



Elevate Your Voice:

Join Our Podcast Series

Share Your Success, Inspire Others, Lead the Ecosystem



Purpose of the Podcast

Why Our Podcast Matters

Our platform is dedicated to empower ecosystem practitioners by sharing best practices and emerging trends. This initiative aims to educate professionals and foster a community of continuous learning and innovation. We strive to inspire and lead the ecosystem toward a more collaborative and informed future by featuring industry leaders and their success stories.

Section 1





Introduction:

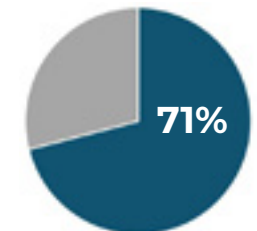
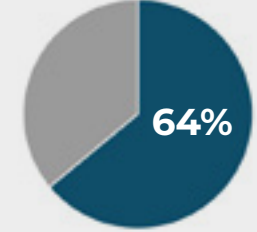
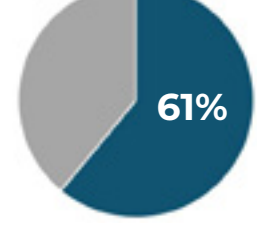
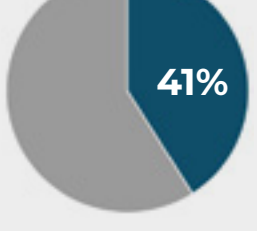
- Highlight the mission to educate ecosystem practitioners.
- Focus on sharing best practices and emerging trends.



Objective:

- Empower professionals with insights from industry leaders.
- Foster a community of continuous learning and innovation.

Regional Podcast Impressions

PODCAST VIEWER REACH	SECTORS	TITLES
 71% USA	Tech, Manufacturing Finance, Retail Hospitality	CEO, Senior VP, VP, Director, Senior Manager, Marketing and Sales Manager, Technology and IT Channel Sales Manager, Product Marketing Manager, Marketing and Product Management Director
 64% EMEA	Tech, Manufacturing, Hospitality	CEO, Senior VP, VP, Senior Manager, Marketing and Sales Manager, Technology and IT Channel Sales Manager, Product Marketing Manager, Management Director
 61% APJ	Tech, Hospitality, Manufacturing	CEO, VP, Marketing and Product Management Director, Technology and IT Channel Sales Manager
 41% OTHERS	Tech, Manufacturing, Finance, Retail, Hospitality	CEO, Senior VP, VP, Technology and IT Channel Sales Manager, Product Marketing Manager

Impressions - 462,900 per month

Purpose of the Podcast

Our Past Podcast Sessions

Our podcast sessions have consistently provided valuable insights into various aspects of the ecosystem. From digital transformation to the future of AI, each episode is crafted to offer actionable knowledge and inspiration. We focus on topics that matter most to our audience, ensuring relevance and impact in every discussion.



Leveraging AI and Innovation in Partner Marketing

with **Heather K. Margolis**
President and CEO, Channel Maven





Mastering SaaS Sales in a Demand-Neutral Market

with **Chris Orlob**
Co-founder & CEO - pclub.io





AI's \$7 Trillion Revolution: Tech and Partners

with **Jay McBain**
Chief Analyst - Canalys





The Evolution & Importance of Partner Ecosystem

with **Balaji Subramanian**
GTM Sales and Partners





Navigating the Complexities of Digital Transformation

with **Larry Walsh**
CEO - Channelnomics



Our Esteemed Speakers

Who Speaks at Our Podcasts?

Our podcasts feature thought leaders and industry influencers sharing unique perspectives and experiences. Esteemed speakers like Larry Walsh, Asher Matthew, and Jay McBain contribute their insights on organizational directions, future trends, and the evolution of partner ecosystems. These sessions provide listeners with a wealth of knowledge from some of the brightest minds in the industry.


**Introduction:**

- Emphasize the platform as a space for industry thought leaders.


**Details:**

- Personal journeys and experiences of top-level executives.
- Insights for organizational direction and future trends.
- Perspectives on the evolution of partner ecosystems.


Speaker Profiles




Sugata Sanyal
CEO, ZINFI Technologies




Larry Walsh
CEO, Chief Analyst & Founder, Channelnomics




Jay McBain
Chief Analyst, Canalys



Darryl Oliver
Director, Ingram Micro Cloud



Joe Levy
CEO, Sophos



Heather K. Margolis
Industry Influencer, Channel Maven

Our podcast production process is designed to be smooth and professional. From initial preparations to the final recording, we ensure a seamless experience for our guests. Detailed agendas and recording links are shared in advance, and our production team handles all technical aspects to provide a high-quality output.



