



AI-powered insights

How modern teams turn research into strategy



Christina Bottis

Chief Global Marketing Officer, Mural

- Christina has more than 20 years of experience across GTM strategy, demand generation and product development, she has built and scaled growth programs for both B2B and B2C brands. Her work focuses on buyer and user insights, optimizing the full customer journey and driving scalable adoption and growth.



Let's connect!



DAN FLEETWOOD

President of Research and Insights, QuestionPro

- Dan helps define QuestionPro's research technology and innovation, leveraging 15+ years of market research experience. He is passionate about software's role in helping businesses gather better feedback, uncover actionable insights, and develop superior products and services.



Let's connect!

How This Session Will Work

- 1 We ask a live poll question
- 2 You vote using your phone
- 3 We reveal the results instantly and discuss

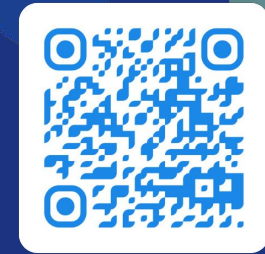
Have your phone ready. Your perspective will shape the conversation.



Thank you!



Christina Bottis



Dan Fleetwood