

Welcome to the SuccessLab Executive Forum – Toronto

From Signals to Outcomes

How AI Turns Signals into Customer Value

October 8, 2026

Salesforce Canada, Toronto

Event Agenda

- 3:30–5:00 PM** **Pre-Forum Roundtable Workshop**
Maximize Recurring Revenue through Recurring Impact
Alia Pirani and Omid Razavi
- 5:00–5:30 PM** **Forum Arrival and Networking**
- 5:30–5:45 PM** **The Customer Leadership Imperative**
Omid Razavi
- 5:45–6:00 PM** **From Signals to Outcomes at Informatica**
Pattabhi Raman
- 6:00–6:50 PM** **Executive Panel: Connecting Signals, Decisions, and Outcomes**
Elaine Cobb, Husain Khan, Rob Kravitz, Bala Subramanian, Alexis Zamkow
Moderated by Omid Razavi
- 6:50–6:55 PM** **Group Photo Break**
- 6:55–7:10 PM** **NY Moment Takeaways and the Toronto CS Community**
Andrea Bumstead and Emma Lo
- 7:10–7:20 PM** **Roundtable Readout: Recurring Impact and Revenue Takeaways**
Alia Pirani et al.
- 7:20 PM onward** **Networking Reception and Dinner**

Meet our speakers



Elaine Cobb
PointClickCare



Pattabhi Raman
Informatica



Alexis Zamkow
IBM



Rob Kravitz
Salesforce



Alia Pirani
Winning by Design



Husain Khan
Workato



Bala Subramanian
AWS



Andrea Bumstead
CS Impact



Emma Lo
CS in Focus



Omid Razavi
SuccessLab

The SuccessLab Mission

A community reinventing **customer leadership** for the AI era

Customer voice

Shape decisions on
product, strategy,
investment and growth.

Peer learning

Share experience.
Challenge assumptions.
Sharpen judgment.

Leadership impact

Expand influence.
Advance careers.
Strengthen impact.

2026 SuccessLab Advisory Board

Shaping the future of customer leadership



Atul Nanda
ex-Atlassian



Elisabeth Zornes
Autodesk



Bryan Belmont
BCG



Simon Bamberger
BCG



Marc Burckin
DocuSign



Jaspreet Singh
Empower Pharmacy



Colin Mead
Everpure



Mari Cross
Infor



Sunil Wadhwa
ex-JFrog



Arnaud Allouche
Keysight Technologies



John Bunney
Microsoft



Ish Gill
OpenAI



Sanjeev Balakrishnan
Salesforce



Kuldeep Chaudhari
Samsara



Mohammed Ajouz
SAP



Brian Lomeli
ServiceNow



Dharam Rai
Sonos



KimThu Doan
Sophos



Aneel Jaee
Vertex



Anant Singh
Visa

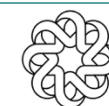


Ravneet Gill
Workday



Omid Razavi
SuccessLab

Strategic Insights • Collaborative Innovation • Driving Outcomes



SuccessLab

Join our Community

Connect with peers to share experience, sharpen your leadership,
and expand your impact.

community.successlab.us

From Signals to Outcomes *at Informatica (Salesforce)*



Pattabhi Raman
Informatica

From Signals to Outcomes

How AI Turns Signals into Customer Value

EXECUTIVE PANEL



Alexis Zamkow

IBM



Husain Khan

Workato



**Bala
Subramanian**

AWS



Elaine Cobb

PointClickCare



Rob Kravitz

Salesforce



Omid Razavi

SuccessLab

October 8, 2026



SuccessLab

NY Moment Takeaways *and the Toronto CS Community*



Andrea Bumstead
CS Impact



Emma Lo
CS in Focus

Roundtable Readout

Recurring Impact and Revenue Takeaways



Alia Pirani et al.

Winning by Design

Roundtable Workshop Key Takeaways:

1. Recurring revenue is the result of recurring impact.
2. Impact drives decision making and it is both rational and emotional
3. If your customer cannot say their impact out loud, they are not getting any
4. Deliberately design the Moments that Matter in your customer journey
5. Listening. Listening. Listening. Invest in active listening!!

SuccessLab Executive Forum -- Toronto

From Signals to Outcomes

How AI Turns Signals into Customer Value

October 8, 2026 5:00 PM
Salesforce Canada, Toronto

Turn customer signals into coordinated action and measurable outcomes.

Keynotes and panel discussion
Peer exchange
Networking dinner

ROUNDTABLE WORKSHOP
3:30–5:00 PM Limited seating



Elaine Cobb
PointClickCare



Pattabhi Raman
Informatica



Alexis Zamkow
IBM



Rob Kravitz
Salesforce



Alia Pirani
Winning by Design



Husain Khan
Workato



Bala Subramanian
AWS
For Customer, Product, Revenue, AI and Operations Leaders



Andrea Bumstead
CS Impact



Emma Lo
CS in Focus



Omid Razavi
SuccessLab

Maximize Recurring Revenue through Recurring Impact

Request to attend: lu.ma/css108

Hosted by Salesforce Organized by SuccessLab