



Welcome to Dreamforce 2024!

On behalf of the entire Salesforce Ventures team, we're thrilled to welcome you to the largest and most trusted AI event in the world. Dreamforce is where innovation meets inspiration. Throughout the week, you'll see how Salesforce customers are using CRM + AI + Data + Trust to drive innovation like never before.

This epic reunion brings together Salesforce customers, executives, partners, Trailblazers, and dozens of Salesforce Ventures portfolio companies. By being a member of the Salesforce Ventures' ecosystem, you get a front-row seat to events like Dreamforce where you can interact and collaborate with leaders from across Salesforce and the broader startup community. To welcome you, and make sure you get the most out of your Dreamforce experience, we've put together this guide.

Dreamforce is a massive event with over 1,500 panels, roundtables, workshops, breakouts, and trainings. This guide features tips to make the most out of Dreamforce and highlights the sessions we believe will be most relevant and impactful to founders and startups like you.

Use this guide to fill your week with can't-miss sessions featuring Salesforce Ventures portfolio company founders and CEOs so you can enjoy yourself and leave inspired and ready to get back to work.

This is Dreamforce, Salesforce Ventures-style. We're glad you're here.

Sincerely,

Paul Drews

Paul Drews

Managing Partner, Salesforce Ventures

Khushboo Patel

Khushboo Patel

COO, Salesforce Ventures









Salesforce Ventures Curated Al Track

The following sessions were hand-picked by our team as must-attends for anyone interested in AI.

TUES 9/17 | 10 AM - 12 PM

Moscone South, LL, Keynote Room



Dreamforce Opening Keynote with Marc Benioff and Special Guests

Join Marc Benioff and guests to discover how every business can become an AI enterprise.

TUES 9/17 | 12:45 PM - 1:30 PM

Moscone North, LL, Campground, Al Landing

Innovating at the Frontier of AI: Building for Tomorrow

Join experts from top AI companies to discuss the challenges and opportunities for effectively integrating AI into products. Gain insight into trends and strategies to future-proof your business.

- Jeff Boudier, Head of Product, Hugging Face
- Ce Zhang, CTO, Together AI
- Richard Socher, CEO, You.com
- Jayesh Govindarajan, EVP of Engineering, Salesforce



TUES 9/17 | 1 PM - 2 PM

Moscone West, L2, Einstein 1 Platform Lodge RT 12

Cutting Edge AI: Perspectives from AI Startups

Engage with the Salesforce Ventures team and founders at the forefront of AI to discuss building a business and a winning product strategy to transform your company with the latest technology.

- Rachit Kataria, Co-Founder & CEO, Centralize
- William Wang, Co-Founder, Centralize
- Sunil Rao, Founder & CEO, Tribble
- Julia Sitglitz, Co-Founder & CEO, Uplimit
- Lisa Ioannou, Sr. Manager, Strategic Technology Partnerships, Salesforce
- Caroline Fiegel, Investor, Salesforce Ventures



TUES 9/17 | 2:15 PM - 3 PM

Moscone West, L3, Room 3016

The Six Hard Truths to Al Adoption

Hear candid discussion from early adopter clients about the realities of enterprise AI adoption, ethics, impacts on people and culture, and the importance of executive leadership.

- Jennifer Quinlan, Global Managing Partner, IBM iX Customer Transformation Leader, IBM Consulting, IBM
- Matt Candy, Global Managing Partner, Generative AI IBM Consulting, IBM
- · Isti Mag, Head of Digital Factory, MOL Group
- · Cecilia Blanning, Head of Market & Sell Portfolio, Enterprise IT, Ericsson

TUES 9/17 3:15 PM - 3:45 PM

Moscone North, LL, Campground, Al Landing

Redefining Marketing, Design, & Art with Al

Join Cristóbal Valenzuela, co-founder & CEO of leading AI video generation startup Runway, in exploring how the new wave of generative AI is reshaping creative workflows and artistic expression.

