Wrike
Collaborate

Oct 1-2, 2018
San Francisco, CA

Network: Hilton-Events
Password: WrikeHero

#wrikecollaborate

Oct 1-2, 2018
San Francisco, CA

Monday, October 1

8:00 AM – 10:00 AM	**Registration Open** (East Lounge)

General Session
(Continental 4 & 5)

10:00 AM	**Welcome** *Andrew Filev, CEO, Wrike*
10:10 AM	**Digital Transformation: How Leading Brands Are Disrupting Their Categories** *Hosted by Claire Haidar, CEO and Founder, WNDYR* *Speakers: Donna Boyer, VP of Product, Stitch Fix / Hoon Kim, Creative Production Manager, Airbnb / Nicki Batelli, Executive Director and Creative Center Head of Operations, Sony Pictures Television Networks*
10:55 AM	**The Pursuit of Operational Excellence** *Hosted by Frazier Miller, CMO, Wrike* *Speakers: Denise Teti, Director of Marketing and Sales Promotion, Speedo USA / Ashleigh Shapiro, Associate Director of Account Service, Metric Theory / Don Harris, Head of Support, Pluralsight*
11:25 AM	**The Future of Work** *Hosted by Andrew Filev, CEO, Wrike* *Speakers: Bill Macaitis, Startup Advisor and Board Member, Macaitis Advisory / Oded Gal, Head of Product Management, Zoom / Marc Boscher, CEO, Unito*
12:00 PM – 1:00 PM	**Networking Lunch** (Continental 6)

	Marketing and Creative Superheroes (Continental 4 & 5)	*Calling All Superheroes* (Continental 2 & 3)	*Super Powers and Secret Weapons* (Continental 7 & 8)
1:00 PM – 1:50 PM	**It's a Bird! It's a Plane! It's a Marketing Request! Managing Projects From Start to Finish** • *Regina Takai, Tools Operations Manager, Airbnb* • *Ariel Coleman, Marketing Program Manager, Marketing Strategies, Umpqua Bank* • *Jeff Canada, Marketing Growth and Operations Lead, Quantcast* • *Matt Williams, Regional Head of Customer Success, Wrike*	**Change Management: Turning Rogues and Rebels Into Your Super Team** • *Dury Bell, Strategic Customer Success Manager, Wrike* • *Danny Codella, Sr. Content Marketing Manager, Wrike*	**Wrike Fundamentals to Elevate You to Superhero Status** • *Eric Sagarsee, Strategic Customer Success Manager, Wrike*
2:00 PM – 2:50 PM	**Better Than a Phone Booth: How OSF HealthCare Morphed Into a Centralized Marketing Super Team** • *Andrea Bonk, Program Manager, Market Research and Operations, OSF HealthCare* • *Sean Carty, Product Marketing Manager, Wrike*	**Microsoft & Wrike: How to Join Forces to Increase Productive Collaboration** • *Michal Lesiczka, Principal PM Manager, Microsoft Teams* • *Matt Williams, Regional Head of Customer Success, Wrike* • *Mandy Fisher, Customer Success Manager, Wrike*	**Upgrade Your Utility Belt With Wrike APIs** • *Markus Zirn, VP Business Development, Workato* • *Jorge Rojas, Technical Services Leader, Wrike*
3:00 PM – 3:50 PM	**Marketing Team, Assemble! Strategies to Supercharge Integrated Campaigns** • *Eve Maidenberg, Director, Creative Operations, Stitch Fix* • *Joelle Kaufman, Chief Marketing Officer, Dynamic Signal* • *Lesley Hausmann, Deployment Consultant, Wrike*	**Complex Projects Are Not Your Arch-Enemy: Managing Projects at Scale** • *Sara Jusseaume, Sr. Director of Project Management, Vizient Inc.* • *Eric Sagarsee, Strategic Customer Success Manager, Wrike*	**Protecting Your Secret Identity: Balancing Transparency and Privacy** • *Renee Olson, Regional Head of Customer Success, Wrike* • *Anton Danilov, Enterprise Group Product Manager, Wrike*
4:00 PM – 4:50 PM	**Every Superhero Needs a Sidekick: Automation Has Your Back** • *Hoon Kim, Creative Production Manager, Airbnb* • *Mandy Fisher, Customer Success Manager, Wrike*	**How to Achieve X-Ray Vision: Dashboards and Reporting in Wrike** • *Lauren Beth, Sr. Global Communications Director, Euromonitor* • *Justin Liles, Chief Product Officer, Advice Local* • *Matt Zipse, Customer Success Manager, Wrike*	**Become Super Elastic: Harness Wrike's Multiple Views and Workspaces for Powerful Flexibility** • *Bon Hernandez, Product Marketing Manager, Wrike*

