SUMMIT TRACK

Cyber Marketing Con
AUSTIN, TEXAS
2026

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 Snyk

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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Weaponizing Swag in the GTM Lifecycle:
From "Booth Crap" to Intentional Marketing Strategy

Brittany Cannon
Sr Director of Marketing
at Crash Override

Partner Marketing Unfiltered

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

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