

MARCH TOPIC ▶▶

The Sales and Marketing Organization

Best Practices in Establishing Competitive Advantage

This month's featured presentation focuses on the keys to successfully establishing a strong sales and marketing organization. Our presenters bring decades of experience and insight into driving competitive advantage and identifying critical success factors in building "customer stickiness."

You will gain insight from the each presenter's **KEY TAKEAWAYS** on the successful sales and marketing organization, setting benchmarks to measure success, aligning sales and marketing, and more. These keys will help guide your decisions in your own organizations.

PRESENTERS

Jim Schleckser
CEO & Managing Partner
Inc. CEO Project



Jeff Sessions
Vice President, Sales
Red River



Harold Youra
President
Alliance Solutions



BRING A GUEST!

REMAINING 2010-2011 PRESENTATIONS

April 14, 2010 Global Opportunities

April 28, 2011 Spring CXO Forum Membership Drive & Social

May 12, 2011 Talent: The ABCs in Your Team

June 9, 2011 Successes & Failures of Explosive Growth: Voices of Experience

ABOUT CXO FORUM

CXO Forum was founded in 2004 as a monthly gathering for CXOs of growing and mid-sized companies. CXO Forum offers C-level executives a safe haven where peer-to-peer discussions on ideas and solutions take place in an environment of collaboration that builds collegiality. Membership is by invitation only, and attendance at the monthly sessions ranges from 20 to 40 CXOs — a size that nurtures networking and business relationships. To learn more or to become a member, please contact Michael Velotta, VP of Membership, mvelotta@vcigp.com. More information is available online at www.CXOForum.com.

CXO Forum 10-11 SERIES

JOIN US!

THURSDAY
MARCH 10
2011

7:30am to 8:00am
Networking and
Continental Breakfast

8:00am to 9:00am
CXO Forum
Panelist(s) Presentation

9:00am to 9:15am
Burning Issues

*Discuss your specific
issues and challenges
with colleagues and
fellow CXO members*

Location
Cherry, Bekaert, &
Holland
1934 Old Gallows Road
4th Floor
Vienna, VA 22182
703-506-4440
For directions, visit
www.CXOForum.com

CXO Forum

FOUNDING PARTNER



STRATEGIC PARTNERS



e-know.

For information, contact
Neal G. Koller
President, CXO Forum
President & CEO,
PluroGen Therapeutics, Inc.
443.994.0101
nkoller@cxoforum.com