcs: What Software CEOs and CFOs Really Need to Know about Measuring their Business](#)

*Moderator:*

*Dan Druker, SVP, Marketing, Intacct*

*Panelists:*

*Philippe Botteri, Bessemer Venture Partners*

*Rob Hull, CFO, Adaptive Planning*

*Marc Linden, CFO, Intacct*

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## SIIA & TripleTree SaaS Webinars

### **Capital Markets Overview**

*Moderator:*

*Brian Klemenhausen, Senior Principal, TripleTree, LLC*

*Panelists:*

*Venu Pemmaraju, Investment Director, Intel Capital*

*Avinoam Nowogrodski, CEO, Clarizen*

*Seksom Suriyapa, VP, Corporate Development, SuccessFactors*

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## **SIIA Cloud Computing Webinars**

### **Accelerating Cloud Computing Adoption: Developing an Integration Strategy**

*Speakers:*

*Mike West, Vice President, Saugatuck Technologies*

*Rick Nucci, CTO & Co-Founder, Boomi*

*Richard Broome, VP Operations, Host Analytics*

*Keri Brooke, VP Product Marketing, Host Analytics*

### **Cloud Integration**

*Moderator:*

*Conor Halpin, SVP, EMEA, OpSource*

*Presenters:*

*David Inbar, Director of Worldwide Marketing & International Channel Development,  
Pervasive Integration*

*Rick Nucci, Chief Technology Officer, Boomi*

### **Cloud Security**

*Moderator:*

*Lars Ewe, Chief Technology Officer, Cenxio*

*Panelists:*

*Deb Banerjee, Director of Engineering, Symantec*

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**Jim Cavalieri, Chief Security Officer, Salesforce**  
**Steve Riley, Sr. Technical Program Manager, Amazon Web Services**

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## **SIIA Mobility Webinars - Hosted by Maribel Lopez**

### **[The Future of Mobility and What it Means for the Software Community](#)**

**Moderator:**

***Maribel Lopez, Lopez Research, LLC***

**Panelists:**

***Pankaj Kedia, Intel***

***Macario Namie, Sr. Director of Products, Jasper Wireless***

***Mark Self, VP, Worldwide Industry Solutions Group, Motorola***

### **[How Cloud Computing Changes the Mobile Landscape](#)**

**Moderator:**

***Maribel Lopez, Lopez Research, LLC***

**Panelists:**

***Joe Weinman, Strategy and Business Development, AT&T Business Solutions***

***Jim Szafranski, Vice President, Product Management and Marketing, Fiberlink Communications***

### **[Navigating the New Mobile Application Development and Distribution Models](#)**

**Moderator:**

***Maribel Lopez, Lopez Research, LLC***

**Panelists:**

***Anthony Deighton, Senior Vice President, Products, QlikView***

***Mike Kirkup, Director, Developer Relations, Research In Motion***

***Anand Iyer, Senior Product Manager, Windows Phone Developer Team, Microsoft***

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## **SIIA Channels Webinars - Hosted by Adrian Davis**

### [Developing the Channel for the SaaS/Cloud Vendor](#)

**Moderator:**

**Adrian Davis, President & CEO, Whetstone, Inc.**

**Panelists:**

**Lou Chappuie, Vice President, Partner Programs, Boomi**

**Matt McConnell, CEO, Knowlagent**

### [Selecting the Appropriate Channel](#)

**Moderator:**

**Adrian Davis, President & CEO, Whetstone, Inc.**

**Panelists:**

**David Lloyd, President, IntelliResponse Inc.**

**Jeff Silbert, Managing Director & Founder, Order of Magnitude Group**

### [Avoiding Channel Conflict](#)

**Moderator:**

**Adrian Davis, President & CEO, Whetstone, Inc.**

**Panelists:**

**Michael Binko, President and CEO, Kaulkin Information Systems**

**Steve DeMarco, VP, Worldwide Sales, Xactly Corporation**

### [How to Communicate with and Train Channel Sales Personnel](#)

**Moderator:**

**Adrian Davis, President & CEO, Whetstone, Inc.**

**Panelists:**

**Ron Wastal, VP of Sales & Business Development, Cast Iron Systems**

**Kim Zachar, Channel Sales Manager, Intacct**

### [Building a Sales Compensation that Works](#)

**Moderator:**

**Lincoln Murphy, Managing Director, Sixteen Ventures**

**Panelists:**

**Liz Cobb, General Manager, Small and Medium Business Solutions, Xactly Corporation**

**Jeff Honeycomb, SVP, Sales, OpenAir, a NetSuite Company**

**Guy Shani, VP, Sales, Clarizen**

## SIIA & Strategic Communications Social Media Webinars

### [Overview of Business Applications of Social Media](#)

**Moderator:**

**Karen Leavitt, CEO, Marketing Fusion**

**Panelists:**

**Angela Lauria, CMO, AppAssure**

**Gail Nelson, SVP, Marketing, BurrellesLuce**

**Jeff Majka, Director of Marketing and Business Development, Strategic Communications Group**

### [Enterprise Sales Support - Using Social Media to Support the Enterprise B2B Sales Cycle](#)

**Moderator:**

**Ian F. Strain-Seymour, Director of Product Strategy & Development, Apogee Search LLC**

**Panelists:**

**Steve Lunceford, Director, Public Sector Strategic Communications, Deloitte Services LLP**

**Adam Mertz, Product Marketing Manager, Jive Software**

**Jay Hallberg, Co-founder & VP of Marketing, Spiceworks**

### [Using Social Media to Target the C-Suite and Close Deals](#)

**Moderator:**

**Jeff Majka, Director Marketing & Business Development, Strategic Communications Group, Inc.**

**Panelists:**

**Steve Ressler, Founder, GovLoop**

**Jim Fowler, CEO, Jigsaw**

### [Social Media for Brand Awareness, Thought Leadership and Other Traditional PR Activities](#)

**Moderator:**

**Robert Carroll, VP Marketing, Clickability**

**Panelists:**

**Jeff Majka, Director of Marketing and Business Development, Strategic Communications Group**



***Kye Strance, Director of Product Management, Vocus***  
***Richard Dym, CMO, OpSource, Inc.***

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