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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)

SIIA & OPEXEngine Webinars

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

Presenters:

Lauren Kelley, CEO & Founder, OPEXEngine

Kelly Battles, CFO, Host Analytics

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

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

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

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

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.

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

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

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

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

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, Cenzip

Panelists:

Deb Banerjee, Director of Engineering, Symantec

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

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

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.
