From Signals to Outcomes: SuccessLab Executive Forum Toronto Slides

The event deck from the SuccessLab Executive Forum hosted by Salesforce Canada on October 8, 2026.

SuccessLab · October 9, 2026

From Signals to Outcomes



Original presentation, slide 1.

How AI Turns Signals into Customer Value. SuccessLab Executive Forum - Toronto, October 8, 2026. Hosted at Salesforce Canada, Toronto.

Hosted by Salesforce, organized by SuccessLab, in partnership with Winning by Design and Rocketlane.

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, and 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.

Speakers and organizations

- 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



Original presentation, slide 3.

Shaping the future of customer leadership. Strategic Insights • Collaborative Innovation • Driving Outcomes.

- 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

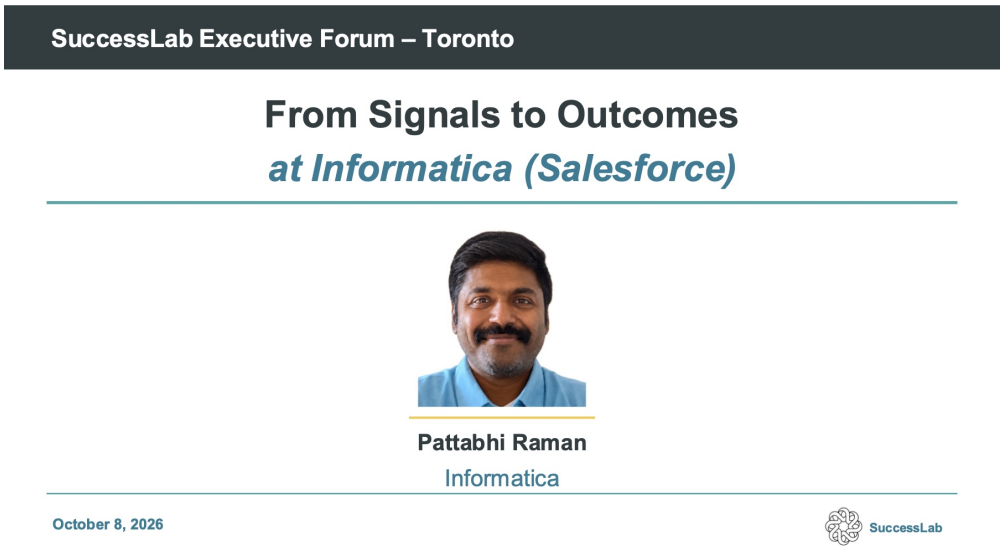
- Dharam Rai - Sonos
- KimThu Doan - Sophos
- Aneel Jaeel - Vertex
- Anant Singh - Visa
- Ravneet Gill - Workday
- Omid Razavi - SuccessLab

Join our Community

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

community.successlab.us

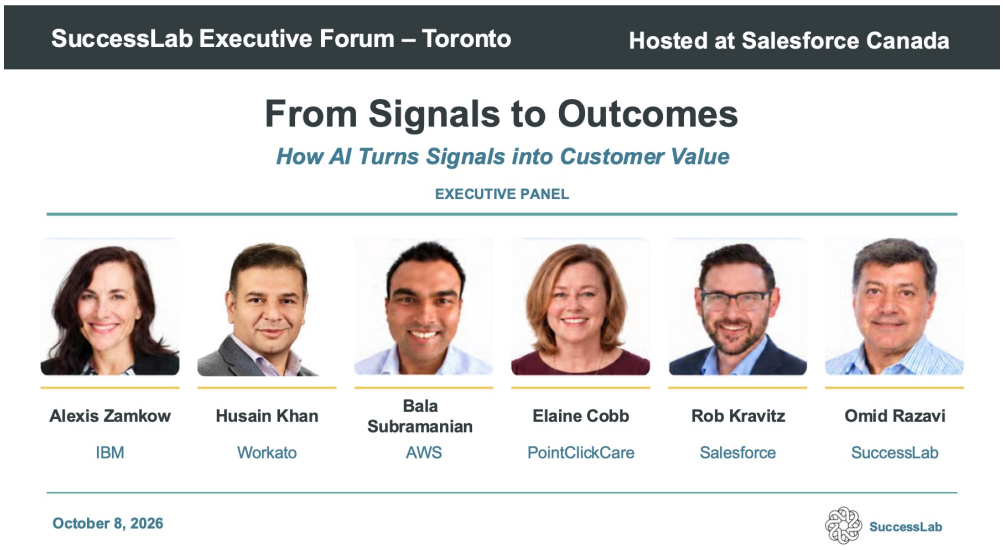
From Signals to Outcomes at Informatica (Salesforce)