5:00 PM – 7:00 PM	**Welcome Reception**

Tuesday, October 2

8:00 AM – 9:00 AM	**Breakfast** (Continental 6)

General Session
(Continental 4 & 5)

9:00 AM	**Built to Last: A Conversation with Philz Coffee CEO Jacob Jaber** *Hosted by Patricia DuChene, VP of Sales, EMEA & APAC, Wrike* *Speaker: Jacob Jaber, CEO, Philz Coffee*
9:35 AM	**The Disruptor's Agenda: How to Create a Strategy for Breakthrough Growth** *Speaker: Charlene Li, Principal Analyst, Altimeter*
10:10 AM	**Applied AI and Automation: Reshaping the Enterprise** *Hosted by Andrew Filev, CEO, Wrike* *Speaker: Indy Guha, VP of Enterprise Marketing, Signifyd / Amir Ashkenazi, Founder, Uncommon Co. / Bryan Helmig, CTO and Co-founder, Zapier*
10:25 AM – 10:40 AM	**Coffee Break** (East Lounge, Sponsored by Philz Coffee)
10:40 AM	**Wrike Roadmap: Becoming the Digital Workplace** *Speakers: Andrew Filev, CEO, Wrike / Frazier Miller, CMO, Wrike / Alexey Korotich, Director of Product Management, Wrike*
12:00 PM – 1:00 PM	**Networking Lunch** (Continental 6)

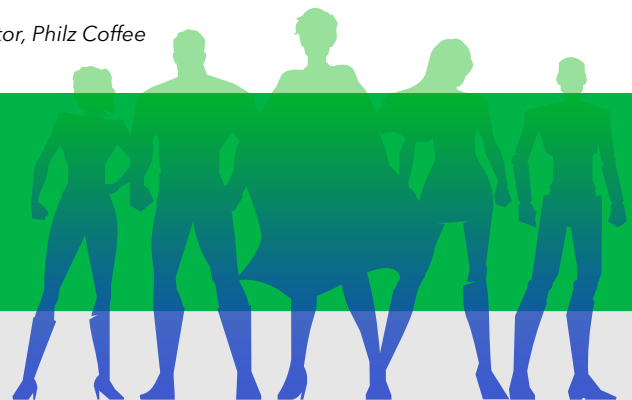|	*Marketing and Creative Superheroes* (Continental 4 & 5)	*Calling All Superheroes* (Continental 2 & 3)	*Super Powers and Secret Weapons* (Continental 7 & 8)
1:00 PM – 1:50 PM	**Change Management: Turning Rogues and Rebels Into Your Super Team** • *Dury Bell, Strategic Customer Success Manager, Wrike* • *Danny Codella, Sr. Content Marketing Manager, Wrike*	**Answering the Call for Help: How to Start Your Projects off on the Right Foot** • *Michael Villareal, Campaign Operations for Marketing, LinkedIn* • *Lesley Hausmann, Deployment Consultant, Wrike*	**Protect Your Secret Weapons: Make Resource Management Your Super Strength** • *Alex Belyaev, Sr. Product Manager, Wrike* • *Steven Kearney, Customer Success Manager, Wrike*
2:00 PM – 2:50 PM	**Strategies to Form a Global Task Force of High-Impact Creative Superheroes** • *Eric Simmons, VP Sales, MediaValet*	**Every Voice Matters: Tools and Techniques for Building Super Teams** • *Jeff Meacham, Sr. Consultant, GiANT Worldwide*	**Advanced Superhero Training: A Deep Dive Into Wrike Dashboards and Reporting** • *Roberto Wantland, Customer Success Manager, Wrike*
3:00 PM – 3:50 PM	**Getting Into Superhero Shape: Going Lean to Scale Production with Wrike** • *Jonathan Beltran, Sr. Project Manager, Health System Marketing and Communication, Keck Medicine of USC*	**Great Power and Great Responsibility: Using Wrike to Deliver Results at Scale** • *Andi Trindle Mersch, Director of Coffee and Sustainability, Philz Coffee* • *Tiffany Mine, Creative Director, Philz Coffee*	**Live Q&A: Get Your Questions Answered by Our Super Experts** • *Wrike Customer Success Team*

