

SUMMIT TRACK



Field & Channel, Partner, Tech Alliances

Scale reach and accelerate co-selling through strategic partner ecosystems and field marketing.



Behind the Booth: The Untold Stories of a Field Marketer Who Uses AI

Fabi Rocha

Field & Partner Marketing Manager,
West Coast & LATAM at Snyc

Beyond Events: How Top Field Marketing Teams Become Revenue Growth Engines

Michelle Radlowski VP, Field & Partner Marketing at Vertex, Inc

Every Event Is a Content Studio: How to Reach Beyond the Show Floor

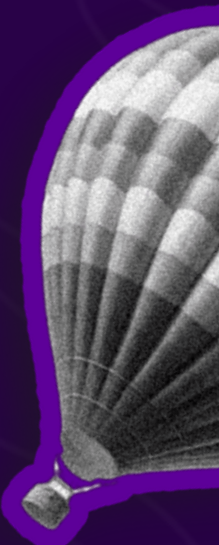
Amy Tom Community Manager at D3 Security

NOVEMBER
15-18, 2026

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Partner Marketing Unfiltered

Maisa Fernandez Sr. Director, Global Partner Marketing at Palo Alto Networks

Weaponizing Swag in the GTM Lifecycle:

From "Booth Crap" to Intentional Marketing Strategy

Brittany Cannon Sr Director of Marketing at Crash Override

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