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Contact: Mike Duff (703) 647-6214 mduff@thealda.org

Steven Van Belleghem to Speak at Marketing & Sales Meeting

Alexandria, VA (January 25, 2018) — Steven Van Belleghem, a best-selling author and thought leader on the transformation of customer relationships and the future of marketing, will give the lead-off keynote presentation at ALDA's Annual Meeting for Marketing and Sales Executives on **March 8**.

In addition to receiving several dynamic speaking awards, Mr. Van Belleghem is the author of four best-selling books, including "*The Conversation Manager*" (most innovative marketing book of 2010), "*When Digital Becomes Human*" (best marketing book of 2015) and his most recent book, "*Customers the Day After Tomorrow*" (2017).

At our March 8 meeting, Mr. Van Belleghem will present the highlights of his book, "*When Digital Becomes Human*" and explain how to become customer-centric in an increasingly digital world. Mr. Van Belleghem will also share the insights expressed in his latest book, "*Customers the Day After Tomorrow*" about the expectations of customers in a world driven by artificial intelligence and technology in what Van Belleghem calls the third phase of digitization and how to prepare for them.

The program also will examine other dynamics impacting marketing and sales including the Internet of Things (smart, connected products) and the resulting ability to gain a sharper picture of how a product is used which permits more granular customer segmentation and personalized offerings, and facilitates a closer relationship with customers that in turn can create new business opportunities.

In addition to Mr. Van Belleghem, our speakers will include:

- **Don Busiek**, Senior Vice President of Corporate Strategy of **PTC**, a global provider of an IoT and Augmented Reality platform and solutions.
- **Jim Euchner** will examine how the IoT can create new spaces for value creation while recognizing that value creation starts with the customer and value capture often requires new business models.
- **Mike Connerty**, a managing director and partner at LEK will examine the highlights of his *Harvard Business Review* article - "*Manufacturing Companies Need to Sell Outcomes, Not Products*", and explain that the successful transformation is complicated and often requires companies to redesign and coordinate major operational functions.

For more information, contact Mike Duff, President, at 703-647-6214. More information regarding ALDA, its purposes, objectives and programs, and links to its members' websites can be found at www.thealda.org.

Based in the Washington DC suburb of Alexandria, VA, ALDA is an industry trade association for companies that develop and supply life science, analytical and diagnostic products and services used to conduct research, drug discovery, QA/QC testing and diagnostics in a wide range of industries and applications. Major customer segments including pharmaceuticals, biotech, academic and government research, food safety and environmental testing, personalized medicine and diagnostics.

ALDA's Mission is to be an advocate for our industry and a valuable aid to our members' global business success and to their customers' advancement of healthcare, science and industrial innovation by providing meetings with strategic content, networking, global market and business intelligence, and insights on emerging technologies, markets and business strategies.