

**Atlanta's  
Technology Executives Roundtable  
September 21, 2021**

**A Master-Class in Technology  
Marketing:  
C-suite snapshot of best practices in  
marketing today**

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*Please hold until  
the session begins*

**T E R**  
Technology  
Executives  
Roundtable



Rob Pinataro

President, Technology  
Executives Roundtable

CEO, Payspan, Inc.

Your Forum

Candid discussion

CEOs, CFOs & Investors

Subject Matter Experts

Complex leadership issues

Share, challenge & test ideas

TEER

Technology  
Executives  
Roundtable

# Thank you to our generous ATL sponsors

**Arketi Group:** Digital Marketing for B2B tech companies

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# TER

Technology  
Executives  
Roundtable

# Zoom Etiquette

- "Pin" the TER video box on your Zoom feed
- Please mute audio/video during presentations.
- Chat if you want to ask a question.
- We are recording for educational purposes; this is not specific legal, accounting or tax advice; consult your advisor



JOHNSON **VENTURE** PARTNERS

***Investing in seed and early-stage startups in the Southeast***

TER 9/21/21

# About JVP

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Micro VC Fund (\$10M Target Size)

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Seed and Early-Stage Capital

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Southeast Focus (GA, FL, Carolinas, TN)

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\$50k - \$500k Check Size

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Industry Agnostic

---

Evergreen (Infinite Fund Life)

# Team



**Matt Johnson**  
Managing Partner  
Atlanta, GA



**Bob Cramer**  
General Partner  
Atlanta, GA



**Tommy Jacobs**  
Venture Partner  
Nashville, TN

# Portfolio Companies



ACIVILATE



IMPIRICUS

LimeLoop





Accelerating Connected Virtual Care



# The evolution of virtual care

A platform that meets physicians and patients where they are in one, simple solution

- ▶ Virtual visits
- ▶ Patient scheduling
- ▶ Specialty referrals
- ▶ Unique patient records
- ▶ Hub for virtual care

## Increasing patient loyalty and growing practice functionality

ExamMed is an award-winning universal healthcare technology platform that offers an ideal patient-centered, complete model of care, both virtual and in-office.

Revolutionizing care delivery by creating more personal physician-to-patient interactions. Our dynamic and innovative platform enables patients and healthcare administrators to have easy access to manage and communicate information in real time across multiple systems.