SUPERHERO SELFIES

Share your Wrike Superhero Selfie on Facebook, Twitter, and Instagram using **#WrikeHero** to be entered to win a $250 gift card!

4:00 PM	**End of Conference**

MARKETING & CREATIVE SUPERHEROES TRACK:

It's a Bird! It's a Plane! It's a Marketing Request! Managing Projects From Start to Finish
Too many ad hoc requests will drive any marketing superhero crazy! How do you build an intake process everyone can get behind, and ensure projects are handled, reviewed, and approved by the right people? Learn how today's leading teams are managing marketing requests end-to-end.
Monday, October 1, 1:00 p.m. - 1:50 p.m. (Continental 4 & 5)
Regina Takai, Tools Operations Manager, Airbnb / Ariel Coleman, Program Manager, Marketing Strategies, Umpqua Bank / Jeff Canada, Marketing Growth and Operations Lead, Quantcast / Matt Williams, Regional Head of Customer Success, Wrike

Better Than a Phone Booth: How OSF HealthCare Morphed into a Centralized Marketing Super Team
In just three years, OSF HealthCare's marketing team transformed from a siloed, decentralized organization to an award-winning and nationally recognized group. Adopting Wrike fundamentally changed the way work is received, designed, and deployed. Learn how tools like Dynamic Request Forms and Wrike's Extension for Adobe Creative Cloud help OSF's marketing team work smarter and with greater insight.
Monday, October 1, 2:00 p.m. - 2:50 p.m. (Continental 4 & 5)
Andrea Bonk, Program Manager, Market Research and Operations, OSF HealthCare / Sean Carty, Product Marketing Manager, Wrike

Marketing Team, Assemble! Strategies to Supercharge Integrated Campaigns
In a world where buyers are bombarded with information across multiple screens and channels, presenting a united front across all marketing disciplines is key. From calendar management to project frameworks, get actionable best practices to help marketing subteams collaborate more closely and build successful integrated campaigns.
Monday, October 1, 3:00 p.m. - 3:50 p.m. (Continental 4 & 5)
Eve Maidenberg, Director, Creative Operations, Stitch Fix / Joelle Kaufman, Chief Marketing Officer, Dynamic Signal / Lesley Hausmann, Deployment Consultant, Wrike

Every Superhero Needs a Sidekick: Automation Has Your Back
Repetitive administrative tasks take away from your marketing team's ability to focus on their work and execute with excellence. This session explores how leading marketing teams are automating everyday tasks. Step into the future of work with these automation best practices!
Monday, October 1, 4:00 p.m. - 4:50 p.m. (Continental 4 & 5)
Hoon Kim, Creative Production Manager, Airbnb / Mandy Fisher, Customer Success Manager, Wrike

Change Management: Turning Rogues and Rebels Into Your Super Team
Are you a Know-it-all or Free Spirit? What about an Eager Beaver? Change is a challenge for all growing organizations, and not everyone reacts the same way. Learn about seven common personality types you'll encounter when switching to Wrike, and get real-world advice to successfully guide your team through change.
Tuesday, October 2, 1:00 p.m. - 1:50 p.m. (Continental 4 & 5)
Dury Bell, Strategic Customer Success Manager, Wrike / Danny Codella, Sr. Content Marketing Manager, Wrike

Strategies to Form a Global Task Force of High-Impact Creative Superheroes
New digital channels and global scale of operations have put tremendous pressure on creative teams. The demand for assets has increased exponentially, while production timelines and budgets are decreasing. In this session we'll share best practices, lessons learned, and use cases around solving high volume creative production challenges, collaborating across global teams, and becoming strategic business contributors.
Tuesday, October 2, 2:00 p.m. - 2:50 p.m. (Continental 4 & 5)
Eric Simmons, VP Sales, MediaValet