- Cris Valenzuela, CEO, Runway
- Kat Holmes, EVP, Chief Design Officer, Salesforce



WED 9/18 | 9 AM - 10 AM

Moscone West, L2, Einstein 1 Platform Lodge RT 10

THURS 9/19 | 2:30 PM - 3:30 PM

Moscone West, L2, Einstein 1 Platform Lodge RT 9

Keep Your AI Enterprise Secure and Protected

Join your peers for an interactive discussion on the top data security challenges and considerations facing today's IT leaders.

• Rachel Beard, Distinguished Security Architect, Salesforce

WED 9/18 | 10:15 AM - 11 AM

Moscone South, LL, Content Pavilion, Stage 6

THURS 9/19 | 10:30 AM - 11:30 AM

Moscone West, L2, Room 2008

Discover Trusted Al Agents That Transform Business

Build a secure team of AI agents that can swiftly add value with higherorder reasoning, planning, and autonomous execution of specialized business tasks.

- Aron Kale, Director, Product Management Einstein Copilot, Salesforce
- Gary Brandeleer, Senior Director, AI Product Management, Salesforce
- Ismaen Aboubakare, Senior Product Manager, Salesforce

WED 9/18 | 10:45 AM - 11:15 AM

Moscone North, LL, Campground, Al Landing

TIME100 Talks: The Future of Enterprise Al

Facilitated by TIME Editor-in-Chief Sam Jacobs, Salesforce co-founder Parker Harris & Anthropic co-founder Daniela Amodei will discuss the ethics & role of AI in both enterprise and startup business.

- Sam Jacobs, Editor-in-Chief, TIME
- Daniela Amodei, President & Co-Founder, Anthropic
- Parker Harris, Salesforce Co-Founder & CTO, Slack, Salesforce



WED 9/18 | 11:30 AM - 12 PM



Building a GTM Playbook for AI Products

Organizations are experimenting with the best way to enter the market as AI technologies emerge. Hear from experienced leaders on the challenge of selling AI and how they're tailoring their approach.

- Arielle Fidel, VP of Sales & Business Development, Together AI
- Kate Jensen, Head of Sales and Partnerships, Anthropic
- Kaylin Voss, CRO, Slack



WED 9/18 | 12:45 PM - 1:30 PM

Metreon AMC, L2, Theater 8

Bring Your Own LLM — We'll Show You How

You need high-performing models that help solve enterprise problems quickly. Learn how to leverage IBM Granite foundation models and new industry prompt templates within Einstein 1 and Copilot.

- Matt Francis, CTO, CTA, Salesforce Practice Global, Distinguished Engineer, IBM
- Maryam Ashoori, Director of Product Management, IBM
- Jessie Dart, Director, Strategic Partnerships, Salesforce

WED 9/18 | 1:45 PM - 2:15 PM

Moscone North, LL, Campground, Al Landing

The Regulatory Regime: Navigating the New Al Rules

Global AI regulation is moving as fast as the tech. Learn about international standards, ethical frameworks, and collaborative approaches to ensure responsible AI development and deployment worldwide.

• Eric Loeb, EVP Government Affairs, Salesforce

WED 9/18 | 2 PM - 2:45 PM

Moscone South, LL, Content Pavilion, Stage 2

Navigating the Future: CIO Insights on Delivering Trusted AI

Join us for a CIO panel discussion diving into the key initiatives, strategic objectives, and critical challenges IT leaders face in delivering secure, governed, and enterprise-ready AI solutions.

- Kristie Grinnell, Sr. Vice President and Chief Information Officer, DXC Technology Services
- Sanjay Macwan, CIO / CISO, Vonage
- Josie Chiles, SVP Platform Marketing, Salesforce

WED 9/18 | 2 PM - 2:45 PM

Moscone West, L2, Astro Theater

THURS 9/19 | 3 PM - 3:20 PM

Moscone West, L2, Astro Theater

Harnessing AI to Enhance Human Collaboration

Gain valuable insights into the strategic integration of AI, the evolving landscape of intellectual property, and tips on how to leverage both for growth.

