



March 25th 2026

EMEA PARTNER GROWTH DAY

Join us for a half-day hybrid conference (with limited on-site availability for Spain partners) designed to provide you with valuable tools and resources that will enable you to fast-start your partnership journey with IBM.

Hear from IBM leaders on how IBM Partner Plus delivers competitive incentives, more access to resources and tailored support for partners to deepen their technical expertise and accelerate time to market.

EMEA Partner Growth Day agenda will include:

Welcome and Introduction
EMEA Select Territory Strategy Overview
Partner Plus program
IBM Technology Panel
Marketing and Demand Generation
Closing Live & Broadcasted Session

...and much more! See below for full agenda

Let's unlock new opportunities together. Register now!

[Register for IN-PERSON : HERE](#)

[Register for VIRTUAL : HERE](#)

Speakers :



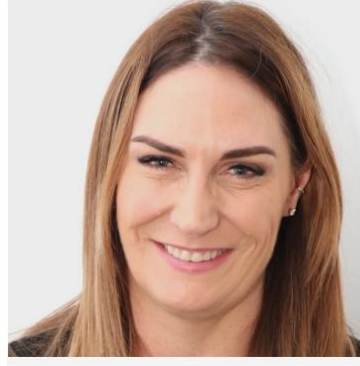
Patrick Bauer

VP, Ecosystem & Select Territory, IBM EMEA



Daniel De La Fuente

VP IBM Ecosystem, Sell, IBM EMEA



Katie Axam

VP, Marketing, IBM EMEA



Fernando Pedraza

VP, Storage Solutions, IBM EMEA



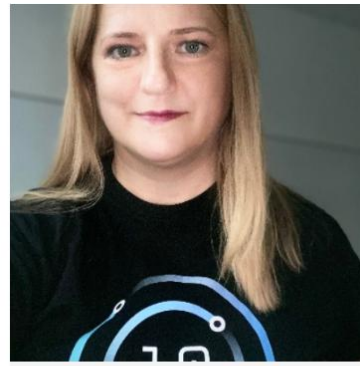
Javier Valencia

VP, Automation Sales, IBM EMEA



Juliette Macret

VP, Data Platform, IBM EMEA



Sylvia Scheerová

VP, IBM Power & Cloud Sales, IBM EMEA



Kristen Scott

VP, WW Program Sales, IBM EMEA

Venue :

IBM Innovation Studio Madrid

Edificio Think Plaza - Plaza Pablo Ruiz Picasso, 11 -
28020
Madrid

Agenda :

10:30 AM - 10:40 AM	Executive Welcome
10:40 AM - 10:50 AM	EMEA Select Territory Strategy Overview
10:50 AM - 11:40 AM	IBM Technology Panel
11:40 AM - 11:55 AM	Leverage Marketing to Accelerate Demand
11:55 AM - 12:10 PM	Coffee break
12:10 PM - 12:25 PM	Partner Plus Program
12:25 PM - 12:35 PM	Partner Best Practice
12:35 PM - 12:40 PM	Closing Live & Broadcasted Session
12:40 PM - 1:40 PM	Lunch break & Networking
1:40 PM - 3:30 PM	IBM / Distributor Session