



FREE VIRTUAL EVENT

June 25th
12:00 PM ET

Ai Usecase Showcase

No Fluff. No Filler. No Theory. 7 Ai Powered Pipeline Producing Partner Programs.

lemlist



JULIA GUENIER

PartnerStack



TYLER CALDER

LogicMonitor



ANTONIO CARIDAD

BlueThread



ROB MOYER

workday



TY LINGLEY

Tier1
PERFORMANCE



ALLAN ADLER

QUO



PALLAVI SINGH

fullstory



FOREST DONOVAN

PARTNER
PLAYBOOKS



JUSTIN ZIMMERMAN



HOST: JUSTIN ZIMMERMAN
Partner Playbooks

Stop Feeling Behind.
Start Feeling Empowered By AI Today.

Shout out to returning members

Type "1" if this is your first event.

Type "2" if this is your second.

Type "3+" if this is your third or more time.

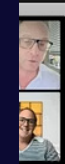
Type "Stack" if you're a PartnerStack customer

Linkedin Networking Time

<https://playbks.com/networking-sheet>

File Edit View Insert Format Data Tools Extensions Help		
Search Menus		
100%		
Default...		
A1	fx Name	
	A	B
1	Name	Linkedin URL
2	David Cutler	https://www.linkedin.com/in/cutler
3	Ludmila Ribeiro	https://www.linkedin.com/in/ludmila-ribeiro/
4	Mario Joao	https://www.linkedin.com/in/mariojoao/
5	Pablo Hanono	https://www.linkedin.com/in/pablohanono/
6	Blane Bremer	https://www.linkedin.com/in/bsb/
7	Gary Lyng	https://www.linkedin.com/in/garylyng
8	Pooran Prasad Rajanna	https://www.linkedin.com/in/pooran
9	Navaid Khan	linkedin.com/in/navaidkhan
10	Gwenn Lazar	https://www.linkedin.com/in/gwennlazar/
11	Michael Arguin	https://www.linkedin.com/in/michael-arguin-b42732/
12	Neslihan Ercan	Neslihan H. - Dublin, County Dublin, Ireland Profes
13	Michelle Morgan	https://www.linkedin.com/in/michellehmorgan/
14	Bill Brown	https://www.linkedin.com/in/billbrown11/
15	Tyler Calder	https://www.linkedin.com/in/tylercalder/
16	Richi Waldner	https://www.linkedin.com/in/richardwaldner/
17	Gary Levy	https://www.linkedin.com/in/garymlevy/
18	Jason Lawson	https://www.linkedin.com/in/mrjasonlawson/
19	Amanda Lewis	https://www.linkedin.com/in/amandaleelewis/
20	Allen Smolinski	https://www.linkedin.com/in/smolinski/
21	Todd Chapman	https://www.linkedin.com/in/toddhchapman/
22	Kristine Otte	Kristine Otte LinkedIn
23	Eli Saad	https://www.linkedin.com/in/eliassaad/
24	Naomi Marti	www.linkedin.com/in/naomi-marti
25	Nick Alagna	www.linkedin.com/in/nick-alagna

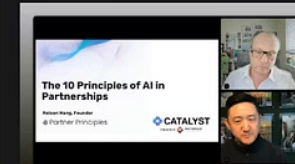
100+ Articles & Playbooks
<https://playbks.com/articles>



nt Your

growth
Justin
Zimmerman (Founder, P...

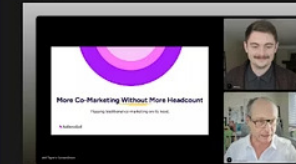
April 2026



10 New Principles for AI in Partnerships

Expert advice from Nelson Wang (Founder, Partner Principles) and Justin Zimmerman (Founder, Partnerplaybooks)....

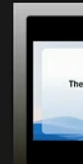
April 2026



More Co-Marketing, Without the Headcount

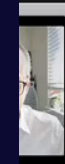
Expert advice from Will Taylor (Co-Founder & CPO, AudienceLed) and Justin Zimmerman (Founder, Partnerplaybooks). Table of Conten...

