

Day 1 Monday, September 18th, 2017

AMERICANA BALLROOM – SALON 3

11:00

REGISTRATION/ PICK UP BADGE

Americana Foyer – Conference Center

2:00 – 3:00

EXHIBITS OPEN / COFFEE

Americana Foyer – Conference Center

3:00 – 3:10

BIG DOGS KICK-OFF

Raelyn Kritzer, Sr. Director WW Partner Programs
Mark Davis, Sr. Director Global Product Marketing

3:10 – 3:55

RUCKUS, THE NEW WAVE

Dan Rabinovitsj, Ruckus, COO

3:55 – 4:25

SELLING SOLUTIONS WITH RUCKUS

Bart Giordano, VP Business Development &
Strategic Partnerships

BREAK 4:25 – 4:45 Americana Foyer

4:45 – 5:15

THE BARK IS BACK!

Ian Whiting, Ruckus, CCO

5:15 – 5:45

UNIVERSITY HEALTH NETWORK

Tom Goldthorpe, Sr. Director, Research Info Systems

5:45 – 6:00

DAY ONE WRAP UP

Raelyn Kritzer, Sr. Director WW Partner Programs
Mark Davis, Sr. Director Global Product Marketing



Day 2 Tuesday, September 19th, 2017

Breakfast: 7:30AM - 9:00AM AMERICANA BALLROOM – SALON 4

8:45 – 8:55

WELCOME BACK TO BIG DOGS DAY 2!

Raelyn Kritzer, Sr. Director WW Partner Programs
Mark Davis, Sr. Director Global Product Marketing

8:55 – 9:10

SPECIAL GUEST INTERVIEW

Raelyn Kritzer, Sr. Director WW Partner Programs

9:10 – 9:50

**MDU AND YOU – LEARN HOW YOU CAN
PROFIT IN THIS EXPLODING MARKET**

Dean Compoginis, Hospitality and MDU Solutions
Manager
Don Schmeichel, Sr. Manager, Regional Sales
Ben Moebes, Regional Sales Director – South East

9:50 – 10:35

**WIRELESS PORTFOLIO ROADMAP – YOUR
HIDDEN WEAPONS**

Greg Beach, VP Wireless Products

BREAK 10:35 – 10:55 Americana Foyer

10:55 – 11:35

**WIRED PORTFOLIO ROADMAP – YOUR EXTENDED
ARSENAL**

Siva Valliappan, VP Wired Products

11:35 – 12:15

TRENDS IN HOSPITALITY

Ted Watson, VP Hospitality & MDU Solutions
David Heckman, VP of Technology, Mandarin Oriental
Hotel Group
Mike Dickersbach, CTO, Highgate Hotels

LUNCH 12:15 – 1:15 Americana Salon 4

Enjoy lunch with subject matter experts on topics ranging from products (e.g., multi-gig solutions, wired/wireless) to vertical markets (e.g., healthcare, education) to programs (e.g., partner, marketing). Our experts will be ready to discuss any questions you may have.

DAY 2 CONTINUES.....

BREAKOUTS

YOU WILL BE LISTENING TO 6 DIFFERENT TOPICS IN THE **RESELLER TRACK**.
STAY IN ROOM. SPEAKERS ROTATE. YOU WILL BE ABLE TO LISTEN TO ALL TOPICS

TIME

1:15 – 3:45
3:45 – 4:05 BREAK
4:05 – 6:05

ROOMS

AMERICANA 1
AMERICANA 2
AMERICANA 3

TOPICS

UNING CLOUDPATH TO INCREASE MARKET POTENTIAL

Abhi Maras, Product Line Manager
Duke Butler, Sr. Director, Business Development

CLOUD SERVICES TO WAYS

Phal Nanda, Sr. Director PLM – Cloud Analytics
Mark Davis, Sr. Director, Global Product Marketing

NEW OPPORTUNITIES IN SMART AND CONNECTED CITIES.... AND HOW TO WIN

Steve Wimsatt, Sr. Director Strategic Alliances
Scott Heinlein, Marketing Segment Director

GET TO KNOW SMARTZONE AND UNLEASHED MOBILE APP'

Nat Chidambaram, Product Management

DISCOVER WHAT MAKES RUCKUS ICX SWITCHES DIFFERENT!

JF Vincent, Dir. Product Management

PRIMARY ED / E-RATE

Cint Bogard, Regional Sales Director
Erik Heinrich, Technology Evangelist

AWARDS DINNER 7:00 -10:00
AMERICANA SALON 3



Day 3 Wednesday, September 20th, 2017

Breakfast: 07:30 - 09:00 AMERICANA - SALON 4

8:45 – 9:00

WELCOME BIG DOGS DAY THREE

Raelyn Kritzer, Sr. Director WW Partner Programs
Mark Davis, Sr. Director Global Product Marketing

9:00 – 9:15

ITDRDC

Heather Williams, Sr. Solutions Engineer

9:15 – 9:45

**REV YOUR SALES PIPELINE WITH RUCKUS
MARKETING**

Mary Peterson, Sr. Director, Corporate Marketing

9:45 – 10:15

THE FIRING LINE

Ruckus Leadership Team

BREAK 10:15 – 10:35

10:35 – 11:05

INTERSECTION

Miles Green, Head Of Connectivity, Intersection

11:05 – 11:45

THE NEW RUCKUS PARTNER PROGRAM

Raelyn Kritzer, Sr. Director WW Partner Programs

11:45 – 12:00

CLOSING REMARKS

Ian Whitting, Ruckus, CCO

12:00 – 1:00

LUNCH

Americana Salon 4

Day 2 Tuesday, September 19th, 2017

COWRIE 1 & 2 – 3RD FLOOR

SERVICE PROVIDER TRACK

1:15 – 1:25

WELCOME & INTRODUCTION

Rishi Mehta, Functional VP, Product Management

1:25 – 2:15

RUCKUS SP STRATEGY

Dan Rabinovitsj, Ruckus, COO

2:15 - 3:00

SP SOLUTIONS ROADMAP

Rishi Mehta, Functional VP, Product Management

3:00 – 3:30

AMERICAN TOWER

Piyush Raj, Director of Technology Innovation

3:55 – 4:25

SELLING SOLUTIONS WITH RUCKUS

Bart Giordano, VP Business Development & Strategic Partnerships

BREAK 3:30 – 3:50 COWRIE FOYER

3:50 – 4:35

CBRS DEPLOYMENT

Steve Martin, Ruckus, CTO

4:35 – 5:05

ARCHITECTURES FOR MANAGED SERVICES

Yogesh Ranade, Principal Dir. Product Management

5:05 – 5:35

SMART CITY BUSINESS MODEL

Steve Wimsatt, Sr. Director, Strategic Alliances

5:35 – 5:45

DAY ONE WRAP UP

Rishi Mehta, Functional VP, Product Management