Atlanta: 50 Companies on Fire



2020 Top 40 Most Innovative Company



Davies Award

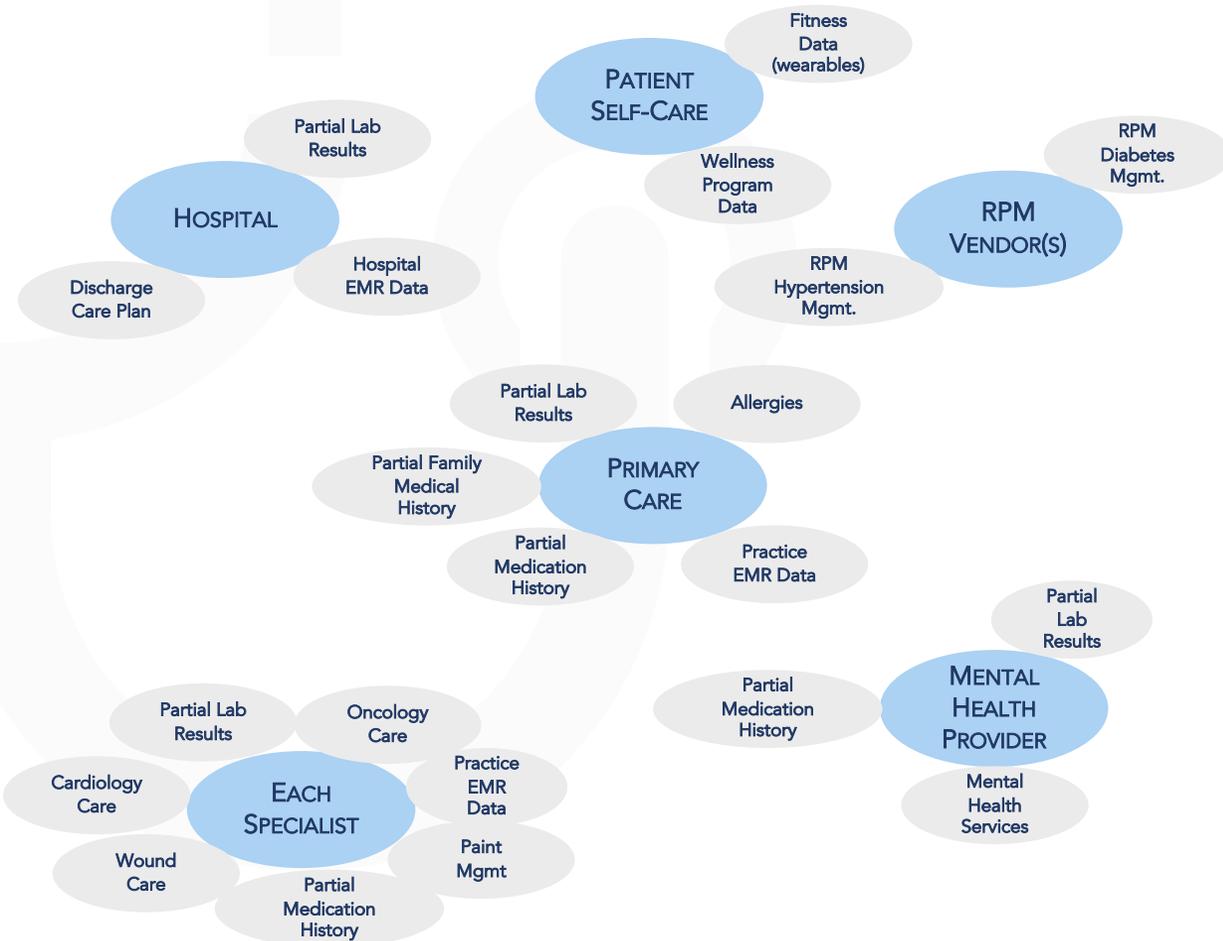


Inno Blazer Top Healthcare + Medicine Company

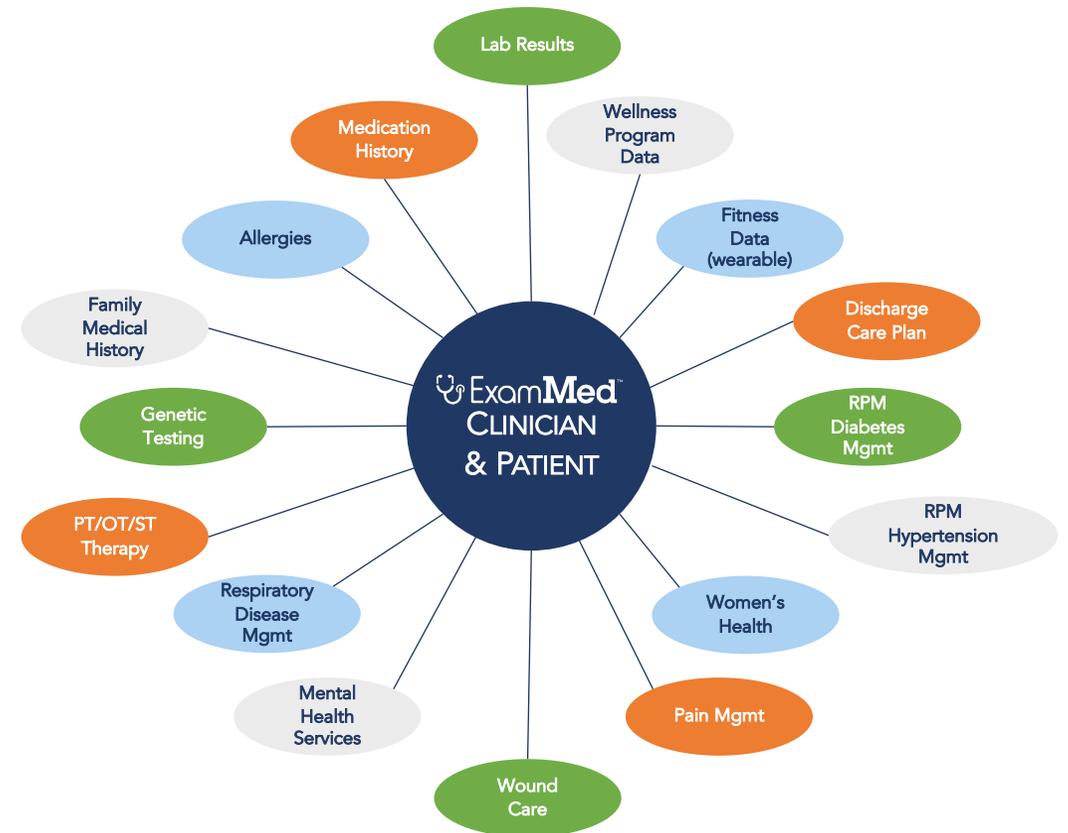


# Delivering connected care

## Fragmented care



## A unified hub for coordinated care - anywhere





Patient & Physician dashboards with visit history and unique records

**DASHBOARD** TUESDAY, MARCH 2, 2021

**MY APPOINTMENTS** Tuesday: March 2, 2021

- 5 CONFIRMED
- 1 TODAY
- 0 PENDING

03:30pm - 03:45pm Sadie Martin  
I have not been feeling well. [Join](#)

04:30pm - 04:45pm Jim Boyle  
Post Op Follow Up [Join](#)

**UNREAD MESSAGES** 1 UNREAD InMail  
Ryan Charles Feeling a little sick but [Go to Messages](#)

**MY PROFILE** Mary Johnson  
ryan@exammed.com  
MENTAL HEALTH [Go to Profile](#)

**PATIENT | FULL PROFILE** MONDAY, MARCH 1, 2021

Patient Details Appointments Attachments Remote Patient Monitoring

**DEVICE READINGS**

Blood Pressure: 8/18/20 1:25 PM

Pulse Oximeter Reading: 8/18/20 1:25 PM

Weight: See All In Chart

**Weight** Source: PREMEDIX

Month	Weight (lbs)
Jan	201
Feb	203
Mar	203
Apr	205
May	208
Jun	209
Jul	211
Aug	210
Sep	208
Oct	207
Nov	202
Dec	198

James R.

Patient profile with real-time remote monitoring visibility

Time 10:46pm Duration 00:02:14

User Expand Mute Pause Share screen Attachments Refresh Video/Audio Switch Camera

Chat Notes Patient In Templates

Select template: Cardiology - Heart Failure

Template name: Cardiology - Heart Failure  
Allow patient to receive a copy of this template

Any trouble breathing?  
 Yes  
 No

Any increase in swelling of your lower legs?

Multi-tenant virtual visits with image attachments

# That's why we built ExamMed

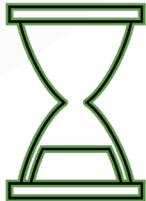
A differentiated solution

- ▶ 5,000+ total clinical users
- ▶ 12MM+ total minutes of appts
- ▶ 3MM+ total patient reach
- ▶ Continuous innovation



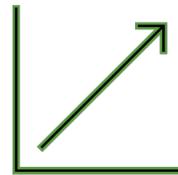
# Measurable Impact

When COVID-19 hit, our client needed an immediate solution that could be adapted and brought on board to serve the immediate need of seeing their patients virtually.



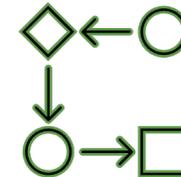
**125+ clinical users were onboarded, trained, & operational within 48 hours**

In addition to the video-visit, our client wanted to find a way to adapt a solution that could drive improved quality and additional revenue opportunities based on increased center operations.



**70% reduction in no-show rates = \$500k+ in additional revenue**

Our client has multiple programs within their suite of services and needed a solution that could be tailored to accommodate the workflows that each unique program desired.



