

Fireside Chat

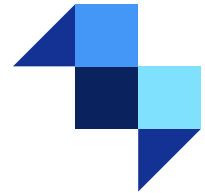
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**Marketing
Accountability
Standards
Board**



Mark Stouse

CEO, Proof Analytics

Former host of *Accelerating Value – A Weekly Podcast*

Former CCO and Vice President, Solutions Marketing & Management at BMC Software

"The future of B2B GTM is rooted in increasingly T-shaped leadership, meaning a strong and permanent move away from function-first leaders to those who see GTM functions from a business-first and customer-first perspective."



Thank You!

