



# B2B Marketing & Sales Day

by Project A

1. **Opening by Rainer Berak**
2. KLARA - Demand Gen by Simon Lorenz
3. COMTRAVO - Using LinkedIn for Lead Generation by Michael Riegel
4. DIXA - The Sales Playbook by Anders Mayntzhusen
5. Project A - Light at the end of the funnel - Data-Driven B2B Marketing by Ole Bossdorf
6. STORE2BE - Customer Decision Journey by Julian Fornoff
7. AZOWO by Project A - Combining Sales & Marketing Activities to Master Lead Generation by Andres Tapia & Corinne Herberg
8. Wrap up by Philipp Werner

**Project A**

B2B Marketing & Sales Day  
by Project A

About

Speakers

Schedule

Location

**WELCOME**

# B2B Marketing & Sales Day by Project A

4th April 2019, Berlin

[#B2BMarketingSalesDay](#)

**WELCOME**

**Master the challenges of today,  
tackle the ones of tomorrow.**

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Project A

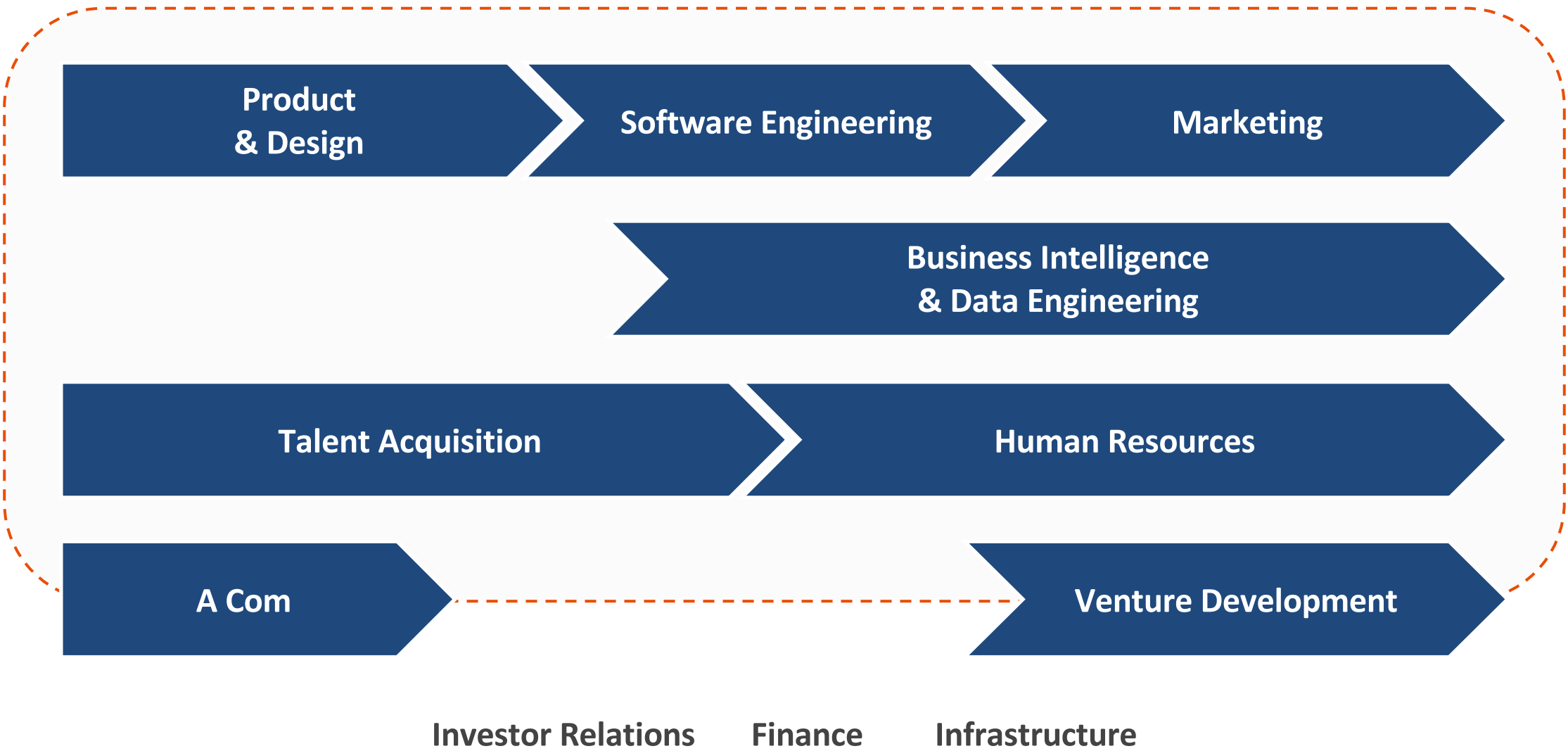


**Rainer Berak**

COO at Project A

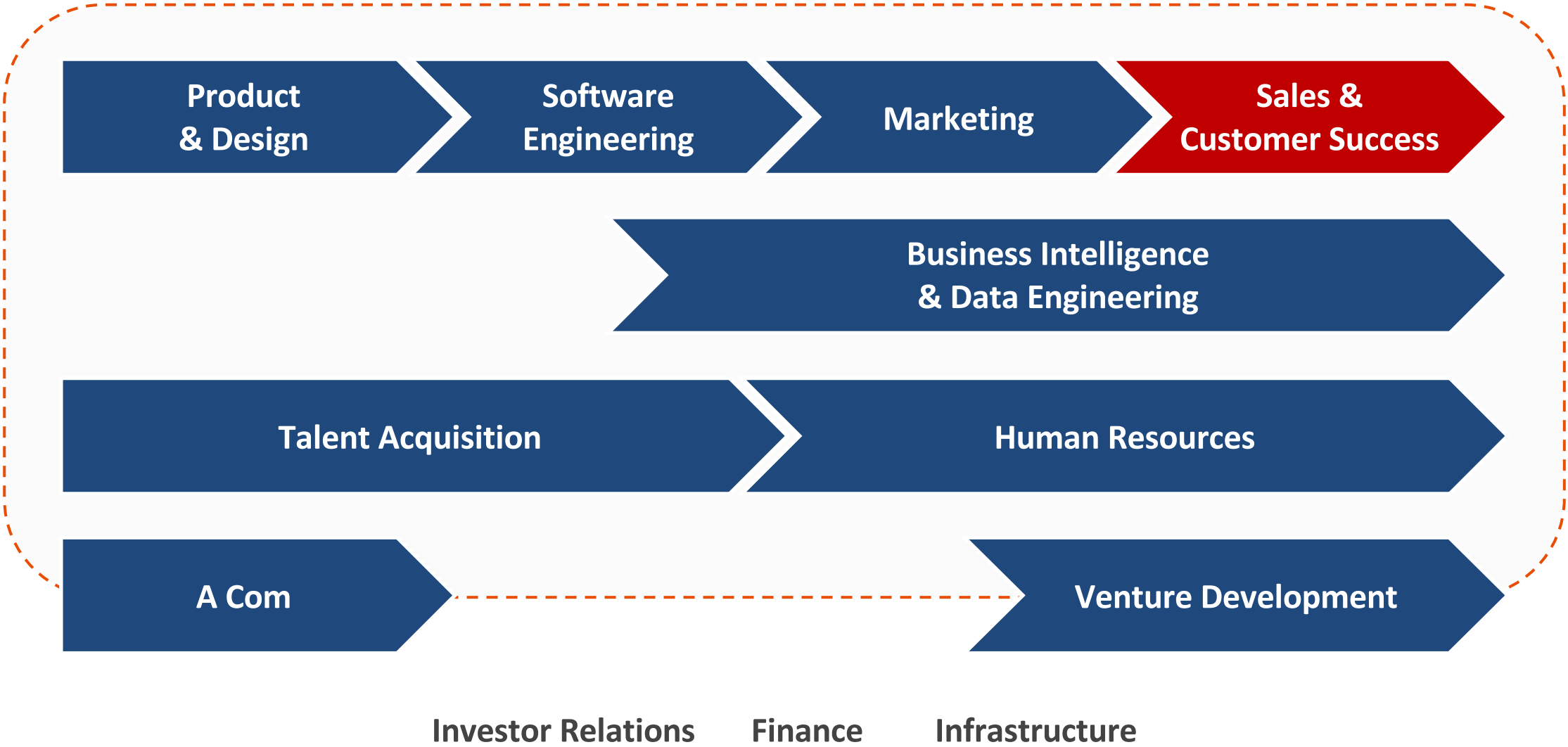


# 100 operational experts across all seniority levels



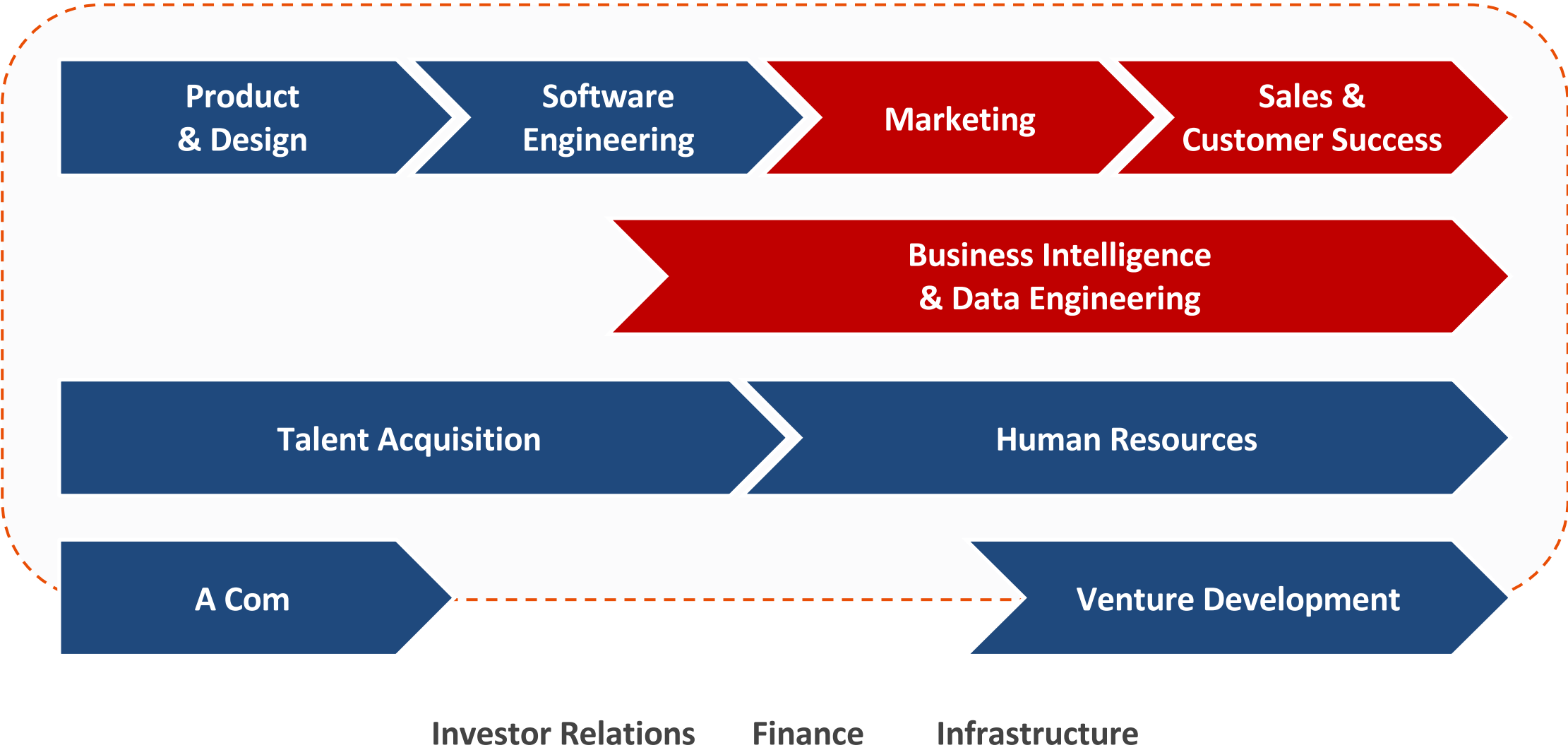