**Custom workflows developed for each internal practice**

Over the course of one-year of using ExamMed, the client experienced a 26x ROI



**MODERATOR:**  
**Star VanderHaar**  
Vice President  
Arketi Group



**Todd Craig**  
Senior Vice President,  
Marketing  
Deposco



**Meg Culp**  
Director, Advanced Analytics  
Solutions, BI and Analytics  
Red Hat



**Angela Culver**  
Group Vice President  
Customer Marketing and  
Measurement  
Oracle



**Terrie O'Hanlon**  
Global Chief  
Marketing Officer  
GreyOrange



**Daniel Sineway**  
Partner, Patent and IP  
Morris, Manning &  
Martin

**TER** | Technology  
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| Roundtable

# BUILDING A BRAND THAT DELIVERS BOTTOM LINE BENEFITS

TER Master Class in Tech Marketing: C-Suite Snapshot

**Terrie O'Hanlon**  
Chief Marketing Officer  
September 21, 2021



brand definition



All

Books

Images

News

Shopping

More

About 7,420,000,000 results (0.65 seconds)

**BRAND**

**BUSINESS**

**MARKET**

**VALUE**

**IDENTITY**

**DESIGN**

**THE VALUE YOU CREATE**

**WHY YOU CREATE IT**



CREDIBLE



COMPELLING



CONSISTENT

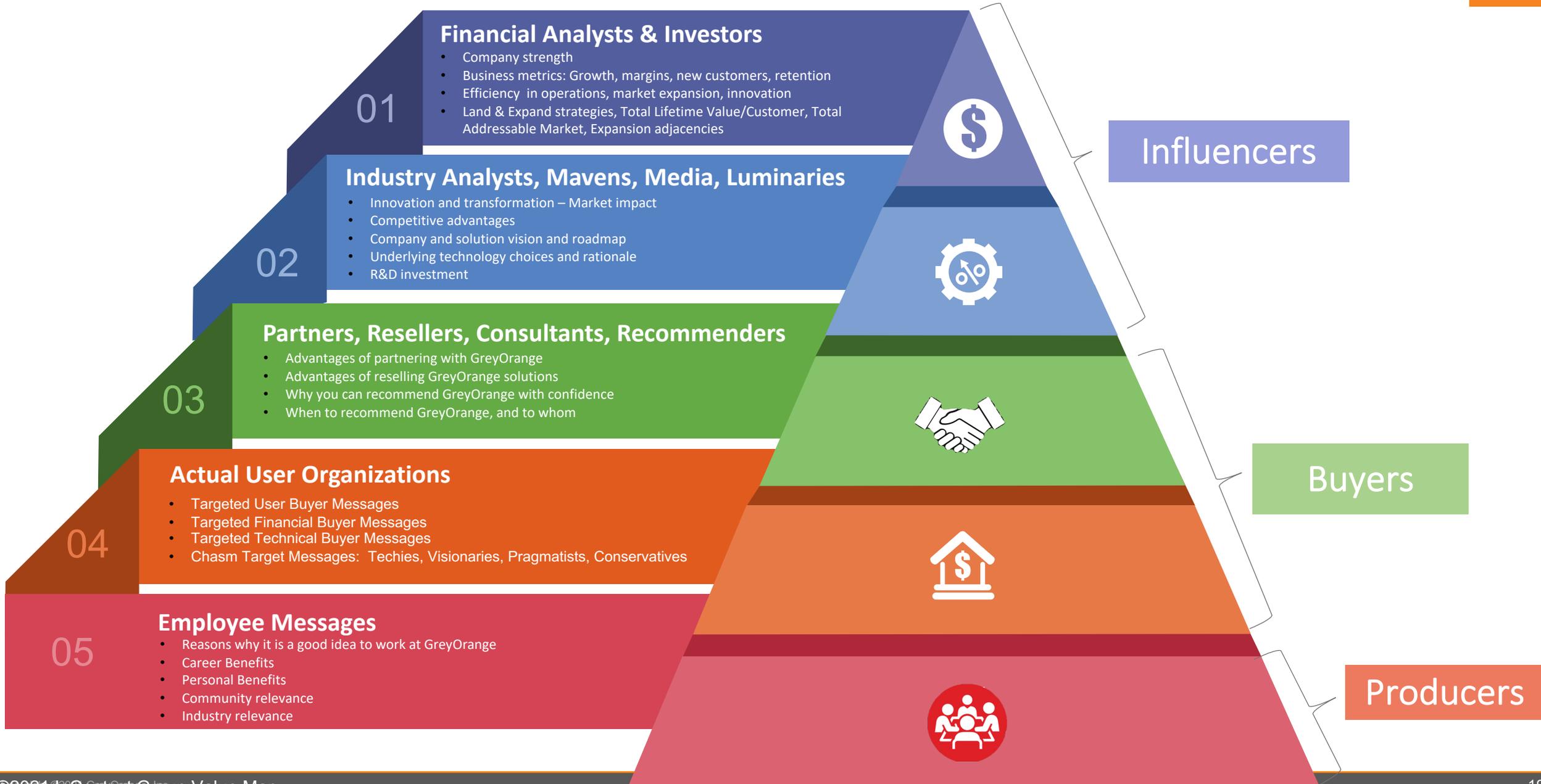
# ACID TEST: DO YOU LIVE THE VALUE YOU CLAIM?



What comes out when you're squeezed?



# VALUE PYRAMID





# MONETIZING YOUR BRAND





# MEASUREMENT

- Formal brand studies (Before/After)
- “They Say” survey results (Customers, Influencers, Employees)
- Thought Leadership and Solution Brand content pieces in use
- Brand Content impact on lead generation
- Social posts and impact (by channel and by thought leader)
- Press coverage mapped to core message alignment
- Influencer engagements (in-person, calls, digital)
- Number of Influencer/Media mentions
- Earned Mentions (in A – B – C targets)
- Unearned Mentions
- % Influencer/Media/Investor mentions reinforcing core message points (coverage scored based on “marks” it hits)
- “Expert” quotes placed