- Will Dressler, Sr. Director, AI & Data Architecture, Head of Innovation Global AI Practice, Salesforce
- Jude Umeh, Responsible AI Strategy Director, Global AI Practice, Salesforce

WED 9/18 6 PM

Oracle Park

Dreamfest with PINK and Imagine Dragons

The high-flying, chart-topping music icon P! NK will take the stage along with Imagine Dragons live at Dreamfest.



THURS 9/19 | 10:30 AM - 11 AM

Moscone North, LL, Campground, Al Landing

Demystifying Al: Challenges, Successes, and What's Next

No technology has ever moved as quickly as AI. Take a pause to understand its current successes and challenges, and where we're headed – with help from two of the biggest names in AI.

- Vipul Ved Prakash, CEO, TogetherAI
- David B. Kirk, Former Chief Scientist at NVIDIA
- Denise Dresser, CEO, Slack



THURS 9/19 | 10:30 AM - 11:30 AM

Moscone West, L3, Keynote Room

True to the Core at Dreamforce '24

Hear directly from Co-founder and CTO Parker Harris and product leaders as they share highlights from our product roadmap and answer your questions live.

- David Schmaier, President & Chief Product Officer, Salesforce
- Clara Shih, CEO of Salesforce AI, Salesforce
- Alice Steinglass, EVP & GM, Platform, Salesforce
- Param Kahlon, EVP/GM, Automation & Integration, Salesforce
- Kat Holmes, EVP, Chief Design Officer, Salesforce
- Khushwant Singh, SVP, Product Management, Platform, Salesforce
- Parker Harris, Salesforce Co-Founder & CTO, Slack, Salesforce
- Srinivas Tallapragada, President & Chief Engineering Officer, Salesforce

THURS 9/19 | 11 AM - 11:45 AM

Moscone South, LL, Content Pavilion, Stage 5

3 Steps to Level Up Digital Customer Service for the Al Era

Does your contact center need a path to ROI with your digital channel & AI strategy? Learn how OpenTable went from pilot to scale with Einstein Service Agent & turned AI's promise into business value.

- Joyce Leung, Senior Product Marketing Manager, Salesforce
- Swati Deo, Senior Director, Product Management, Salesforce
- Tonia Rosaci, Lead Solution Engineer, Salesforce

THURS 9/19 | 12:45 PM - 1:30PM

Moscone West, L3, Room 3016

Al in Action on Salesforce

Learn about deploying AI in Salesforce at scale to gain targeted insights to your business. Slalom's AI accelerator connects to Einstein, NIM (NVIDIA Inference Microservices), AWS Bedrock, and more.

- Christopher Hale, AI Innovation Hub Go-To-Market Lead, Slalom
- Allen Mann, Director, AI Innovation Hub, Slalom

THURS 9/19 | 2 PM - 2:45 PM

Moscone West, L3, Room 3016

Know Your Past, Fuel Your Future: Historical Data for Al

Smarter data-driven decisions require using all available data, not just current production data. Leverage historical data to enhance predictive models, gain actionable insights, and fuel success.

- Gina Marques, Director, Enterprise Applications, Own Company
- Kelly Petitjean, Director Architecture, Nasdaq
- Selma Chang, Senior Product Marketing Manager, Own Company

THURS 9/19 | 2:45 PM - 3:30 PM



Gen Al Beyond the Hype: Practical Insights for Your Business

The Research & Insights team has spent over a year talking to thousands of customers about generative AI. Get a behind-the-scenes look at what other customers are really saying about this technology.

- Sarah Flamion, Research Architect, Salesforce
- Michelle Tabart, Principal User Researcher, Salesforce





Salesforce Ventures Curated Impact Track

The following sessions were hand-picked by our team as must-attends for anyone interested in Impact.

TUES 9/17 | 10 AM - 12 PM





Dreamforce Opening Keynote with Marc Benioff and Special Guests

Join Marc Benioff and guests to discover how every business can become an AI enterprise.

TUES 9/17 | 1:45 PM - 2:30 PM

InterContinental, L5, InterContinental Ballroom C

Building Inclusive Cultures Industry-Wide

Explore the pivotal role of diversity, equality, and inclusion in shaping the future of work, classrooms, and communities. Join this panel for helpful tips on creating equitable opportunities for all.