**Overview:**

- Description of the one-hour event with 30-40 minutes of recording

**Preparation:**

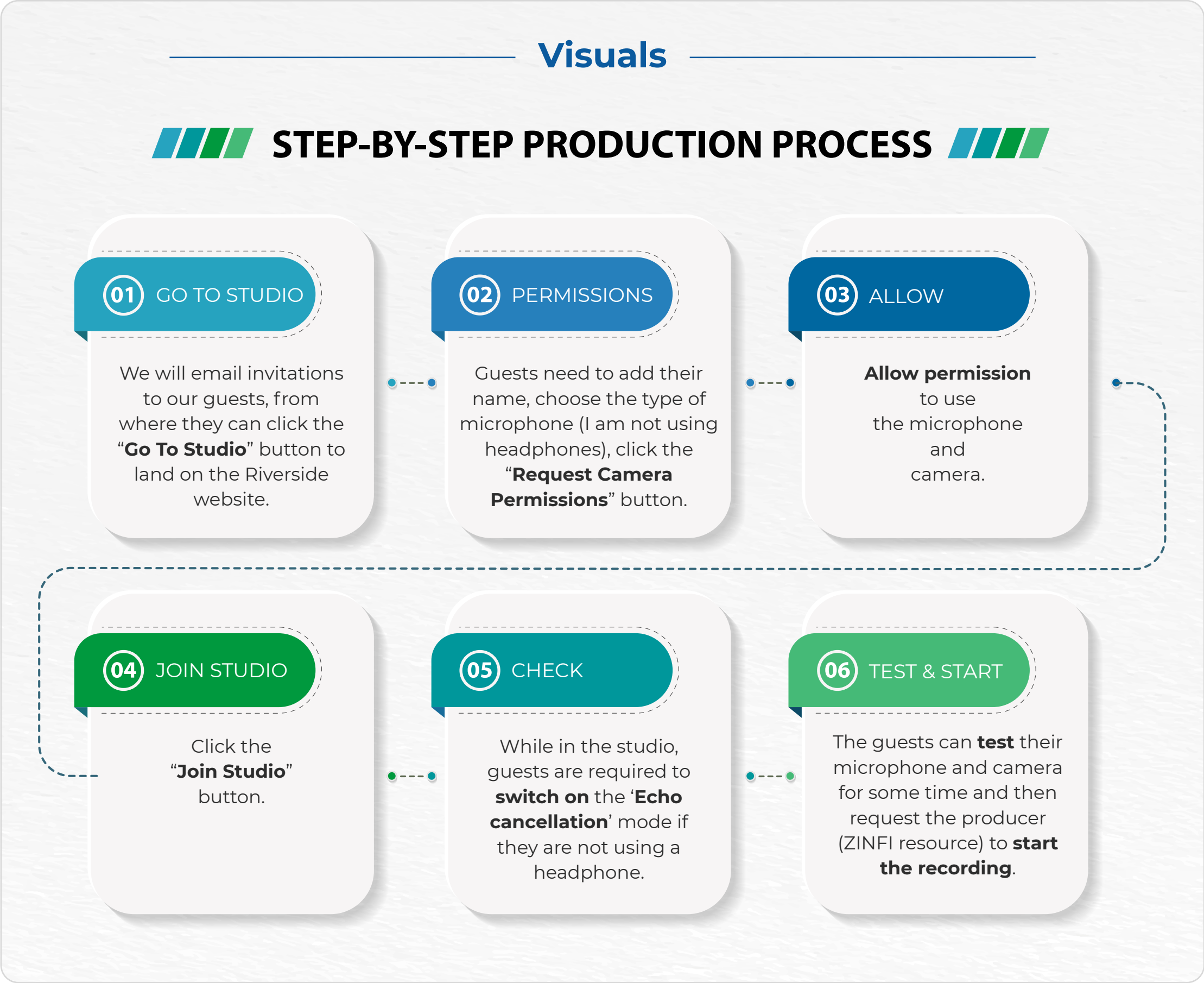
- Initial prep session to discuss topics and logistics.
- Sharing of a recording link and detailed agenda.

**Recording:**

- Smooth and professional recording environment.

**Post-Recording:**

- Review and approval process with the speaker's team.
- Final production and editing by ZINFI's content team.



Speaker Benefits

Why You Should Participate

Participating in our podcast offers numerous benefits, including increased visibility, networking opportunities, and personal growth. Speakers can share their success stories and insights, connect with other thought leaders, and enhance their brand and leadership profile. Our platform provides a unique opportunity to reach a large and engaged audience.



**Visibility:**

- Reach a large and engaged audience.

**Impact:**

- Share success stories and learnings to inspire others.

**Network:**

- Connect with other thought leaders and professionals.

**Personal Growth:**

- Enhance personal brand and leadership profile.