# Thank You



# Protecting Your Marketing IP

## TER Master Class in Tech Marketing: C-Suite Snapshot

Daniel Sineway

Partner, Patent and IP

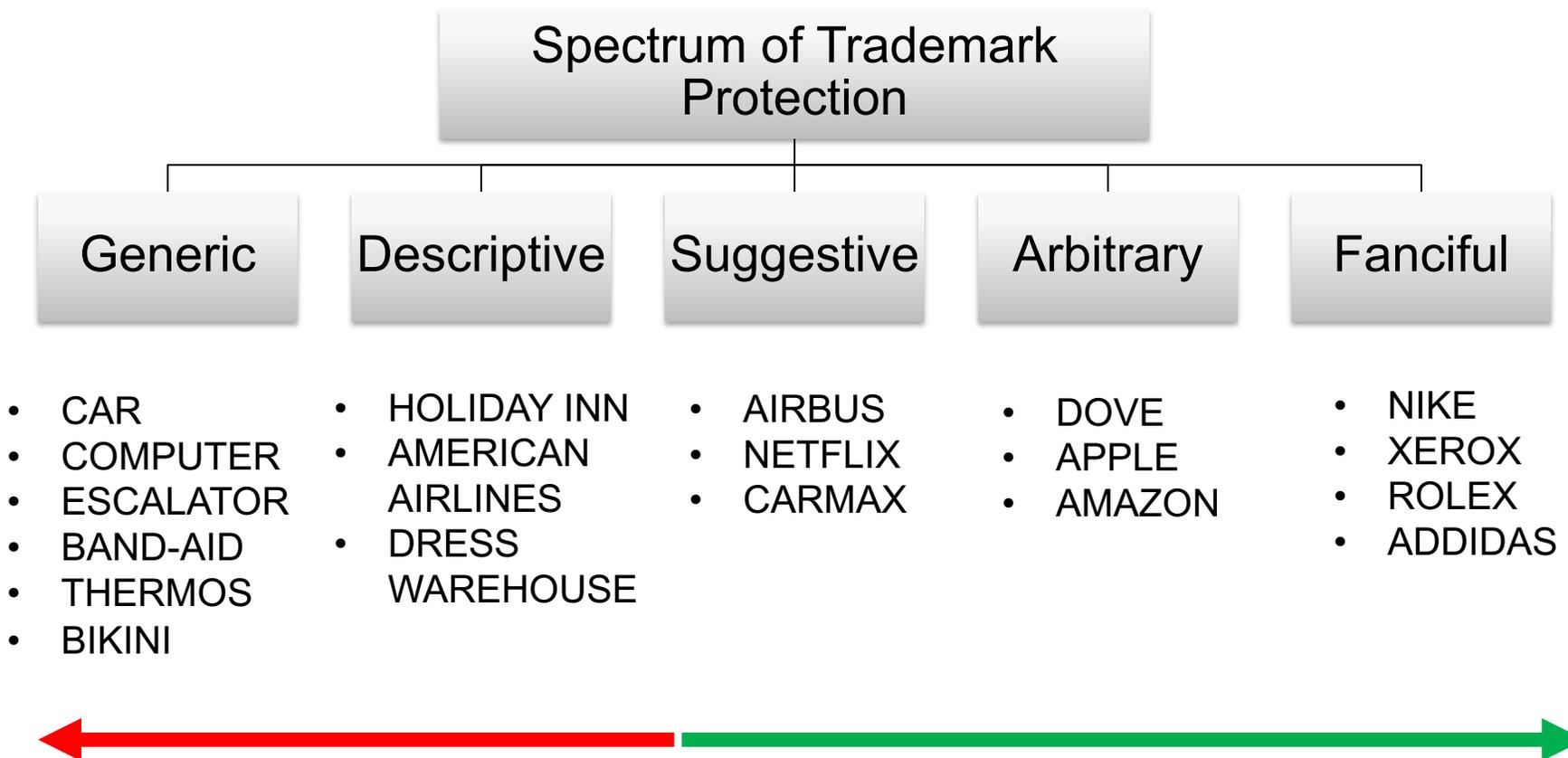
September 21, 2021



# Key Trademark Takeaways

1. Select unique and distinctive marks
2. SEARCH, SEARCH, SEARCH!!
3. File TM applications early (even before use in commerce)
4. Grab domains, social media handles, etc.
5. “Mark” your marks appropriately (TM/®)
6. Use a watch service
7. “Police” your rights!

# Pick Strong Marks!



# Most Valuable Brands (2020)

Rank	Brand	Brand Value	1-Yr Value Change	Brand Revenue	Company Advertising	Industry
 #1	Apple	\$241.2 B	17%	\$260.2 B	-	Technology
 #2	Google	\$207.5 B	24%	\$145.6 B	\$6.8 B	Technology
 #3	Microsoft	\$162.9 B	30%	\$125.8 B	\$1.6 B	Technology
 #4	Amazon	\$135.4 B	40%	\$260.5 B	\$11 B	Technology
 #5	Facebook	\$70.3 B	-21%	\$49.7 B	\$1.6 B	Technology
 #6	Coca-Cola	\$64.4 B	9%	\$25.2 B	\$4.2 B	Beverages
 #7	Disney	\$61.3 B	18%	\$38.7 B	\$4.3 B	Leisure
 #8	Samsung	\$50.4 B	-5%	\$209.5 B	\$4 B	Technology
 #9	Louis Vuitton	\$47.2 B	20%	\$15 B	\$7 B	Luxury
 #10	McDonald's	\$46.1 B	5%	\$100.2 B	\$365 M	Restaurants