• Suzana DelliSanti, EVP, Talent Acquisition, Salesforce

TUES 9/17 | 3 PM - 3:20 PM

Moscone West, L2, Astro Theate

Transforming Giving: Al and the Future of Philanthropy

Explore how pioneering humanitarian organizations harness the power of AI and data to revolutionize philanthropy. Learn how to drive donor engagement, optimize fundraising, and increase social impact.

- Rosa Maria Cortada Burgo, CIO, OXFAM INTERMON
- Becky Ferguson, SVP Philanthropy, Salesforce

WED 9/18 | 9 AM - 9:45 AM

Moscone North, LL, Campground, Al Landing

TIME100 Talks: Al and a More Equitable Society

Hear panelists tackle the ethical, social, and environmental implications of AI, offering insights into how we can create a future where AI technologies are equitable and sustainable for all.

- Jessica Sibey, CEO, TIME
- Fred Swaniker, Founder & CEO, Sand Technologies
- Dr. Sasha Luccioni, AI & Climate Lead, Hugging Face
- Dwarkesh Patel, Host of Dwarkesh Podcast



WED 9/18 | 9:45 AM - 10:30 AM

Moscone South, LL, Content Pavilion, Stage 1

Offer Sustainability-as-a-Service to Your Customers

Help your customers measure and reduce their environmental impact. Learn how three Salesforce customers are building their business by providing ESG metrics to their customers through Net Zero Cloud.

- Kristen Fulmer, Head of Sustainability, Oak View Group
- Avery Schlicher, Director, Sustainability Solutions, Salesforce
- Louis DeMaso, Manager of Sustainability Consulting, Pinion
- Alex Avila, Director, Head of Consulting & Energy Solutions, Mitie

WED 9/18 | 10 AM - 10:30 AM

Moscone North, LL, Campground, Al Landing

Building a Blueprint for Sustainable Al

Let's discuss sustainability for our planet and how we must optimize models, use efficient hardware, prioritize low-carbon data centers, and leverage AI for real reductions in environmental impact.

- Boris Gamazaychikov, Senior Manager, Emissions Reduction, Salesforce
- Dave Regnery, Chair & CEO, Trane Technologies
- Dr. Sasha Luccioni, AI & Climate Lead, Hugging Face
- Peter Swartz, Co-Founder & Chief Science Officer, Altana



WED 9/18 | 10:15 AM - 11 AM

Metreon AMC, L2, Theater 10

How Two Unique Nonprofits Power Outcomes on Salesforce

Get inspired by two distinct Nonprofit Cloud stories: community management for improving patient outcomes globally and volunteer tracking and reporting to help power their purposes digitally.

- Sima Parekh, Executive Director, 48in48
- $\bullet \ \ \textbf{Remy Margage}, Senior \ \mathsf{Manager} \ \mathsf{Salesforce} \ \mathsf{Technology} \ \mathsf{Consulting}, \ \mathsf{PwC} \ \mathsf{Belgium}$
- Tina Rutsche, Senior Manager IT Project Management, AO Foundation

WED 9/18 6 PM



Dreamfest with PINK and Imagine Dragons

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THURS 9/19 | 10:30 AM - 11:30 AM

Moscone West, L2, Industries Lodge Roundtable 6

Tech-Driven Justice: Insights from Industry Leaders

This presentation will bring together leading experts to discuss the transformative impact of digital transformation in the legal system, covering analytics, case management, data integration, and AI.

- Sabih Khan, Global Industry Strategy & GTM Advisor, Public Safety & Justice, Salesforce
- Melanie Malcolm, Deputy Director, Massachusetts Trial Court, Research and Planning
- Mia Rodrigues, Senior Product Marketing Manager, Salesforce
- David Slayton, Court Executive Officer/Clerk of Court, Superior Court of California, County of Los Angeles
- Ricardo D. Garcia, Los Angeles County Public Defender

THURS 9/19 | 11 AM - 12 PM



Drive ROI with Sustainability in Business Operations

When you integrate sustainability into every corner of business, everyone wins – including your company. Learn how Net Zero Cloud connects across clouds to drive both financial and ESG goals.