April 2026



The \$2M Playbook for SMBs

Expert advice from Justin Zimmerman (Founder, Partnerplaybooks) and Will Taylor (Co-Founder & CPO, AudienceLed)....



ships

er,
(Founder,
Snapshots)....

April 2026



How to Win Budget and Security Approval for AI

Expert advice from Raegan Wilson (VP of Ecosystem Solutions & Innovation, Spur Reply), Tyler Calder (CMO, PartnerStack), Cody...

April 2026



The CMO Starter Playbook To True Agentic Teams

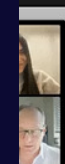
Expert advice from Curtis Fenn (CMO, REDX) and Justin Zimmerman (Founder, Partnerplaybooks). Table of Contents Snapshot...

March 2026



Partnerships and Operations That Scale

Expert advice from Justin Zimmerman (Founder, Partnerplaybooks) and Will Taylor (Co-Founder & CPO, AudienceLed)....



Deals

ir
Justin
Zimmerman (Founder, P...

March 2026



AI for Partner Events & Tradeshows

Expert advice from Anna Parfenova (Event Marketing and Operations, Maestro) and Justin Zimmerman (Founder, Partnerplaybooks)....

March 2026



Getting Hired in Today's Market

Expert advice from Nelson "Coach Nelson" Wang (Founder, Partner Principles and PartnerOS) and Justin Zimmerman (Founder, Partnerplaybooks)....