**THANK YOU**



# Crafting Lead Generation Programs That Count TER Master Class in Tech Marketing: C-Suite Snapshot

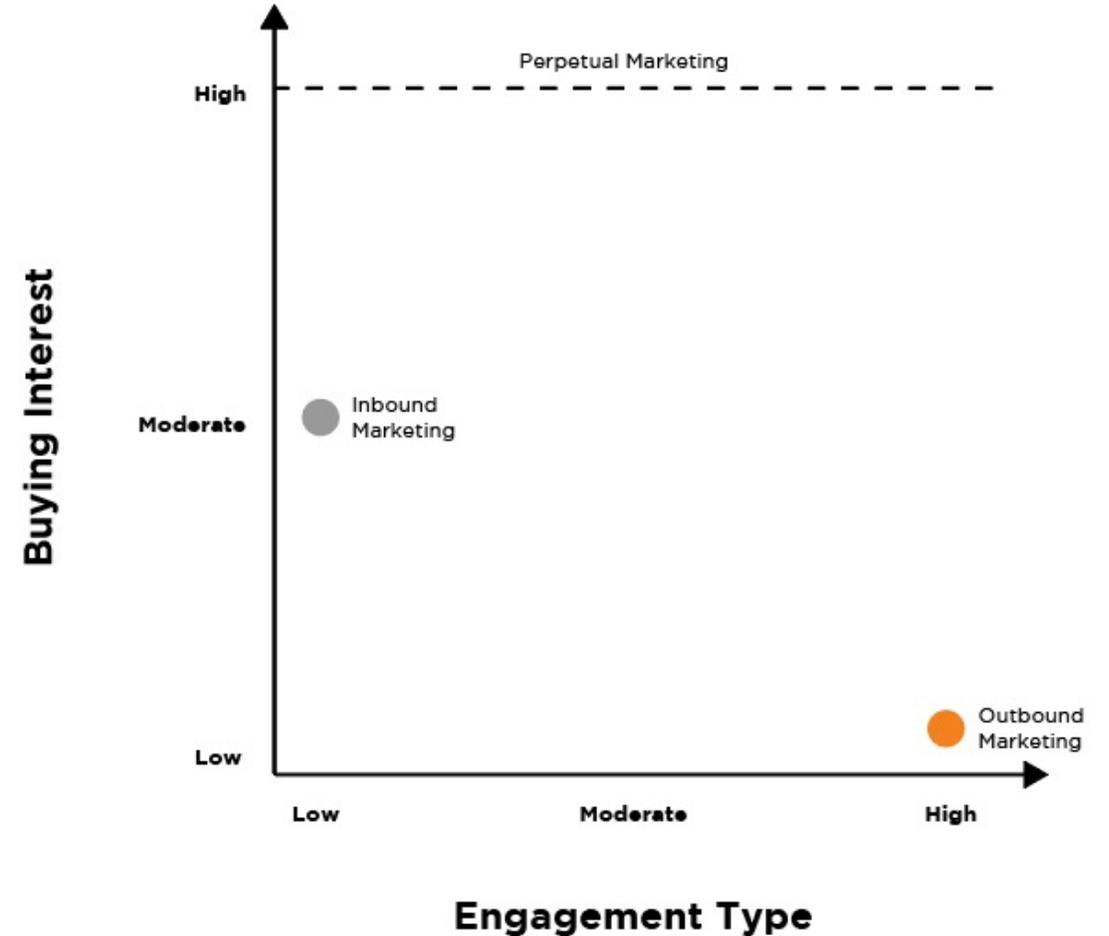
Todd Craig  
SVP Marketing  
September 21, 2021

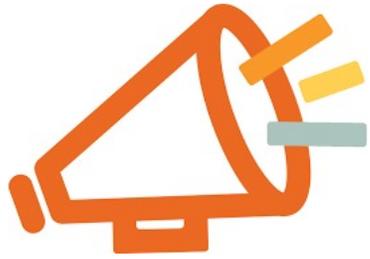
**TIMING**  
IS EVERYTHING



# Making the Case for Intent-based Programs

## 3 Types of Core Marketing Programs -





## Outbound Marketing

Intrusive

No Buying Interest

Complicated Message

Moves Quickly

Immeasurable

**1%** Success Rate

i.e. Cold Email / Phone Call  
from a Procured List



## Inbound Marketing

Reactive

Some Buying Interest

Educational Message

Moves Slowly

Quantifiable Measurement

**6-10%** Success Rate

i.e. Organic, SEO,  
PPC Blogging



## Perpetual Marketing

Sense and Respond

Serious Buying Interest

Targeted Message

Moves at the Prospect's Pace

Detailed Measurement

**25%** Success Rate

i.e. Sense Buyer Intent via  
Owned and 3rd Party Data



# Thank You

Deposco, Inc.

11605 Haynes Bridge Road, Suite 200

Alpharetta, GA 30009

[info@deposco.com](mailto:info@deposco.com) | [www.deposco.com](http://www.deposco.com)



### Monthly Revenue

Month	Revenue (USD)
Apr	\$180k
May	\$200k
Jun	\$150k
Jul	\$220k
Aug	\$200k
Sep	\$180k
Oct	\$250k
Nov	\$220k
Dec	\$270k

### Recent Orders

No.	Number	Created Date	Status	Pick Ware	Ship Via	Type	Updated	Action
1	974-5437	11/05/2016 10:03 AM	Complete	MULTI-5822	UPS Next Day Air	Sales Order	11/05/2016 10:03 AM	<a href="#">View</a>
2	974-5436	11/05/2016 9:45 AM	Complete	MULTI-5820	UPS 2nd Day Air	Sales Order	11/05/2016 9:45 AM	<a href="#">View</a>
3	974-5435	11/05/2016 9:37 AM	Complete	MULTI-5820	UPS Ground	Sales Order	11/05/2016 9:37 AM	<a href="#">View</a>
4	974-5434	11/05/2016 9:10 AM	Complete	MULTI-5820	UPS SurePost	Sales Order	11/05/2016 9:14 AM	<a href="#">View</a>
5	974-5433	11/05/2016 8:49 AM	Complete	MULTI-5818	UPS Freight	Sales Order	11/05/2016 8:49 AM	<a href="#">View</a>
6	974-5432	11/05/2016 8:30 AM	Complete	MULTI-5817	UPS Next Day Air	Sales Order	11/05/2016 8:40 AM	<a href="#">View</a>
7	974-5431	11/05/2016 8:25 AM	Complete	MULTI-5816	UPS 2nd Day Air	Sales Order	11/05/2016 8:22 AM	<a href="#">View</a>
8	974-5430	11/05/2016 8:03 AM	Complete	MULTI-5815	UPS Ground	Sales Order	11/05/2016 8:03 AM	<a href="#">View</a>



