



| Key Account
Management Forum

KAM Forum Winter Conference

Advancing value-based
business with key customers:
the use of AI

23-24 November 2023

www.cranfield.ac.uk/som/kambpforum

Introduction and welcome

Following our 25 year anniversary conference and our agenda of research and thought leadership in Key Account Management (KAM), we are delighted to announce the programme of for our 2023 winter conference for key account managers and senior business development executives.

This programme is designed to be very practical and to have hands on engagement exercises from which to learn. We do not attempt to overload the agenda, in favour of going deeply into four areas of excellence in KAM. The first is value creation and pricing, the second KAM program maturity, the third relationship management via social media. Lastly we will examine AI and its emergence in sales and its implications for managing Key Accounts.

Conference programme

DAY ONE

Registration and coffee - 09:30-10:00

Session 1 - 10:00-10:10

Welcome to the Key Account Management Conference

Richard Brooks - Cranfield School of Management

Session 2 - 10:10-10:30

Emerging Themes in Key Account Management

Professor Javier Marcos - Cranfield School of Management

Session 3 - 10:30-11:20

Value Creation and Pricing in Key Account Management - Theory and Practice

Dr Peter Coleman and Avi Sethi - Simon-Kucher

BREAK - 11:20-11.30

Session 4 - 11:30-12:20

Value Creation and Pricing - Workshop

Dr Peter Coleman and Avi Sethi - Simon-Kucher

Session 5 - 12:20-13:00

KAM Management Maturity Measure

Professor Javier Marcos and Liang Sun - Cranfield School of Management and
Professor Daniel Prior - University of New South Wales

LUNCH - 13:00-14:00

Session 6 - 14:00-14:50

Latest AI Innovations

Professor Ying Xie - Cranfield School of Management

Session 7 - 14:50-15:40

KAM Toolkit Update - KAM Planning Model

Mark Davies and Sue Holt - Cranfield School of Management

BREAK - 15:40-15:50

Session 8 - 15:50-17:30

Panel Session on AI in KAM

Panel speakers

DAY TWO

Arrival and coffee - 08:45-09:00

Day two of our conference pivots the conversation toward the promising horizon of AI and Key Account Management (KAM). As we delve into the transformative potential of AI-enabled strategies, we'll explore how these advancements shape the future of sales, account-based marketing, and diverse business landscapes. Through engaging talks and interactive sessions, we'll uncover insights and draw connections between AI innovations and the evolving needs of key account management. Join us as we navigate this exciting trajectory and anticipate the future of AI and KAM.

Session 1 - 09:00-09:50

Shaping the Future of Sales with AI-Enable Pricing Strategies

Alan Timothy - Bubo.AI

Session 2 - 09:50-10:40

Integrating AI into Account-Based Marketing (ABM): A Transformational Journey

Andrea Clatworthy - Fujitsu

BREAK-10:40-11:00

Session 3 - 11:00-11:50

Procurement Processes and Strategies, Linked to Pricing and Digitilisation/AI

Jonas Olson - Provente

CLOSE OF CONFERENCE - 11:50-12:30

LUNCH - 12:30-13:30

Keynote speaker biographies

Richard Brooks - Visiting Fellow Cranfield School of Management



Richard Brooks is a highly sought-after conference speaker and executive coach with over 20 years of experience designing and delivering educational programs and workshops. He is known for his confident and engaging speaking style, as well as his ability to make complex business management theories easily accessible to a wide range of audiences.

With a background in international business, Richard has a proven track record of leading teams and growing businesses around the world. He has hands-on experience in executing complex B2B deals with multinational businesses in the UK, and has held senior executive positions in the UK, Europe, and the USA.

Dr Javier Marcos - KAM Forum Director Cranfield School of Management



Javier is Associate Professor of Strategic Sales Management and Negotiation and Director of the Key Account Management Forum.

Javier brings a unique combination of practical and theoretical knowledge being a practicing manager, instructor and an active researcher. His expertise, firmly grounded in business and informed by the latest research, focuses on professional selling, sales and key account management, and executive education and development.

Dr Peter Colman - Partner - Simon-Kucher



Peter is a Partner with 25 years' experience in consulting and industry. Focused exclusively on Commercial Excellence transformation programs to grow clients' revenues and profits, Peter leads Simon-Kucher's Technology, Industrials and B2B Services practice for the UK and Ireland. Peter's specialism are:

- Commercial strategy: market sizing/prioritisation, customer segmentation, product portfolio management and new product introductions.
- Price and revenue management: revenue model definition, price increase campaigns, list/net price optimisation, discount and rebate harmonisation, bundling/package design, tender/project pricing.
- Sales effectiveness: sales incentives, value selling and negotiation training, cross/upsell campaigns, target operating model.

Peter has written 40+ articles for recognised publications and is a regular speaker/panelist at conferences.

Liang Sun - PhD Researcher - Cranfield School of Management



Liang is a Doctoral Researcher at Cranfield School of Management, having started his PhD in Leadership and Management in September 2020, with a focus on strategic marketing. His areas of specialism include relationship marketing, network marketing, and customer relationship management in the B2B industry.