Original presentation, slide 5.

Pattabhi Raman, Informatica. SuccessLab Executive Forum - Toronto, October 8, 2026.

Executive panel: From Signals to Outcomes

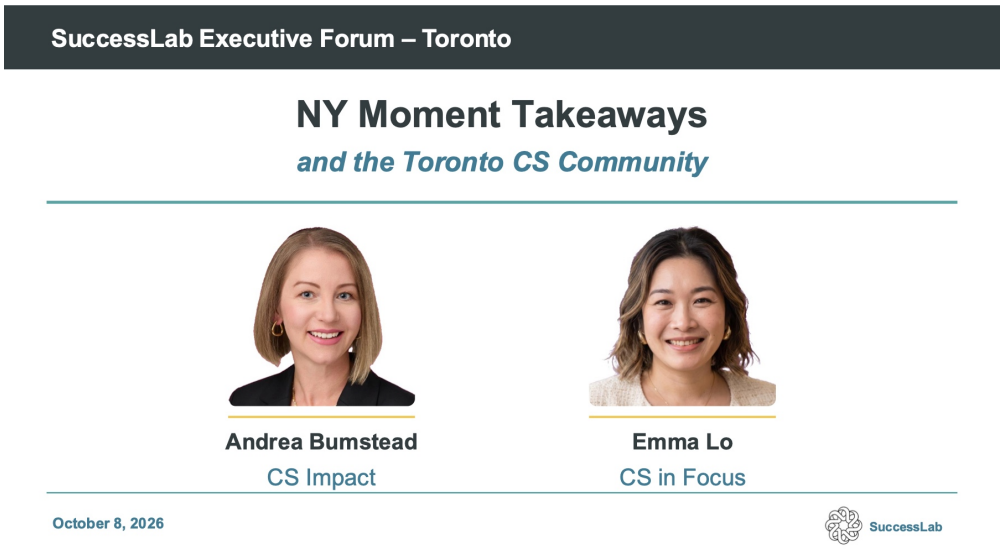


Original presentation, slide 6.

How AI Turns Signals into Customer Value. Hosted at Salesforce Canada.

- Alexis Zamkow - IBM
- Husain Khan - Workato
- Bala Subramanian - AWS
- Elaine Cobb - PointClickCare
- Rob Kravitz - Salesforce
- Omid Razavi - SuccessLab

NY Moment takeaways and the Toronto CS community



Original presentation, slide 7.

Andrea Bumstead, CS Impact, and Emma Lo, CS in Focus.

Roundtable readout: Recurring Impact and Revenue Takeaways



Original presentation, slide 8.

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!!

Forum information



Original presentation, slide 10.

From Signals to Outcomes: How AI Turns Signals into Customer Value. October 8, 2026, 5:00 PM. Salesforce Canada, Toronto.

For Customer, Product, Revenue, AI and Operations Leaders. Turn customer signals into coordinated action and measurable outcomes. Keynotes and panel discussion, peer exchange, and networking dinner.

Roundtable Workshop: 3:30-5:00 PM. Limited seating. Maximize Recurring Revenue through Recurring Impact.

Original event registration: https://lu.ma/css108. Hosted by Salesforce. Organized by SuccessLab.

More perspectives and conversations: successlab.us