Red Hat  
**Enterprise Data  
and Analytics Team**

Data-driven Marketing From Start to Scale

TER Master Class in Tech Marketing: C-Suite Snapshot

Meg Culp

Director, Advanced Analytics Solutions

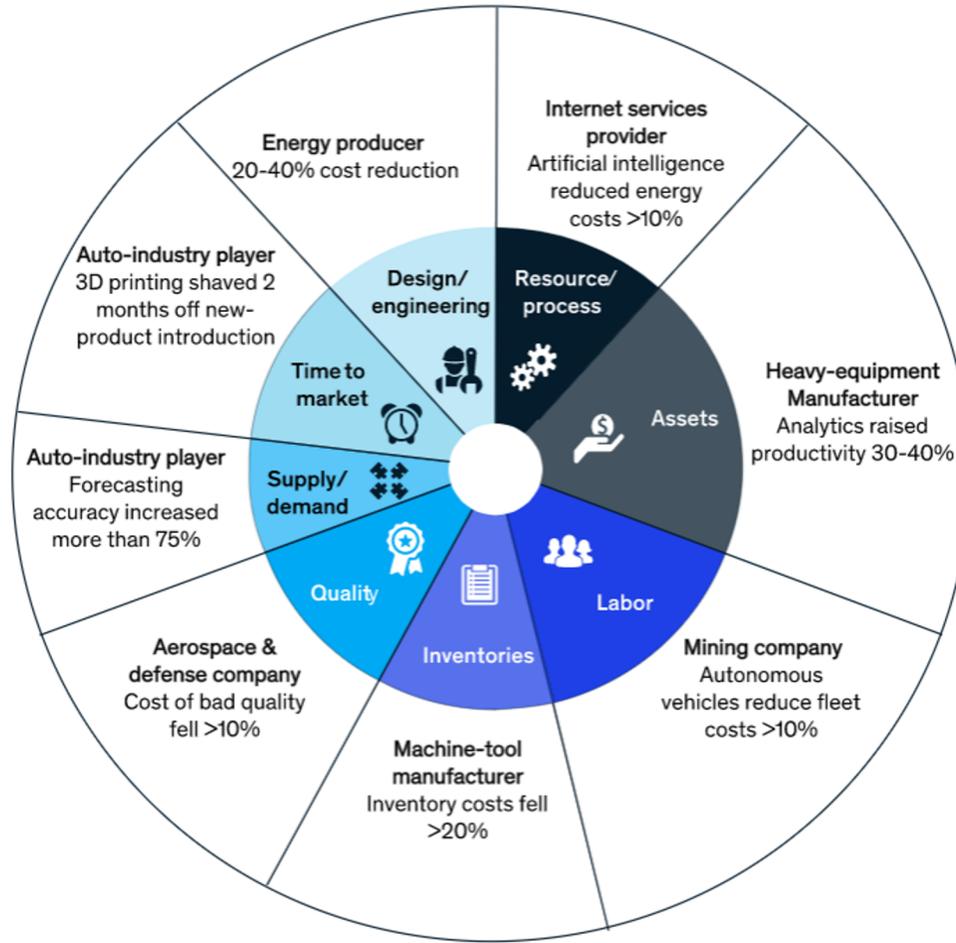
September 21, 2021

## Lessons from experience

1. Have a strategy. Know what you want to impact.
2. When you think benefits, think beyond personalization.
3. Start scrappy. Don't wait for scale.
4. Plan early, and not just for the technology stack.
5. Know your customers. Relevance builds relationships.
6. Learn from others. Open Source it.

# Have a strategy

Know what you want to impact.



## When you think data-driven, think beyond personalization



“89% of successful businesses say anticipating customer needs and providing assistive experiences along the customer journey are critical to growth.”

Yes, **Marketing ROI**, but also...

*Organizational efficiencies*

*Data-fueled Automation*

*Pricing optimization*

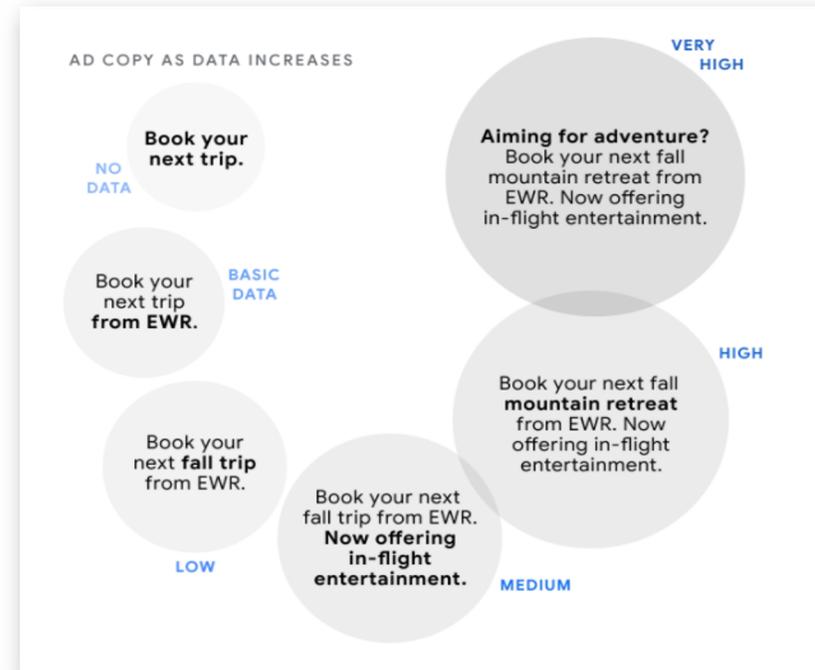
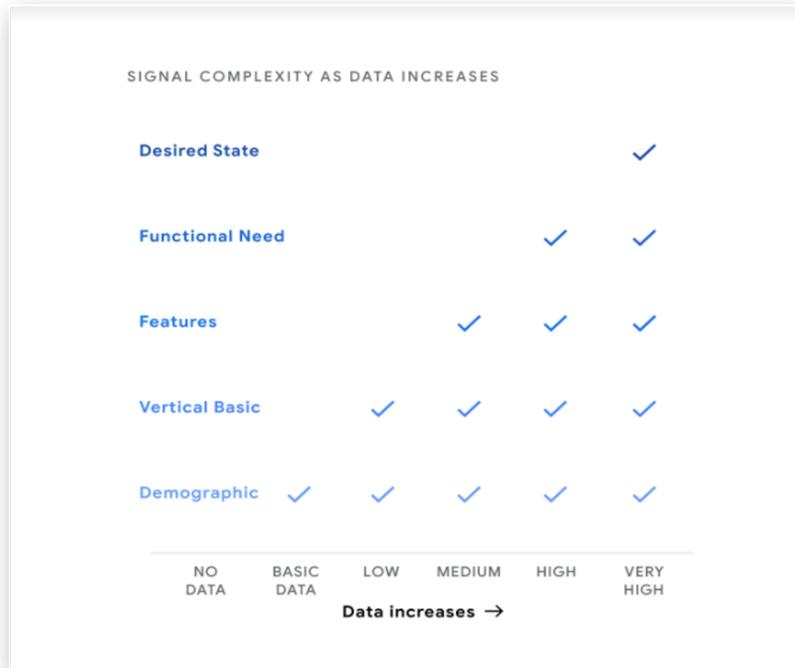
*Channel effectiveness*