Liang currently focuses on exploring the role of executive managerial capabilities in Key Account Management (KAM). This study designs in a combined method including systematic literature review, qualitative coding, and quantitative examination to investigate into the contingent role of top management involvement in facilitating the late KAM implementation process (optimising and reconfiguration).

Daniel Prior - Associate Professor, Buyer-Supplier Engagement University of New South Wales



Professor Prior is pursuing research that explores the effects of buyer-supplier relationships on economic outcomes. Key projects investigate the role of interpersonal ties in influencing relationship outcomes in the Australian Defence industry, the importance of information control on procurement success, and on developing business intelligence tools to improve relationship management decisions.

Professor Prior is currently a Visiting Professor at Cranfield School of Management. His teaching and research focuses on how inter-firm relationships contribute value to exchange partners at the individual, dyadic and network levels and teaches on executive courses in pricing and B2B relationships.

Ying Xie - Professor of Supply Chain Analytics Cranfield School of Management



Professor Xie received her PhD degree in Management Science from Coventry University. Currently she is the Professor in Supply Chain Analytics at Cranfield School of Management. Prior to this, she was the Head of School in Economics, Finance and Law and the Director of Centre for Intelligent Supply Chain, Anglia Ruskin University.

With a background in Engineering and Science, Ying successfully applies the scientific tools to resolve business problems in multiple disciplines, including operations management, finance, healthcare, disaster management, sustainability and many more. Ying has successfully won and completed over 20 projects, totalling more than £1 million, including projects from EPSRC, Innovate UK, EU Horizon, Health Education England, ERDF and industries.

Mark Davies - Visiting Fellow Cranfield School of Management



Mark is a Visiting Fellow, providing assistance for businesses that want to bring leading edge capabilities into the way they manage customer relationships. He also facilitates the Cranfield Key Account Management Forum, a Forum that brings together leading academics with business leaders in blue chip organisations.

Specialist research focus areas include sales strategy development, innovation in sales, segmentation of the customer base, key account management, and consultative selling.

Sue Holt - Visiting Fellow Cranfield School of Management



Sue Holt has been involved in lecturing, research and consultancy in a number of key areas of marketing for over 20 years. Her main interests lie in the fields of global and key account management and strategic sales. Prior to working with Cranfield, Sue pursued a wide ranging management career in both the public and private sectors, including working for the Prime Minister at 10 Downing Street and for the Speaker in the House of Commons. This was followed by a number of years in marketing management gaining practical expertise in marketing research, strategic and marketing planning and business-to-business marketing. As Sales and Marketing Director for a major printing company, she was instrumental in developing strategic marketing planning within the organisation and introduced Key Account Management as an approach to successfully managing major customers.

Andrea Clatworthy - Global Head of Account Based Marketing Fujitsu



Andrea is the leader and evangelist for Account Based Marketing (ABM) in Fujitsu, and helps drive improved business results by ensuring the excellent team of ABMers work closely with sales and account managers to devise and execute strategies, campaigns and initiatives to open doors and deepen engagements with strategic and high growth customers across the globe. She thrives on building high-performance teams, and in continually adapting and evolving approaches, methodologies and knowledge.

She has been working in B2B marketing, in the tech sector, for many years, in various roles across several geographies.

Specialties Include: Account Based Marketing (ABM), leadership of marketing and communications, strategic and tactical; M&A internal and external comms; culture and change management; branding and identity

Jonas Olsson - Founder Provente



For five years Jonas has trained more than 1,500 sales professionals globally in selling-to-procurement with over 20+ years experience in procurement.

He is a purchasing subject matter expert in:

- Rubber, Chemicals, Metals.
- Indirect materials.
- Investments/Capex.

Jonas was former chairman of the Swedish purchasing consortia TAS- with members being Trelleborg AB, Boliden AB, Getinge AB, LKAB, Munksjö AB, Lifco AB.

Alan Timothy - CEO Bubo.AI



Alan Timothy is a business leader and data science professional with over two decades of experience in leveraging technology to improve business operations and profitability.

He is currently serving as the Chief Executive Officer at Bubo.AI, a company specialising in utilising artificial intelligence to optimise pricing and net profit for wholesalers and distributors.

Timings

Day 1 - 23 November 2023

Registration and coffee from 09:30, conference will begin at 10:00 and finish at 17:30, followed by the Awards Dinner at 19:00.

Day 2 - 24 November 2023

Coffee from 09:00, day two of the conference will begin at 09:30 and finish with lunch at 12:30.

Conference fees

Cranfield KAM Forum Members: FREE (excluding accommodation - fee £113.95 incl VAT)

Non-Members: £585 + VAT (including dinner and accommodation) [Book Here](#)

Location

Cranfield Management Development Centre (CMDc), College Road, Cranfield, Bedfordshire, MK43 0AL

Booking

For further information and to register for the conference, please contact:

Hayley Brown

T: +44 (0)1234 751122

E: h.brown@cranfield.ac.uk