- Bryan Hollaway, Director of Sustainability & Nonprofit Sector, Slalom
- François Beaubien, CTO, Will Solutions

THURS 9/19 | 12:45 PM - 1:30 PM

Yerba Buena Theater, Keynote Room

The Social Entrepreneur: Building Business for Good

Join entrepreneurs and co-founders of Zeck, Edward Norton and Robert Wolfe, as they discuss why they're building and investing in companies that are changing the world for good.

- Edward Norton, Co-Founder, Zeck
- Robert Wolfe, Co-Founder & CEO, Zeck
- Claudine Emeott, VP, Salesforce Ventures Impact Fund



THURS 9/19 | 2 PM - 3 PM



Dreampitch: Al for a Better Tomorrow

AI meets impact in this Shark Tank-style event. Listen in as entrepreneurs pitch their AI for Good solutions and get real-time feedback from judges. Then, it's up to you to vote for the winner!

- Mara Larson-Richard, Senior Director, Private Equity Practice, Salesforce
- Edward Norton, Co-Founder, Zeck
- Leah McGowen-Hare, SVP, Trailblazer Community, Salesforce
- Christian van Maaren, CEO, Excess Materials Exchange
- Dr. Hannah Brocke, Co-Founder & CSO, PlanBlue







Salesforce Ventures Curated Leadership Track

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Moscone South, LL, Keynote Room



Dreamforce Opening Keynote with Marc Benioff and Special Guests

Join Marc Benioff and guests to discover how every business can become an AI enterprise.

TUES 9/17 | 12:30 PM - 1:20 PM

Moscone West, L3, Keynote Room

Slack Keynote: The Future of Human-Centric, Al-Powered Work

AI is fundamentally changing how we work. Use the combined power of people, data, apps, AI, and agents in Slack, the conversational interface that transforms productivity for every line of business.

- Kaylin Voss, CRO, Slack, Salesforce
- Denise Dresser, CEO, Slack, Salesforce
- Rob Seaman, Chief Product Officer, Salesforce

5 Components of a Successful Incentive Compensation Program

Looking to automate commissions and motivate sales? Learn how a properly structured incentive compensation program helps your organization hit and exceed revenue goals with five key components.

- Matt Gahr, CRO Spiff/AVP SPM Cloud Sales, Salesforce
- Carolyn Passey, Sr Director Customer Success, Salesforce

TUES 9/17 | 4:15 PM - 5PM

Moscone West, L3, Room 3022

Increase Your ROI with Analytics

Personalize data experiences for every team. Learn how Salesforce is unifying analytics to make insights within each cloud more actionable.

- Katie Hughes, Senior Director, Product Management, Salesforce
- Jeff Chen, Senior Manager, Product Marketing, Salesforce
- Dylan Thom, Senior Director, Product Management, Salesforce

WED 9/18 | 9:30 AM - 9:50 AM

Moscone North, LL, Campground, Theater 2

Coaching Your Coaches: Improving Managerial Effectiveness

Are you measuring your coaching? Learn how to leverage a consistent, objective sales coaching process using AI to level up your sellers, distribute best practices, and drive more productivity.

• Rick Smith, CRO, Conquer

WED 9/18 9:30 AM - 9:50 AM

Moscone South, LL, Content Pavilion, Stage 3

THURS 9/19 | 10 AM - 11 AM

Moscone North, LL, Campground, Theater

Drive Growth in 2025 with the Latest B2B Marketing Trends

Discover insights from our latest marketing research to build your 2025 B2B marketing strategy. Learn how to adapt to rapid changes in technology and meet evolving customer expectations.

- Martin Kihn, SVP, Product Strategy, Marketing Cloud, Salesforce
- Ivan Pena, Director, Advertiser Experience, Orange Apron Media @THD

WED 9/18 | 12 PM - 1 PM

Moscone West, L2, Sales Lodge Roundtable 2

Accelerate Mergers and Acquisitions with Slack

Streamline the M&A process across teams and companies. Learn how Slack speeds up and secures each stage of the M&A process, from negotiation to due diligence to onboarding of acquired employees.