*Inventory management*

*Product insights*

# Start scrappy. Don't wait for scale.

Test and learn at every step!



As insights evolve



Enablement (and your business case) gets smarter

# Scale takes investment

## Plan early and not just for the technology stack

### Data & Insights Foundation

- Grounded in a data acquisition strategy
- Across broad, differentiated data sources
- Cleaned, governed, managed sources-of-truth
- Transformed to features, models, metrics, etc.

### Flexible Technology Ecosystem

- Business-led, data-centered technology stack
- Insights are portable; Configurable by use case
- Outcomes connected to inputs: measurable

### Built for business users

- Yes, dashboards, but also exploration, enablement tasks
- Organized, prioritized for action (plan, sell, support)
- Surfaced in easily consumable interfaces

### Anchored in Change Management

- Process, culture, skills and objectives



# Get to know your customers

## Relevance builds customer relationships

### Customer Value

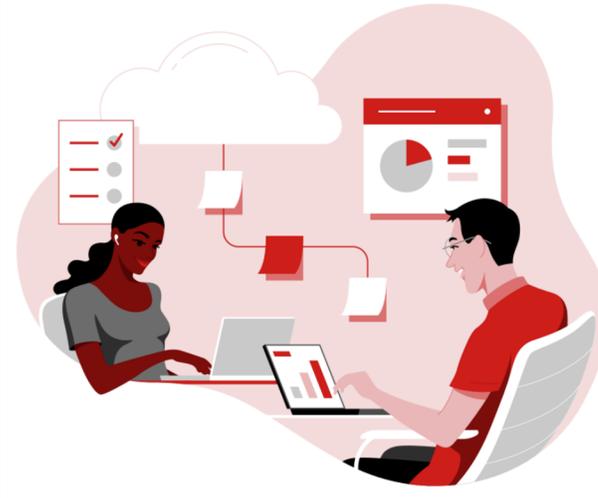
---

Current revenue/profitability  
Revenue change over time  
3 - 5 year spend potential  
Share of Wallet  
Time on Books

### Customer Experience

---

Tickets, escalations  
Case complexity  
Support site activity  
Customer health/ Satisfaction  
Advocacy



### Product Activity

---

Progress on Product Path  
Products Active/Exited  
Likelihood to buy products  
Usage Activity/ Bugs  
# of Users  
Brand + Competitive Mix

### Marketing Response & Engagement

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Inquiries, engaged contacts  
Opportunity and value  
Digital property engagement  
Interest and intent data  
Firmographic data

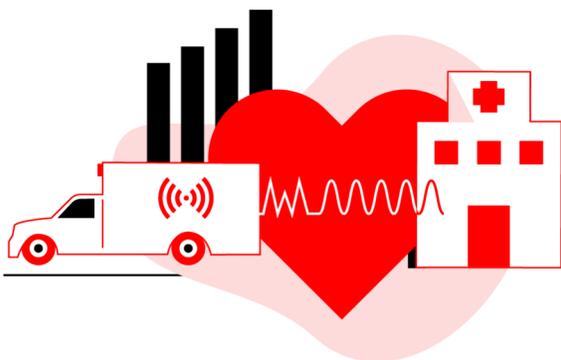
### Sales Activity & Attributes

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Time in Funnel  
Complexity of Buyer Organization  
Technical vs. Business Decision Maker  
Cross-sell / Up-sell / Renewal Activity  
Contract length



Predicting The Flu  
The Weather  
Channel & IBM  
Watson  
combined  
weather and



seasonal

Learn from others

Open Source it



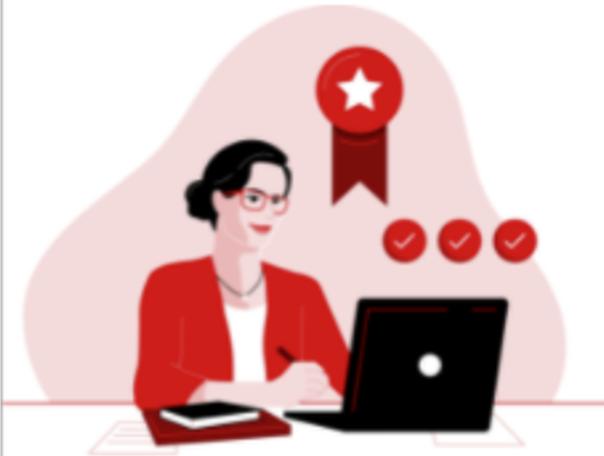
Jump Start the Sale  
Using predictive  
models  
(prioritization)  
and tailored  
customer features  
(context), Red Hat  
gave sales reps a



Well Navigated Waters  
The Georgia  
Aquarium created  
consumer  
segments and  
personas, then

Learn more

## Worth a read



- [Onboarding AI](#), IBM Watson, Marketing
- [Keys to Adopting AI/ML](#), Red Hat
- [Digital Transformation Drivers](#), BCG
- [The Rise of the Data-Driven Marketer](#), Forbes
- [Navigating Purchase Behavior and Decision Making](#), Think with Google
- [What Customers Want](#), Think with

# Thank You

To talk more, reach out to Meg Culp

[mculp@redhat.com](mailto:mculp@redhat.com)

[linkedin.com/in/megbculp/](https://www.linkedin.com/in/megbculp/)

[twitter.com/megbculp](https://twitter.com/megbculp)

# Ensuring Customer Marketing Delivers Revenue

## TER Master Class in Tech Marketing: C-Suite Snapshot

---

**Angela Culver**

GVP, Customer Marketing and Measurement @Oracle

# What is Customer Marketing?

# Customer marketing:

The background image shows two women in a modern office. One woman with blonde hair, wearing a light-colored blazer, is leaning forward and pointing at a laptop screen. The other woman, with red hair and glasses, is sitting at the desk and looking at the screen. The office has large windows in the background, letting in natural light. The overall tone is professional and collaborative.

