

SUMMIT TRACK



Community & Customer Marketing

Build vibrant customer communities and drive retention through advocacy, peer engagement, and events.



Maximizing Executive Relationships: 5 Strategies for Advocacy in Cybersecurity

Angela Wells

Senior Director, Customer Advocacy and Executive Customer Experience (ECX) at Cisco

They Don't Trust Your Sales Team (Yet):

Turning Community into Your Most Effective Growth Channel

Mariana Padilla Community Evangelist at Harmonic Security

NOVEMBER
15-18, 2026

AUSTIN,
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