Context

As a guest speaker, we are eager to learn about your success. This session is about your leadership, journey, and how your organization empowers your partners. The conversation will focus on broader platforms and strategies you're using to enable your partners, not on ZINFI.



Approach

You will speak 95% of the time, with light moderation from our podcast host.

The session will last about an hour. We'll take the first 10-15 minutes to finalize the outline together.

We will record for approximately 40 minutes and then wrap up.



Talking Points

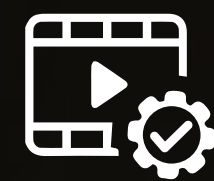
- **Introduction**
 - ✓ Introducing you and expressing appreciation for your participation.
- **Company Overview**
 - ✓ Inviting you to introduce yourself and your role.
- **Partner Success**
 - ✓ A high-level overview of your company and the partner ecosystem you operate within.
 - ✓ Your approach to helping partners succeed, with a focus on programs, people, and platforms.
- **AI Revolution**
 - ✓ Your industry's position at the forefront of the AI revolution.
 - ✓ Your perspective on the opportunities this brings for your partners—resellers, alliances, and technology partners.
- **Future Outlook**
 - ✓ What excites you most about the future of your industry and how your partners will play a role in it.
- **Your Leadership Journey**
 - ✓ Insights into your leadership journey—globally, locally, and in your current role.

Details

Production and Promotion

From Recording to Global Reach

High-quality production and strategic promotion are crucial to our podcast's success. We collaborate closely with our speakers to ensure the final product meets their expectations. Our promotion strategy leverages search, social media, and email to reach over 800,000 ecosystem professionals globally, maximizing the visibility and impact of each episode.



Production:

- High-quality editing and production standards.



Review & Approval:

