

## SAAS TIGER FALL 2020 EVENT PROGRAM

### 10:30 Morning Networking

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**11:00**

Welcome to SaaS Tiger

Ben Pelled  
VP Business Development  
People & Computers



**11:10**

Creating Opportunities in  
Difficult Times

Moderator



Ben Pelled  
VP Business Development  
People & Computers



Eilon Reshef  
Co-Founder &  
Chief Product  
Officer  
Gong



Tamir Gotfried  
Chief Revenue  
Officer & GM  
Bringg



Einat Etzioni  
Chief Marketing  
Officer  
Namogoo



Nir Goldstein  
VP Sales EMEA &  
APAC  
monday.com

**11:55**

B2Any SaaS Growth  
Strategies that Drive  
Revenue

Oren Gross  
Regional Sales Manager  
2Checkout (now Verifone)



**12:10**

People only Buy What  
They Understand –  
Localize your UX to  
Win Your Markets

Omer Shani  
Founder & CEO  
BlueLion



**12:25**

Turning User Behavior  
Data to Drive Growth

Oktay Agronov,  
Founder & CEO  
Oktopus



### 12:40 Networking Break

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**13:00**

SaaS Marketing: Product &  
Marketing - Happily ever after?

Moderator



Amit Lavi  
Managing Partner  
Marketing Envy



Gitit Greenberg  
VP Marketing  
EasySend



Jake Levant  
VP of Marketing  
Lightico



Roni Mizrahi  
VP of Product  
Growth  
Duda

**13:45**

How to Better  
Spam your  
Customers



Perry Nalevka  
CEO & Founder  
Penguin  
Strategies



Prateek Sharma  
Principal Channel  
Manager MEA  
HubSpot

**14:15**

Open Expo & Virtual Networking