

Cranfield KAM Forum – Winter Summit 21 November 2024

“Key Account Management Execution in a Competitive World”



1 Introduction

Welcome to the Winter Summit, "Key Account Management Execution in a Competitive World". The summit's theme reflects a long-standing requirement for organisations to become more agile in the execution of key customer-focused growth strategies.

How often in our organisations do we craft compelling strategies, only to see them falter in the face of real-world complexities? How many times have we witnessed potential opportunities slip through the cracks due to disconnects between vision and implementation? This summit is envisioned to tackle these pivotal questions connecting the latest Cranfield research with best practices from leading organizations and thought leaders in the field.

In the sessions, we'll explore tested methodologies to become more customer-centric, share and analyse a case study of a successful journey towards key account management, and uncover the potential of generative technologies in creating insightful and actionable KAM plans. Our lineup of industry leaders, academics and KAM specialists will bring insights and tools to not just to help bridge the planning-execution gap, but to sustain the value created by KAM initiatives.

The summit is open to Cranfield Key Account Management Forum members and other companies. Whether you're a seasoned key account manager looking to refine your approach or a commercial leader, this summit will prove to become a valuable event.

Get ready to challenge assumptions, expand your perspectives, and forge new connections.

2 Speakers

John MacDonald-Gaunt. *Managing Client Partner at IBM Global Business Services IBM.*

“A change in mind-set in how we sell”

A synthesis of proven techniques to accelerate the implementation of your customer management strategy exploring Changes in the market dynamics and buying trends, Customer buying behaviours and Client centricity and articulating value.

Mark Denton. *Managing Director Zenopa. Winner of the II KAM Awards in 2023 for the best Key Account Management programme.*

“Implementing a renewed KAM strategy in Zenopa”

An outstanding case study of Zenopa’s journey towards an integrated KAM implementation

Jonas Olsson; Founder Provente. Training and coaching sales organisations to better understand modern procurement

“Aligning the execution of your KAM strategy with the buyer’s strategy for supplier organisations”

Prof. Javier Marcos. Professor of Strategic Sales and KAM. Liang Sun, *Doctoral Candidate.*

“Accelerating KAM Strategy Execution Through Top Management Involvement in KAM”

The involvement of senior leaders in sponsoring KAM programmes is a long-standing debate in KAM. This session will outline a framework to better understand the factors that drive the effective involvement of top managers in KAM programmes.

Lucy Mills Regional Vice President - UK High Tech at Salesforce

“How Salesforce builds strategic relationships”

Richard Brooks; KAM Expert. Visiting Fellow, Cranfield School of Management.

“Using AI in designing and implementing KAM plans”

A hands-on session to show the power of using AI to accelerate key customer analysis and action planning

Professor Vasilis Theoharakis. Professor of Strategic Marketing. Director, Cranfield Centre for Strategic Marketing and Sales

Professor Nick Lee. Professor of Marketing, Warwick University. Assistant Dean for Research Culture and Environment

Andy Hough. Lecturer Sales Leadership & Performance, Cranfield School of Management. Founder Institute of Sales Professionals.

Conference programme

20 November

Strategic Sales Leadership Programme. Dinner Speaker. Jonas Olsson.

21 November

9.00 – 9.30	Registration and coffee	
9.30 – 9.45	Welcome to the Key Account Management Conference.	Richard Brooks Cranfield School of Management
9.45 – 10.45	A change in mind-set is how we sell.	John MacDonald-Gaunt. Managing Client Partner at IBM
10.45 – 11.30	Implementing a renewed KAM strategy in Zenopa	Mark Denton. Managing Director Zenopa.
11.30 – 11.45	BREAK	
11.45 – 12.30	Accelerating KAM Strategy Execution Through Top Management Involvement in KAM.	Prof. Javier Marcos. Professor of Strategic Sales and KAM, Cranfield Liang Sun, <i>Doctoral Candidate.</i>
12.30 – 13.30	LUNCH	
13.30 – 14.30	Academic / practice panel – priorities for KAM research and practice	Professor Vasilis Theoharakis, Professor Nick Lee, Andy Hough Jonas Olsson,
14.30 – 14.45	BREAK	
14.45 – 15.45	How Salesforce builds strategic relationships.	Lucy Mills Regional Vice President - UK High Tech at Salesforce
15.45 – 16.45	Using AI to design and implement KAM plans.	Richard Brooks
16.45 – 17.00	Sum up, thanks and close.	Richard Brooks