Getting Into Superhero Shape: Going Lean to Scale Production With Wrike
Keck Medicine of USC was growing at lightning speed. Keeping up with the flood of marketing requests and managing such a large volume of projects across so many teams was a major challenge. Hear Keck share how they adopted the Lean Methodology and relied on Wrike to successfully unite their team, meet demands, and achieve unprecedented results.
Tuesday, October 2, 3:00 p.m. - 3:50 p.m. (Continental 4 & 5)
Jonathan Beltran, Sr. Project Manager, Health System Marketing and Communication, Keck Medicine of USC

CALLING ALL SUPERHEROES TRACK:

Change Management: Turning Rogues and Rebels Into Your Super Team
Are you a Know-it-all or Free Spirit? What about an Eager Beaver? Change is a challenge for all growing organizations, and not everyone reacts the same way. Learn about seven common personality types you'll encounter when switching to Wrike, and get real-world advice to successfully guide your team through change.
Monday, October 1, 1:00 p.m. - 1:50 p.m. (Continental 2 & 3)
Dury Bell, Strategic Customer Success Manager, Wrike / Danny Codella, Sr. Content Marketing Manager, Wrike

Microsoft & Wrike: How to Join Forces to Increase Productive Collaboration
Thousands of companies use Microsoft to bring together conversations, content, and apps in one place. Combined with our Wrike integration, this dynamic duo can help you increase collaboration and accomplish more with less. In this session, we'll dive into some of the key Microsoft workflows, highlight how to connect these with Wrike, and break down how you can leverage both platforms to increase productivity.
Monday, October 1, 2:00 p.m. - 2:50 p.m. (Continental 2 & 3)
Michal Lesiczka, Principal PM Manager, Microsoft Teams / Matt Williams, Regional Head of Customer Success, Wrike / Mandy Fisher, Customer Success Manager, Wrike

Complex Projects Are Not Your Arch-Enemy: Managing Projects at Scale
The bigger the project, the bigger the challenge. Every layer added to an initiative increases the chance of missing details, miscommunication, and mass confusion. Fear not! This session covers the concepts to rely on when you need to put a super elastic plan in place and scale projects with ease.
Monday, October 1, 3:00 p.m. - 3:50 p.m. (Continental 2 & 3)
Sara Jusseaume, Sr. Director of Project Management, Vizient Inc. / Eric Sagarsee, Strategic Customer Success Manager, Wrike

How to Achieve X-Ray Vision: Dashboards and Reporting in Wrike
Visibility is key to working efficiently and improving performance. Do you know whether your team's projects are on track? Can you spot a roadblock before it happens? Wrike experts share how to create dashboards and reports that help measure progress, forecast resources, address bottlenecks, prove your value, and so much more.
Monday, October 1, 4:00 p.m. - 4:50 p.m. (Continental 2 & 3)
Lauren Beth, Sr. Global Communications Director, Euromonitor / Justin Liles, Chief Product Officer, Advice Local / Matt Zipse, Customer Success Manager, Wrike

Answering the Call for Help: How to Start Your Projects off on the Right Foot
Getting started is the hardest part of any project. Early mistakes can set the tone for the rest of the initiative. From securing information upfront with request forms to hitting the ground running with pre-built project templates, winning teams will share the art and science behind starting projects off strong.
Tuesday, October 2, 1:00 p.m. - 1:50 p.m. (Continental 2 & 3)
Michael Villareal, Campaign Operations for Marketing, Linkedin / Lesley Hausmann, Deployment Consultant, Wrike

Every Voice Matters: Tools and Techniques for Building Super Teams
Superheroes have super senses and triumph when using their tools and weapons for good. In this session, we'll focus on how you can value the voice of every member of your team, create a positive environment, and employ practical communication tools that help everyone contribute their superpowers.
Tuesday, October 2, 2:00 p.m. - 2:50 p.m. (Continental 2 & 3)
Jeff Meacham, Sr. Consultant, GiANT Worldwide

