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16

HUBSPOT  
**PARTNER  
DAY**

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HubSpot

EMEA PARTNER DAY

**2016**

DUBLIN / 12.06.16

# Morning Agenda

-  08:30 – 08:45 **Welcome & Opening Remarks**
-  08:45 – 09:15 **HubSpot Partner Program: Past, Present & Future**
-  09:15 – 09:45 **Transforming How Partners Work in HubSpot**
-  09:45 – 10:45 **Envisioning the Future: Sales Product & Sales Methodology**
-  10:45 – 11:15 **Coffee Break**
-  11:15 – 12:15 **Scaling Client Acquisition Through a Sales Development Program**
-  12:15 – 13:00 **Proven Paths to Success: HubSpot Partner Panel**
-  13:00 – 14:00 **Networking Lunch**





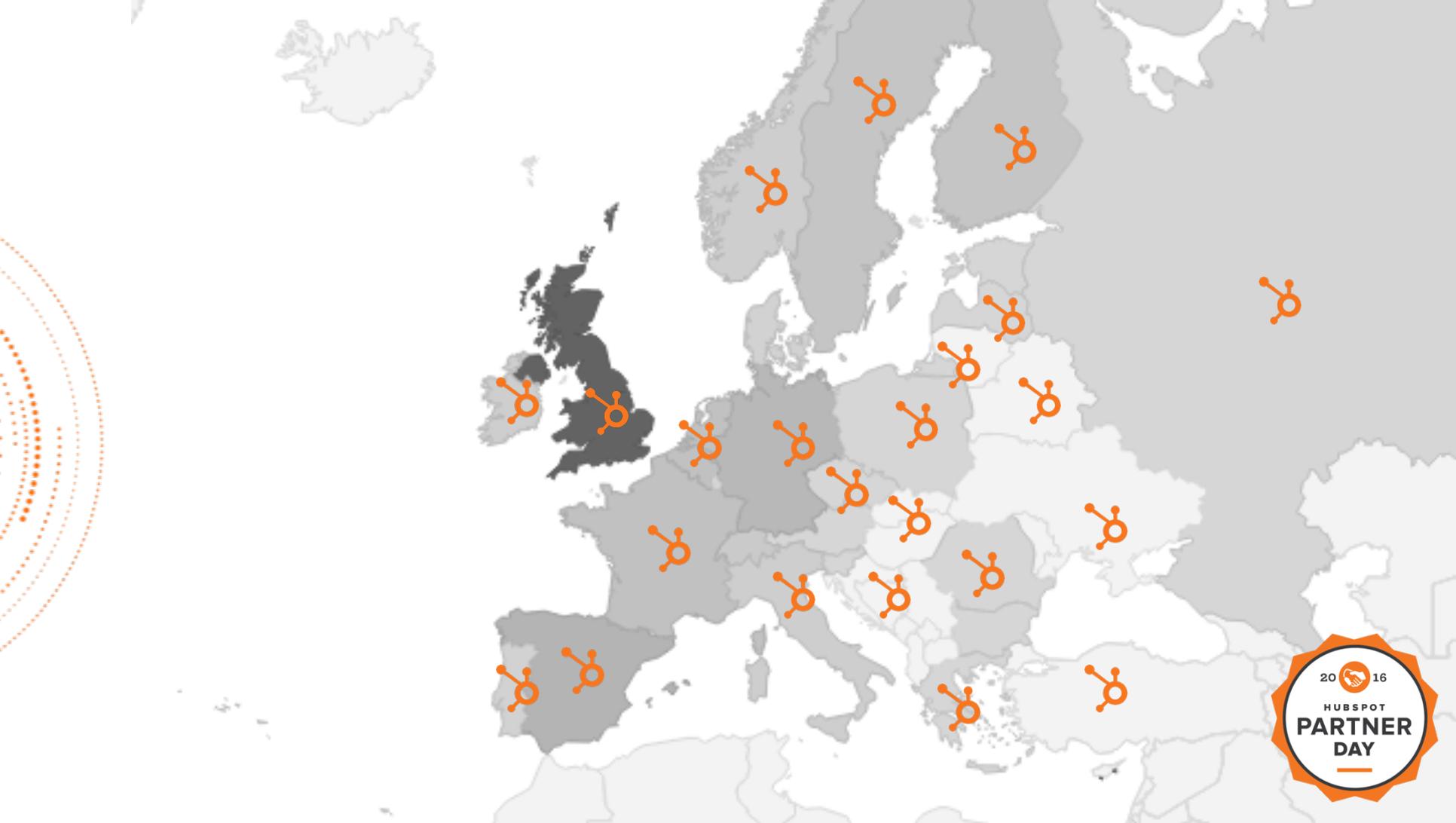
# Welcome & Opening Remarks

Christian Kinnear,  
EMEA Managing Director

# Christian Kinnear



- Native of Dublin, Ireland
- 3 years in Google, Head of Sales Dev for EMEA, APAC, Japan
- 7 years in Oracle, Sales Director UK & Northern Europe
- 6 years in Sage, Country Sales Manager UK, Channel Manager IE
- 8 years of photocopiers, kettles, & car wax...
- Rugby Fan, fun cyclist, unrepentant DIY enthusiast!



# Growth of HubSpot in EMEA

At the time of EMEA Partner Day

2015...

- Just over 100 employees in Dublin
- More than 300 Partners in EMEA

At EMEA Partner Day

2016...

- Nearly 200 employees in Dublin
- More than 550 Partners in EMEA



# 2015 Localisation Snapshot

	Product			Web Presence		Support	
	Marketing	CRM	HubSpot Sales	Website (Marketing)	Blog (Marketing)	Knowledge Centre Support	User Guide
ES	✓	✗	✗	✓	✓	✗	✗
DE	✓	✗	✗	✓	✓	✗	✗
PT	✓	✗	✗	✓	✓	✗	✗
FR	✓	✓	✗	✗	✗	✗	✗



# 2016 Localisation Snapshot

	Product			Web Presence		Support	
	Marketing	CRM	HubSpot Sales	Website (Marketing)	Blog (Marketing)	Knowledge Centre	User Guide
ES	✓	✓	In Progress	✓	✓	✓	✓
DE	✓	✓	In Progress	✓	✓	✓	✓
PT	✓	✓	In Progress	✓	✓	✗	✗
FR	✓	✓	In Progress	✓	✓	✗	✗









INBOUNDCYCLE  
Diamond Partner  
HubSpot



## EMEA Partner Team Leadership



## Global Leadership



**David McNeil**  
VP, Global Partner Program