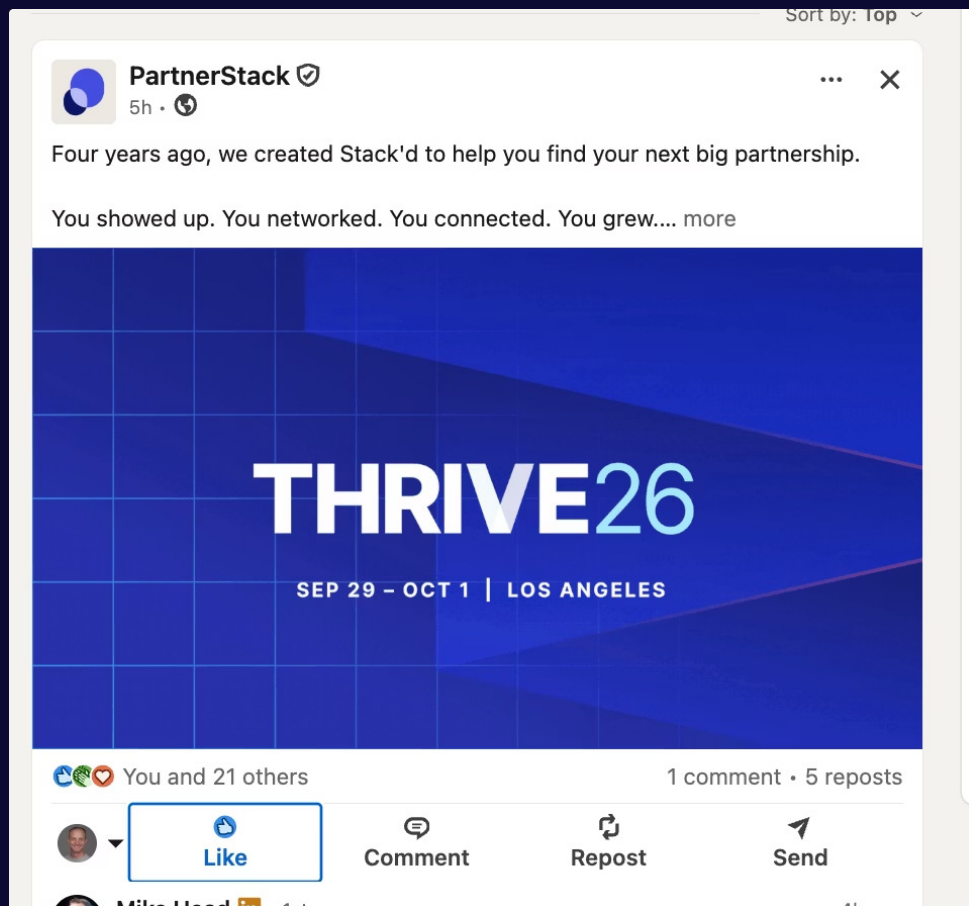
March 2026



Live Buy for Partners

Expert advice from Justin Zimmerman (Founder, Partnerplaybooks) and Will Taylor (Co-Founder & CPO, AudienceLed)....

SPONSOR SHOUTOUTS



THANK YOU



Justin's predictions about 2026

"The future is in the hands of operator and in 6 months there will be two classes of professionals people who invested the time (in the evenings and weekends) to build AI into their workflows. Not just bought AI-Powered Platforms, but become AI-power people"

Poll Time

How would you rate your AI Transformation?

Starting <10% of your work 0 • 0%

Intermediate 10–50% of your work 0 • 0%

Advanced >50% of your work 0 • 0%

• **12:00PM EDT | 6:00PM CEST**

[Playbook: Zero To 20% Partner Sourced In 36 Months | Julia Guenier](#)

Her company broke \$50M ARR and Julia Guenier (Partnerships, Lemlist) drives nearly 20% of it! Discover how they got their first \$50M and how AI & partnerships is going to help them get the next their \$50M.

• **1:00PM EDT | 7:00PM CEST**

[Networking: AI Builders Breakout Virtual Meet & Greet | Tyler Calder, Antonio Caridad, Rob Moyer](#)

Join 1 of 3 virtual rooms based on your AI goals! You'll meet other partnership leaders solving the problems you are working on too. Plus you can share you screen, get real time help, and support one another.

• **1:30PM EDT | 7:30PM CEST**

[Build Your Super Agent To Match & Recommend Partners | Ty Lingley](#)

Drowning in inquiries from his Field, Sales, and CS team Ty Lingley (Ecosystem Leader, Workday) spent hours a day "Partner Matching". Now his Notebook LM "Super Agent" reviews Tableau, CSAT, and other internal sources to do this work!

• **2:00PM EDT | 8:00PM CEST**

[Unlock Super Productivity: Build Your 2nd Brain With AI | Allan Adler](#)

Up to 50% of a partner leaders time is spent on admin and clerical tasks, not new partner acquisition or revenue producing tasks! Allan Adler (Ecosystem Director, Tier1) shares how he built a "2nd Brain" to engineer output and architect outcomes!

• **2:30PM EDT | 8:30PM CEST**

[Report Up! Create A Quarterly State of Partnerships Report With Claude | Pallavi Singh](#)

Here's how to win budget, deeply understand your partner program, and secure your future! Pallavi Singh (Head of Partnerships, Quo) will show you how she builds an influential state of partnership report for her ELT using Claude, Mode, Granola, Notion, and PartnerStack.

• **3:00PM EDT | 9:00PM CEST**

[\\$5,000,000 Gemini Powered Partner Pipeline | Forest Yule Donovan](#)

Introductions are the simplest, most effective partner motion – when done right. So come see the introduction-at-scale system Forest Donavon (Strategic Partnership, FullStory) created to receive 3x more introductions from his partners!

Let's Get Started...

 **PARTNER
PLAYBOOKS**

 **FREE VIRTUAL EVENT**
June 25th
12:00 PM ET

Playbook: Zero To 20% Partner Sourced In 36 Months



**TYLER CALDER**

**ANTONIO CARIDAD**

**ROB MOYER**

**TY LINGLEY**

**ALLAN ADLER**

**PALLAVI SINGH**

**FOREST DONOVAN**

**JUSTIN ZIMMERMAN**

Stop Feeling Behind.
Start Feeling Empowered By AI Today.

HOST: JUSTIN ZIMMERMAN
PartnerPlaybooks