# 100 operational experts across all seniority levels



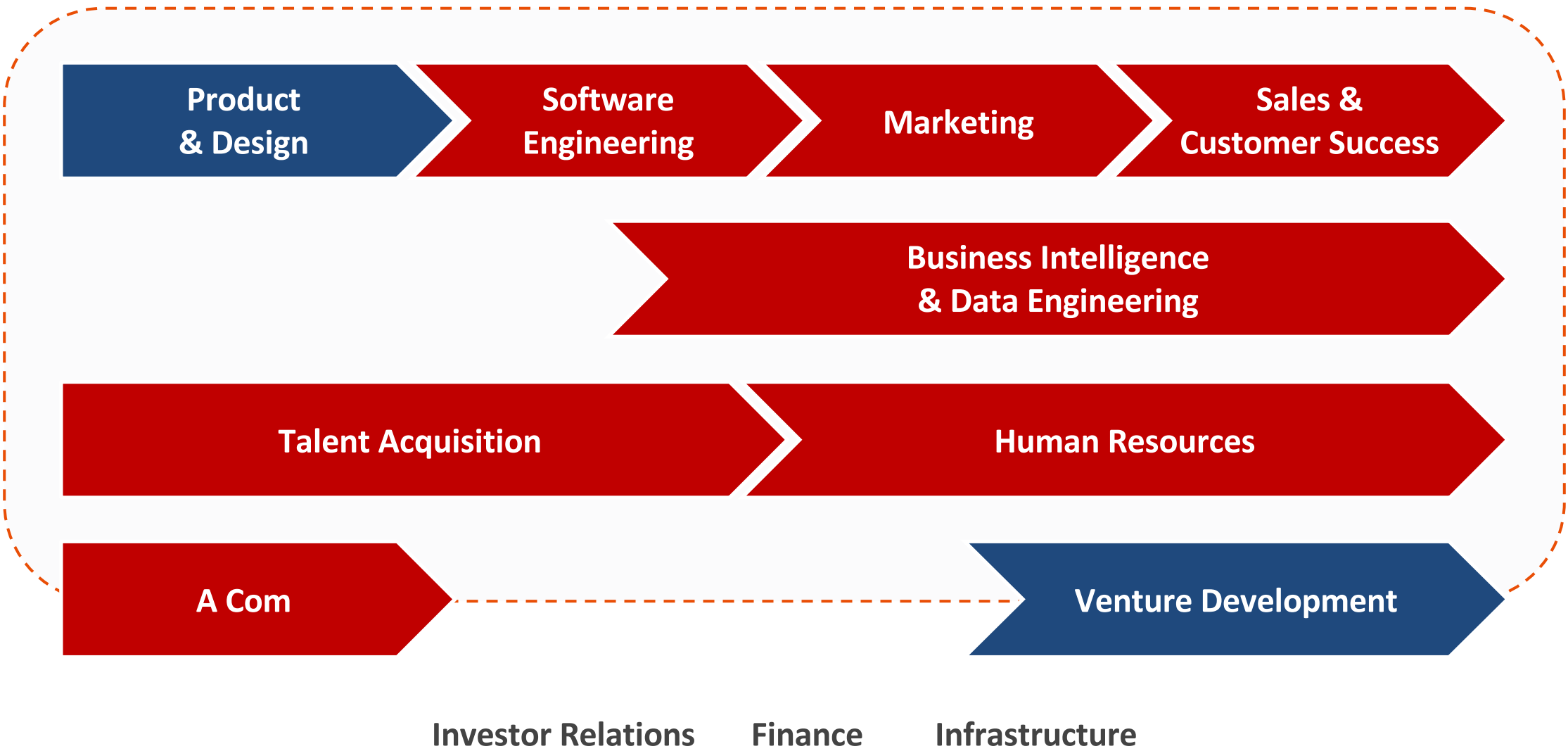


# 100 operational experts across all seniority levels





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# Thanks a lot for your contribution!!



K L A R A



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