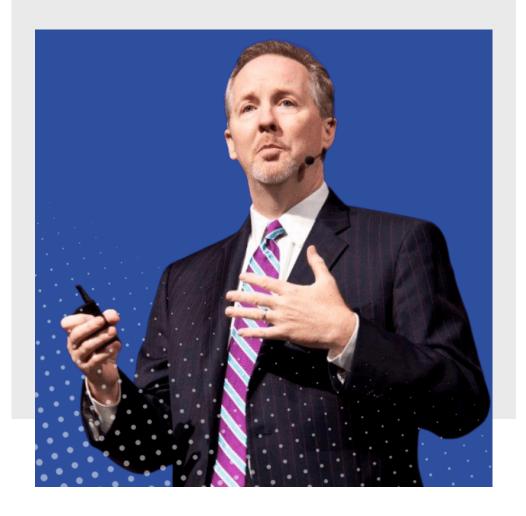


"The Acceleration Economy 'outside-in'
Practitioner Analyst Marketing Services deliver
Thought Leadership Articles, Podcasts &
Guidebooks that drive brand engagement &
demand gen that define the "Why & How" of
your solutions in the voice of the customer."





Bob Evans

Cloud Wars Founder
Acceleration Economy Co-Founder

Acceleration Economy Practitioner Analysts

Led by Cloud Wars Founder and Acceleration Economy Co-Founder Bob Evans, Acceleration Economy Practitioner Analysts represent the key executive practitioners that are responsible for making transformative cloud, Al, hyperautomation, data modernization and cybersecurity decisions in mid-market and enterprise scale companies. Representing more than \$1Billion in lifetime business technology purchases, they bring an "outside-in" buying perspective to all marketing services engagements to drive thought leadership, brand engagement and demand generation.



Bob Evans Co-Founder



Rob Wood CISO



Aaron Back AI/ML



Frank Domizio Deputy CISO



Toni Witt AI/Digital Native



Kieron Allen Innovation/GTM



Joanna Martinez 4X CPO



Tony Uphoff

4X CEO

Scott Vaughan 3X CMO



Wayne Sadin

10X CIO/CTO/CDO

Chris Hughes 2XCISO



Manny Korakis CFO





Pablo Moreno AI/ML/Data Scientist



Tom Smith Innovation/Cloud



Janet Schijns Partners Ecosystem



Kenny Mullican CIO



Vince Menzione Partners Ecosystem Automation Architect



Ronak Mathur



Paul Swider AI/Healthcare

Acceleration Economy Marketing Services: Standard Services



Articles, Podcasts and Guidebooks deliver an unprecedented opportunity to define the business and customer value of your company, products, solutions or services by putting practitioner context around the impact they can have on real-world businesses. Unlike having a "ghost writer" create your content, you can lever Acceleration Economy Practitioner Analysts to deliver your message in the customer's voice.

Innovation Profile

An Acceleration Economy Practitioner Analyst creates a 5-minute video analysis of your company, a new product or functionality, partnership, or any other notable topic. The Innovation Profile will be featured on the Acceleration Economy website and shared on social media. **Pricing: \$5,000**

Practitioner Guidebook Co-Created Podcast Co-Created Article Acceleration Economy Practitioner Acceleration Economy Practitioner At least four Acceleration Economy Practitioner Analysts will create unique persona-based POV Analysts will create 15-20-minute video Analysts create 5–600-word articles that podcast that defines they why & how of define they why & how of vendor products articles on the trend, technology or solution & solutions in the voice of the customer: vendor products & solutions in the voice being analyzed that will be edited together into of the customer: a 20+ page PDF Guidebook. • Company, Executive & Solution Profile • New Product/Platform Business Value • Company, Executive & Solution Profile Pricing & Deliverables: **Analysis** New Product/Platform Business Value • Custom Guidebook: \$25,000 per with 300 Practitioner-to-Practitioner customer **Analysis** guaranteed downloads & 10,000 impressions. case studies Practitioner-to-Practitioner customer Each custom Guidebook will feature a Market Trend to Product/Solution case studies Company, Executive & Solution Profile from • Features Product/Solution overview and Market Trend to Product/Solution the underwriter that aligns with the theme of positioning Features the Guidebook. Product/Solution overview and **Pricing & Deliverables:** • Existing Guidebook: \$15,000 with 300 positioning • \$10,000 per single article 5,000 guaranteed downloads & 5,000 impressions. **Pricing & Deliverables:** minimum page views Existing Guidebooks can feature a Company, • \$8,000 per single Podcast 3,000 • \$8,500 per article at four articles Executive & Solution Profile from the minimum views 23,000-page views underwriter that aligns with the theme of the • \$7,500 per podcast at four episodes • \$7,500 per article at 7+ articles Guidebook for an additional \$5000. 14,000 total views 40,000+ page views • \$7,000 per podcast at 7+ episodes 25,000 total views