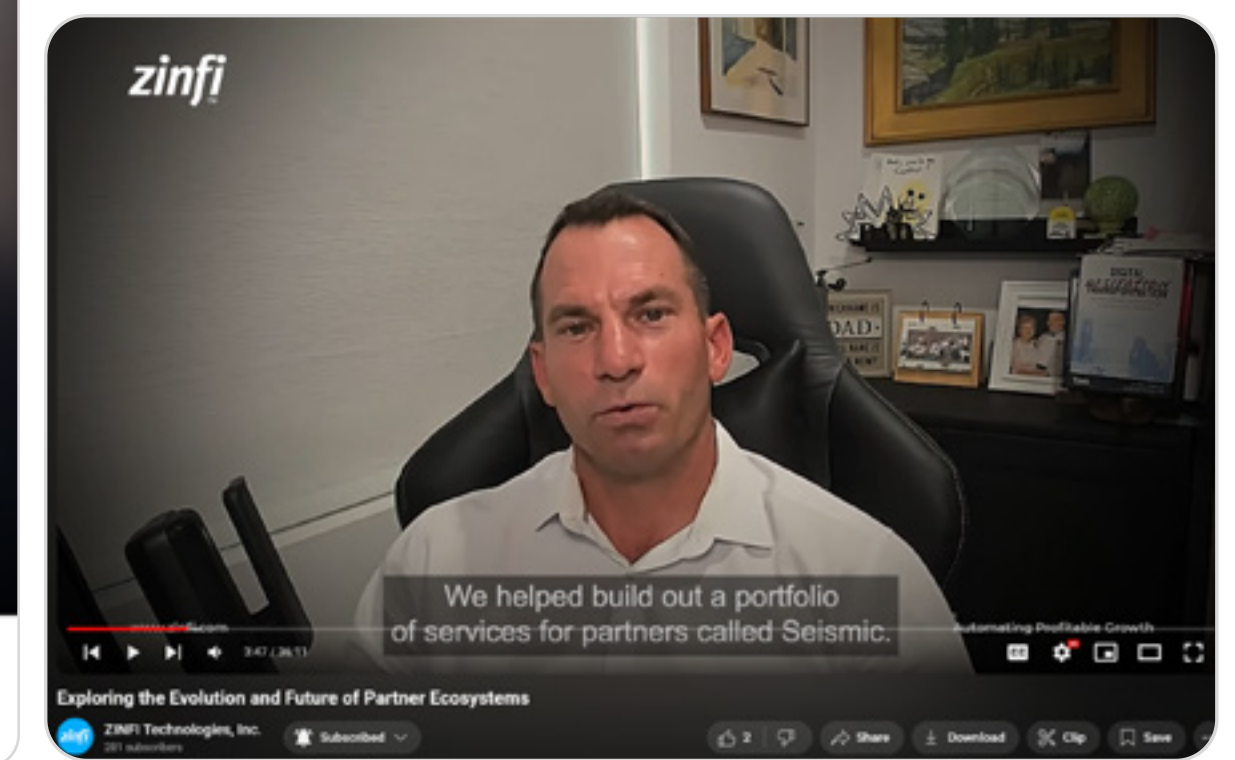
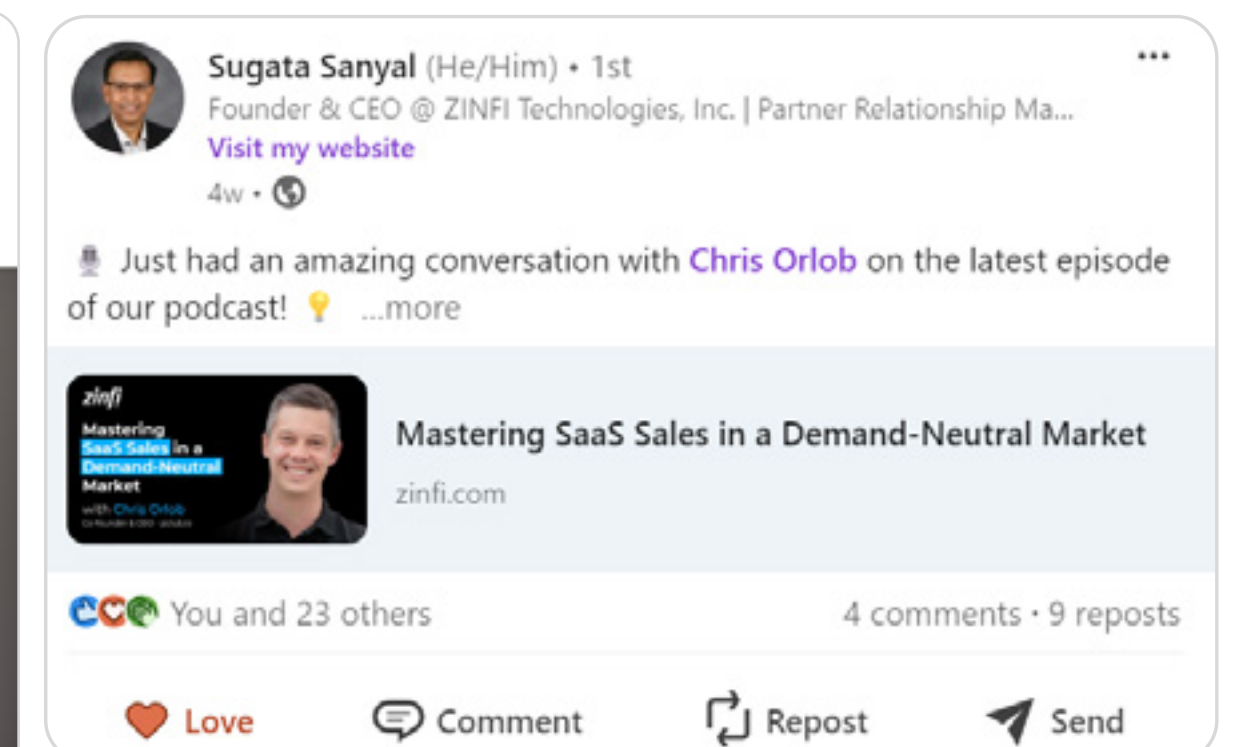
- Collaborative review process to ensure satisfaction.



Promotion:

- Highlight the promotion strategy via search, social media, and email.
- Emphasize visibility to 800,000+ ecosystem professionals globally.

Visuals



Ready to Inspire?

Join Us Today!

Section 6



ZINFI Technologies, Inc.

6200 Stoneridge Mall Road,
Suite # 300
Pleasanton, CA 94588, USA

+1.925.750.8915



ZINFI Technologies NI Ltd.

Davidson House
Forbury Square, Reading
RG1 3EU, United Kingdom

+1.925.750.8915



ZINFI Software Systems Pvt. Ltd.

GN-37/1, Asyst Park
Sector V, Bidhannagar
West Bengal 700091, India

+91-9748963205



ZINFI Software Systems Pvt. Ltd.

The District,
12th Floor, Myscape Road
Financial District, Hyderabad, India

+91-9748963205



Contact ZINFI for more information and to schedule a session.



Website



Email



1 925 750 8915



www.zinfi.com

Contact Us

AMERICAS

sales.noram@zinfitech.com

6200 Stoneridge Mall Road, Suite 300
Pleasanton, CA 94588
United States of America

EUROPE, MIDDLE EAST AND AFRICA

sales.emea@zinfitech.com

Davidson House
Forbury Square, Reading
RG1 3EU, United Kingdom

ASIA PACIFIC

sales.apj@zinfitech.com

3 Temasek Avenue
#21-00 Centennial Tower
Singapore 039190

