C VISION INTERNATIONAL

AGENDA

2026 Marketplace Exchange

Google Cloud

SPEAKERS



Kayla Spiess
Director, Global ISV & Tech Partner Marketing
Google Cloud



Riyaz Habibbhai
Director, AI Product Marketing
Google Cloud



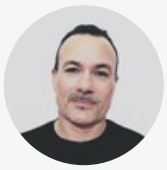
Naveen Punjabi
Director, Data Cloud & AI Partnerships
Google Cloud



Marc Harpster
Sr Manager, Marketplace Strategic Initiatives
Google Cloud



Oliver Schulz
Business Development Manager, Marketplace
Google Cloud



Keith Vidal
MP Operations
Google Cloud



David Meyer
Head of Partner Alliance
WorkSpan



Dai Vu
Managing Director, Cloud Marketplace
Google Cloud



Christian Moreno
Business Development Manager, Marketplace
Google Cloud

Google Cloud WorkSpan

Back by popular demand and refreshed with all-new content for 2026, the Marketplace Exchange is coming to Seattle, WA on October 20, 2026. Register today to secure your spot and learn

directly from ISV and channel partners, Googlers, and more about this year's hottest topics including building and activating agentic solutions, how Google Cloud Marketplace and Gemini Enterprise form a winning combination, and tips and tricks for successful co-selling with Google Cloud. Plus, there will be plenty of networking opportunities to build valuable relationships with your peers, including an end of day happy hour hosted by our partner Workspan.
Register today!
Please also join us the night before for a Welcome Cocktail Reception hosted by Tackle.io - Register HERE

Click Here to Register

October 20, 2026

Pacific Time

Breakfast & Registration

8:00 AM-9:00 AM

Opening Remarks

9:00 AM-9:20 AM

Welcome to the official kickoff of the 2026 Marketplace Exchange! Led by Shamsah Hlrani, this session frames the core themes, strategic opportunities, and key discussions ahead. Connect early, set your priorities, and discover the exciting things in store for the day.

KEYNOTE

9:20 AM-10:00 AM

Unlocking Agentic Outcomes with Google Cloud Marketplace

In this opening keynote, Dai Vu, Managing Director of Cloud Marketplace at Google Cloud, explores how cloud ecosystems are evolving to power the next generation of AI-driven and agentic solutions. Come and gain a forward-looking perspective on the future of AI agents that are poised to reshape enterprise procurement to the next phase of Marketplace and Gemini Enterprise.

VISION VOICES

Solving for Business Needs with Agentic Solutions

10:00 AM-10:30 AM

Delivering scalable business outcomes with agentic AI requires moving beyond generic models to deeply contextualized, domain-specific systems. This session examines how Gemini Enterprise (GE) for Industry plugins domain-specific skills and MCP connectors securely connect agents with business-critical data to automate critical workflows. Gain actionable insights into building and scaling agentic solutions rooted in strong, unified data foundation to ensure enterprise trust and precision.

SPEAKER



Naveen Punjabi
Director, Data Cloud & AI Partnerships
Google Cloud

VISION VOICES

Co-Selling with Google Cloud in the Agentic Era

10:30 AM-10:50 AM

Agents will automate the search, but people still close the deal. As workflows shift to AI agents, the fundamentals of great co-selling are becoming more critical than ever. Discover the blueprint for building hyper-relevant joint GTM strategies, eliminating sales friction, and scaling your solutions across the Google Cloud ecosystem.

Networking Break

10:50 AM-11:05 AM

FIRESIDE CHAT

There's an Agent for That

11:05 AM-11:30 AM

With the rapid acceleration of the agentic AI transformation, executing an effective go-to-market and activation strategy has never been more critical. In this fireside chat, James Hardie joins a top ISV leader to share practical lessons learned, proven commercial plays, and frontline best practices for taking Agent-as-a-Service solutions to market. Attendees will gain direct insight into what it takes to navigate the evolving agent ecosystem and drive customer adoption.

PANEL

Sponsorship Panel

11:30 AM-12:00 PM

Meet our sponsors! This panel discussion with Workspan, and one of their top customers examines how Marketplace and co-sell motions are adapting to an agent-first landscape. Attendees will get an inside look at emerging capabilities, forward-looking partner strategies, and what the shift toward autonomous AI agents means for the future of joint pipeline generation and deal acceleration.

PANELISTS



Marc Harpster
Sr Manager, Marketplace Strategic Initiatives
Google Cloud



David Meyer
Head of Partner Alliance
WorkSpan

Lunch & Networking

12:00 PM-1:30 PM

VISION VOICES

What's Next: Agentic Product Roadmap Overview

1:30 PM-2:00 PM

Join us for an exclusive look at the evolving agentic landscape and what lies ahead. This session unveils the upcoming product roadmap designed to power the next generation of AI agents and how shifts in enterprise software delivery will redefine how partners build, distribute, and scale agentic solutions on Google Cloud.

SPEAKER



Riyaz Habibbhai
Director, AI Product Marketing
Google Cloud

VISION VOICES

Activating your Agents: Building a Successful Agentic GTM Strategy

2:00 PM-2:30 PM

Step into the future of partner co-marketing and unlock exponential growth in the agentic AI era. Led by Kayla Spiess, Director of Global ISV & Tech Partner Marketing at Google Cloud, this session delivers high-impact strategies, real-world success stories, and proven marketing best practices. Discover how to accelerate your demand generation with Google-funded GTM assets, co-sell effectively through our ecosystem, and position your brand for feature opportunities in Google Cloud's own global marketing campaigns.

SPEAKER



Kayla Spiess
Director, Global ISV & Tech Partner Marketing
Google Cloud

Networking Break and Move to Break out Sessions

2:30 PM-2:45 PM

Please choose from any of the 3 Breakout session rooms below

THOUGHT LEADERSHIP

Breakout Room 1: Agent, GTM, Activation, and Incentives

2:45 PM-4:00 PM

Discover how Google Cloud Marketplace and Gemini enable partners to extend their solutions into user-driven, AI-powered workflows. Join this session to learn more about partner program incentives and support designed to accelerate the activation and usage of your integrated solutions

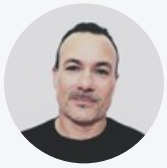
THOUGHT LEADERSHIP

Breakout Room 2: Agent Build Best Practices

2:45 PM-4:00 PM

Led by the Marketplace Partner Solutions Engineering team, in this session attendees will explore best practices for architecting, packaging, and listing production-ready AI Agent & Tools solutions.
Designed for technical leads, this deep dive provides clear blueprints and listing patterns to help partners accelerate Marketplace onboarding, ensure operational compliance, and deliver frictionless deployment experiences to enterprise customers.

SPEAKER



Keith Vidal
MP Operations
Google Cloud

THOUGHT LEADERSHIP

Breakout Room 3: Agent Marketplace & Gemini Enterprise Business Strategy

2:45 PM-4:00 PM

Come learn from our Marketplace Business Development team best practices on how to achieve growth with Google Cloud Marketplace and Gemini Enterprise. Attendees will explore how to integrate advanced agentic capabilities into their commercial models and unlock high-velocity monetization strategies in the emerging agent economy.

SPEAKER



Oliver Schulz
Business Development Manager, Marketplace
Google Cloud

Closing Remarks

4:00 PM-4:10 PM

Cocktail Reception & Networking

4:10 PM-6:00 PM

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