- Casper Bergmans, RVP, Sales, Salesforce
- Derek Figueiredo, Principal Solution Engineer, Salesforce
- Haley Burke, Head of Slack Strategic Customer Growth, Salesforce
- Hannah West, Manager Strategic Customer Growth, Slack, Salesforce
- Zach Ciliotta-Young, Global Head of SMB, Slack, Salesforce
- Shivani Patel, Senior Director, Corporate Development, Salesforce
- Peter Doolan, EVP, Slack Chief Customer Officer, Salesforce

WED 9/18 | 1:30 PM - 2:30 PM

Moscone South, LL, Content Pavilion, Stage 3

THURS 9/19 | 10 AM - 11 AM

Moscone West, L2, Industries Lodge Roundtable 5

Women in Tech: Managing Expectations and Balance Roundtable

Women make up less than half of the workforce in the tech industry, and fewer are leaders. Join us to discuss career expectations and work-life balance, while networking with other women and allies.

- Olivia Nottebohm, Chief Operating Officer, Box
- Sree Kancharia, Chief Information Officer, SailPoint Technologies
- Mandy Dhaliwal, CMO, Nutanix
- Sarah Graham Bolin, Senior Director, YouTube Business Technology, YouTube / Google
- Lauri Palmieri, SVP Solution Engineering, Salesforce

WED 9/18 6 PM



Dreamfest with PINK and Imagine Dragons

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THURS 9/19 | 9 AM - 9:50 AM

Moscone West, L3, Keynote Room

Growth Business Keynote: Scale Faster with Connected Data

Want to take your business to the next level? See how data, AI, and a connected platform can scale your sales, marketing, and service teams, and hear how other businesses use Salesforce to grow fast.

- Giovanni Crispino, SVP EMEA ESMB, Salesforce
- Whitney Hillyer, SVP of Sales, Salesforce
- Sarah Grace Walker, Senior Solution Engineer, Salesforce
- Kris Billmaier, SVP & GM, Self-Service & Growth, Salesforce
- Sam Dwivedi, SVP, SMB Solutions, Salesforce
- Adam Alfano, Executive Vice President SMB AMER, Salesforce
- Keia Cole, Chief Digital Officer, Brooklyn Nets

THURS 9/19 | 1:30 PM - 1:50 PM

Moscone North, LL, Campground, Al Landing

The Future of Recruiting with ATS, AI, Unified Data & Trust

Explore the vision for staffing and corporate recruitment's future with ATS, AI & unified data, transforming recruitment workflows & candidate journeys through personalized digital experiences.

• Brad Owens, VP, Salesforce Alliance, Asymbl

Salesforce Ventures Top Dreamforce Tips

Tips from the Salesforce Ventures team on how to get the most from your Dreamforce experience

"Look at locations when planning which sessions you want to attend to ensure you have enough time to go from session to session."

Nowi Kallen

Managing Director, Salesforce Ventures





"Pick 1-2 sessions per day to prioritize attending, with backups per slot."

Rob Keith

Partner, Salesforce Ventures

"Plan your top 3-5 sessions and leave the rest to organic connections."

Laura Rowson

Principal, Salesforce Ventures





"Arrive 15 minutes early to sessions."

Katie Schwartz Thiry

Managing Director, Salesforce Ventures



"Look for sessions that are unique to Dreamforce especially those featuring seasoned experts."

Paul Drews

Managing Partner, Salesforce Ventures

"Networking events offer some of the best value for your time at Dreamforce. Take advantage of their casual setting and meet new community members, vendors, and experts who all live and breathe the Salesforce platform."

Claudine Emeott

Partner, Salesforce Ventures





"Practice your 'elevator pitch' before you go. Make it memorable by keeping it as concise and engaging as possible."

Adrianna Alterman

Principal, Salesforce Ventures

"Use networking events as a foot in the door. If you make a good connection, suggest booking a meeting or grabbing a bite to eat. Keep the conversation going in a more quiet and productive setting."

Zak Kokosa

Investor, Salesforce Ventures



Resources

Frequently Asked Questions

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