Great Power and Great Responsibility: Using Wrike to Deliver Results at Scale
We count on superheroes to reliably tackle any challenge that's thrown at them, from rescuing cats stuck in trees to preventing super-villains from taking over the galaxy. To meet these demands, they have to continually fine-tune their skills but also remain adaptable enough to handle whatever may come their way. In this talk, we will break down how you can optimize Wrike to handle both repeatable and non-repeatable work and achieve dynamic, measurable results in demanding circumstances.
Tuesday, October 2, 3:00 p.m. - 3:50 p.m. (Continental 2 & 3)
*Andi Trindle Mersch, Director of Coffee and Sustainability, Philz Coffee
Tiffany Mine, Creative Director, Philz Coffee*

SUPER POWERS & SECRET WEAPONS TRACK:

Wrike Fundamentals to Elevate You to Superhero Status
Superheroes have super senses, and triumph when using their tools and weapons for good. In this session, we'll focus on how you can value the voice of every member of your team, create a positive environment, and employ practical communication tools that help everyone contribute their superpowers.
Monday, October 1, 1:00 p.m. - 1:50 p.m. (Continental 7 & 8)
Eric Sagarsee, Strategic Customer Success Manager, Wrike

Upgrade Your Utility Belt With Wrike APIs
Visibility suffers and problems arise when your tools don't "talk to" one another. The ability to pass information from one system to another saves time and minimizes error. Learn how to seamlessly connect Wrike to your existing ecosystem and workflows. We'll cover API use cases, best practices, and more.
Monday, October 1, 2:00 p.m. - 2:50 p.m. (Continental 7 & 8)
Markus Zirn, VP Business Development, Workato / Jorge Rojas, Technical Services Leader, Wrike

Protecting Your Secret Identity: Balancing Transparency and Privacy
Transparency between teams provides work visibility and breaks down bottlenecks — but every super team needs a Fortress of Solitude to keep sensitive materials safe. Learn how Wrike enhances team and vendor visibility with permissioning, start effectively monitoring and accessing work, and navigate the fine line between transparency and privacy.
Monday, October 1, 3:00 p.m. - 3:50 p.m. (Continental 7 & 8)
Renee Olson, Regional Head of Customer Success, Wrike / Anton Danilov, Enterprise GPM, Wrike

Become Super Elastic: Harness Wrike's Multiple Views and Workspaces for Powerful Flexibility
Everyone works in different ways, but that shouldn't stop us from working together. Wrike's views and workspaces allow every team member to work the way they want to — all within one powerful solution. In this session, we'll examine use cases for Wrike's views, dashboards, and more.
Monday, October 1, 4:00 p.m. - 4:50 p.m. (Continental 7 & 8)
Bon Hernandez, Product Marketing Manager, Wrike

Protect Your Secret Weapons: Make Resource Management Your Super Strength
A never-ceasing flow of work can be instant Kryptonite if not managed and allocated properly. Learn how to manage your resources so you can plan and execute across teams and time zones with confidence.
Tuesday, October 2, 1:00 p.m. - 1:50 p.m. (Continental 7 & 8)
Alex Belyaev, Sr. Product Manager, Wrike / Steven Kearney, Customer Success Manager, Wrike

Advanced Superhero Training: A Deep Dive Into Wrike Dashboards and Reporting
In this session, we'll provide in-depth best practices for getting the most out of Wrike's dashboards and reporting features. We'll share how you can create a highly customized work environment, so you can add visibility and transparency to your set of super strengths.
Tuesday, October 2, 2:00 p.m. - 2:50 p.m. (Continental 7 & 8)
Roberto Wantland, Customer Success Manager, Wrike

Live Q&A: Get Your Questions Answered by Our Super Experts
Close out the conference by putting theory into practice, and getting any last-minute burning questions answered by our team of super experts. Throughout the conference, we will collect any topics or questions you would like to discuss. During our last session, we'll send you off with valuable personalized solutions. Join us for a live, interactive, hands-on Q&A.
Tuesday, October 2, 3:00 p.m. - 3:50 p.m. (Continental 7 & 8)
Steven Kearney, Customer Success Manager, Wrike / Eric Sagarsee, Strategic Customer Success Manager, Wrike / Matt Zipse, Customer Success Manager, Wrike / Dury Bell, Strategic Customer Success Manager, Wrike