---

Designed to help you communicate  
and engage with your customer base

Can lead to a rapid increase in  
revenue and profits

**Where do you start?**

## 4 Areas of Focus

---

**Adoption**

**Retention**

**Expansion**

**Advocacy**



# Start with Advocacy

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**How is customer marketing  
different from  
*traditional marketing?***

# Three Strategies

# High Touch

---



Digitally driven

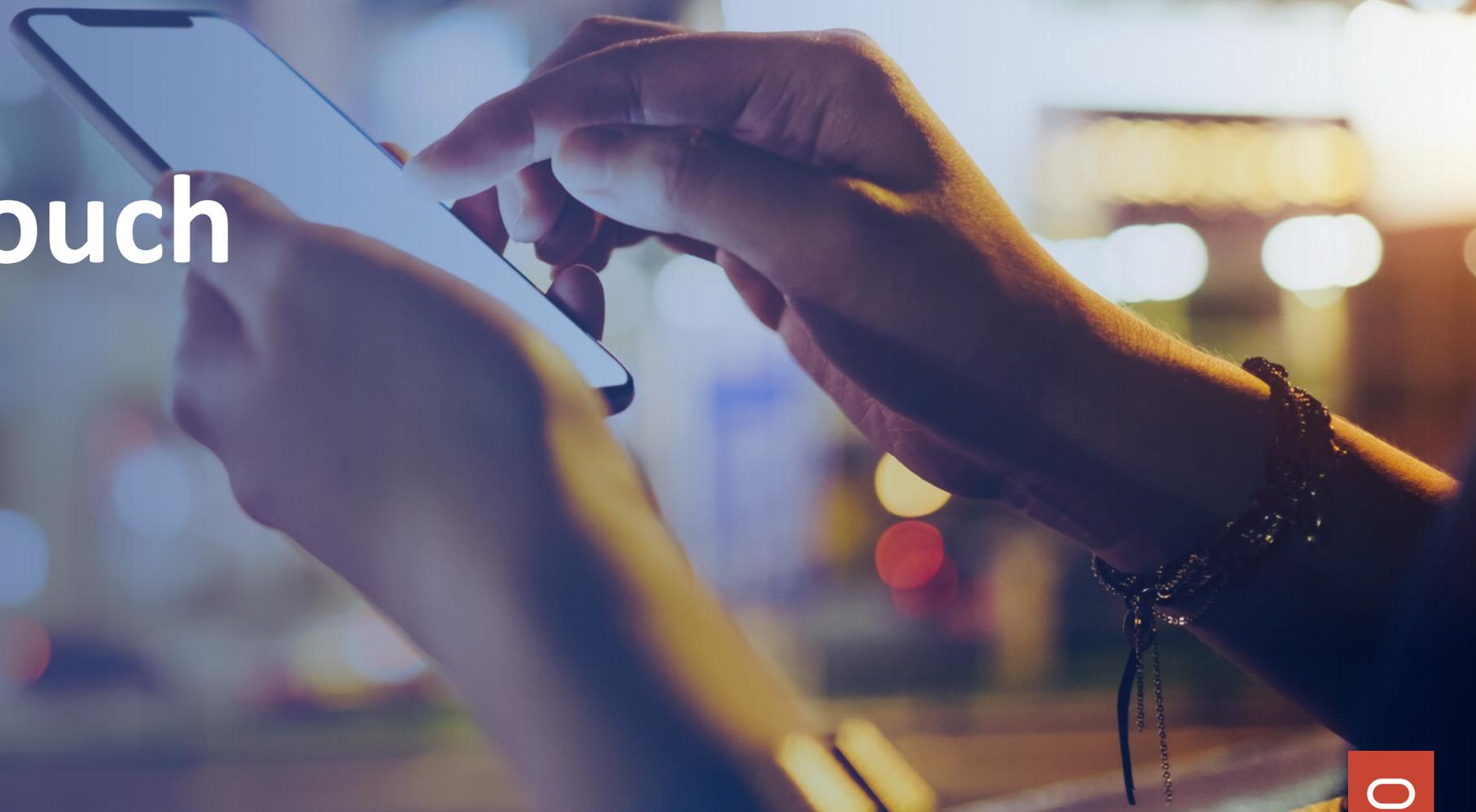


infinitem  
citrix



# Low Touch

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**People buy from people**

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# Key Takeaways

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- Must do Acquisition Marketing
- With Customer Marketing, start with Advocacy
- Pick the strategy that compliments your selling strategy
- People Buy from People

# Thank you

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## Presenters' Contact Information

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**Daniel Sineway**  
**Partner, Patent and IP**  
**Morris, Manning & Martin, LLP**  
[dsineway@mmmlaw.com](mailto:dsineway@mmmlaw.com)

Please join our  
October Meeting  
(in-person or virtual)

***Entrepreneurship through  
the Diversity Lens:  
Supporting and Increasing  
Diversity in Your Tech  
Company***

October 12, 2021

TER

Technology  
Executives  
Roundtable

**Technology Executives**

**Roundtable is proud to honor**

**Kelly Gay**

**whose career includes executive roles at Sierra Wireless, Numerex and Omnilink Systems as the 2021 recipient of the John Imlay Leadership Award on November 16, 2021**

Congratulations Kelly, and thank you for all you have done to support and grow Atlanta’s tech industry



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Technology Executives Roundtable

**TER**

Please stay after  
for

Q&A  
with today's Speakers

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