

Navigating Frontier Ecosystems

Two days. 1,000+ attendees. The conversations, frameworks, and relationships that move your program forward.

1,000+

ATTENDEES

5th

ANNIVERSARY

100+

SESSIONS

7

CONTENT TRACKS



WHO ATTENDS

[JOINCATALYST.COM](#)

BY SENIORITY

VPs

Heads of

Directors

ICs

BY ROLE

Partnerships

Alliances

Channels

Partner Marketing

Partner Sales

Partner Strategy

Partner Operations

Partner Enablement

BY COMPANY

SaaS

Native AI Tech/Services

Advisory Firms

System Integrators

Agencies/Consultancies

Cloud Hyperscalers

7 CONTENT TRACKS

ECOSYSTEMS STRATEGY

AI IN PARTNERSHIPS

PATH TO CPO

SOLUTION
PARTNERSHIPS

CHANNEL
PARTNERSHIPS

PRODUCT
PARTNERSHIPS

MARKETPLACES

SAMPLE SESSIONS

[JOINCATALYST.COM/AGENDA-CATALYST-26](#)

How I Radically Scaled My Partner Program Through Partner Agents

DAN O'LEARY, AXON
SENIOR DIRECTOR, ENTERPRISE CHANNEL & ALLIANCES

Partnership Big Bets: The Moonshots to Propel your Company

GAUTHAM PANDIYAN, PENDO.IO
GLOBAL HEAD OF PARTNERSHIPS

Meeting The GSIs Where They're At

JON SHOFF, LIVEKIT.IO
GSI/SI PARTNERSHIPS

The Old Partnership Playbook Is Dead: How AI Is Rewiring VC, PE, and Enterprise Ecosystems

EVAN WITTE, BATTERY VENTURES
VP OF BUSINESS DEVELOPMENT

The End of Integrations as We Know Them: Partnering in an Agentic AI World

KAREN CHASTAIN, OUTREACH
VICE PRESIDENT OF STRATEGIC ALLIANCES

Your AI Challenge Isn't a Tech Problem. It's an Org Design One.

CHRISTOPHER SMITH, GUSTO
HEAD OF CHANNEL PARTNERSHIPS

Orchestrating the Hunt: Managing Solution Partners for High-Velocity Growth

DAN STEPHEN, JASPER
GLOBAL HEAD OF PARTNERSHIPS

Your CMO Will Fund Partnerships. You Just Have to Speak Their Language.

MANNY ATAEBI, CERBY
CMO



COMPANIES ATTENDING

[JOINCATALYST.COM/ATTENDING-COMPANIES](#)



 Need to make the case internally? Download the Attendee Justification Deck to share with your leadership team.

[LEARN MORE](#)

Three Frameworks. Walk Out Ready to Deploy Them.

Built from real programs by the global Partnership Leaders community. We are bringing three of our most popular certifications to Catalyst for the first time at no additional cost to attendees. Each certification gives you the framework, the template, and the playbook so you can put it into practice the week you return.



Delivered by Partnership Leaders. Best-in-class frameworks from the world's leading partner programs to help your partner team operate with excellence.

01

QUALIFY RIGHT

02

ALIGN ON VALUE

03

DRIVE OUTCOMES

A COMPLETE SYSTEM

01

CERT

SCOPE FRAMEWORK

PARTNER MANAGERS AND LEADERS

Most teams waste partner meetings on relationships that will never generate revenue. SCOPE gives you a structured way to stop that.

- The SCOPE Framework gives you a structured, five-component methodology to evaluate every potential partner before committing time and resources, so you stop filling your pipeline with relationships that look good on paper but never deliver results
- The Partner Qualification Checklist translates the framework into a ready-to-use tool your team can apply immediately in partner discovery calls, pipeline reviews, and new inbound requests
- You leave with a repeatable qualification system that helps you and your leadership prioritize the partnerships most likely to generate revenue, reduce churn in your partner program, and protect your team's capacity

Deploy immediately: Run your first qualified partner review the week you return



02

CERT

JVP FRAMEWORK

PARTNER MANAGERS, MARKETING, AND LEADERS

Partnerships without a shared value story struggle to generate consistent pipeline. A strong JVP aligns both sides around the same customer outcome and GTM motion.

- The step-by-step JVP creation process walks you through how to identify the specific customer problem both companies solve together, test your value hypothesis before taking it to market, and build a narrative both sales teams will actually use
- The Joint GTM planning templates give you a working structure to align goals, define roles, and map out co-selling and co-delivery motions so your partnership has a clear path to pipeline from day one
- Built with real partner contributions from programs across the global Partnership Leaders community, this framework accounts for both the sales and delivery side of the relationship, which is the gap most JVPs fail to close

Deploy immediately: Draft your first JVP with a top partner before the month ends



03

CERT

QBR FRAMEWORK

PARTNER AND PROGRAM MANAGERS, LEADERS

Most QBRs surface metrics without producing decisions. This framework converts reviews into structured growth conversations partners and leadership both value.

- The QBR Framework and step-by-step Playbook give you a complete structure for preparing, running, and following up on reviews that produce actual decisions, not just a recap of the last ninety days
- You get a ready-to-use QBR template designed around the metrics and conversations that matter to partners and executive stakeholders, so every review moves the relationship forward rather than restating what both sides already know
- The course covers the most common mistakes practitioners make when running QBRs, from lack of pre-meeting alignment to missing follow-through on action items, with expert guidance on how to avoid each one and build a review cadence your partners look forward to

Deploy immediately: Run your next QBR with a playbook that drives real decisions



"The SCOPE framework made partner qualification clearer and more actionable. It helped me take a more strategic approach and build stronger collaborations."

PARIDHI PANSARI
Director of Partnerships



"The JVP course forced me to think holistically. It was huge for our Partner Success Team, who needed a well-rounded story covering the entire customer lifecycle."

KAREN GOFF
Global Manager of Partner Success



SECURE YOUR SPOT

\$999. Everything You Need to Move Faster in 2026.

Two days. 1,000+ attendees. The conversations, frameworks, and relationships that move your program forward.



PRICING TIERS

TIER 4 · NOW

\$999

Save \$1,000 vs final price.

BUY NOW

TIER 5 · FINAL

\$1,999

Final pricing tier

WHAT YOU GET

01 POWER CIRCLES

Moderated small group discussions to go deep on a topic you are passionate about. An invaluable peer group that keeps solving problems with you after the event ends.

02 ELEVATE CERTIFICATIONS

SCOPE, JVP, and QBR. Three of the most popular frameworks in the global Partnership Leaders community. Leave certified and ready to elevate your impact with partners.

03 STAGE SESSIONS

Presentations from a highly curated selection of the top industry leaders shaping the future of partnerships for SaaS, Native AI, and Service Companies.

04 MARKETPLACE

Our space is changing faster than ever before. Uncover the best-in-class partner technology and service firms helping scale the most innovative partner programs.

Two days. The frameworks, the people, and the conversations that move your program forward.

CLAIM YOUR SPOT AT CATALYST 26

INDUSTRY PARTNERS

JOINCATALYST.COM/SPONSORS

