



Northbound DGS kicked off this year with a Knowledgeshare event held at the Garden Court Hotel in Palo Alto, California on January 19, 2011.

We created this event with a solid vision, and objective to bring Sales and Marketing Executives of fortune 500 and 1000 companies together.

The event comprised of key speakers from companies such as Good Technology, Juniper Networks, Virgin America and Oracle.

**Knowledgeshare Panelists:**

Brian Carr, SVP Worldwide Sales, Good Technology, Peter Finter, VP Marketing, Juniper Networks, Porter Gale, SVP Marketing, Virgin America and Jeff Spicer, VP Corporate Marketing, Oracle.

**Summary of what was covered:**

- Initiatives to accelerate business in 2011
- How sales and marketing work in unison
- How to build innovative products/services
- How social media play in creating brand and loyalty

Excerpts and pictures of the Knowledgeshare event can be found on our [Facebook Page](#). For real-time event tweets, follow us on twitter (@northbounddgs).

**About Us**

Northbound Demand Generation Services helps businesses generate market demand for products and services, and drive net-new, top-line sales revenue. Through our industry-leading Enterprise Demand Creation solutions, we design and implement pipeline-building strategies to accelerate revenue.

We help you capture Mindshare and Marketshare, driving the power of supplemental enterprise demand creation, adding sales and marketing muscle by providing pipeline bandwidth to drive incremental revenue. Northbound helps you connect and collaborate, getting closer to your customers by understanding and serving their needs.

Demand for an enterprise's products and services is its life-blood – and our mission here at Northbound is to impact our customers' top-line revenues in a direct and measurable way by powering their demand and revenue generation engines.

Northbound is on a mission – to define the service and quality standard for supplemental demand and revenue generation. We're fixated on quality – and our track record with our customers is clear testimony to that commitment.

Headquartered in Sunnyvale, California in the heart of Silicon Valley, and with offices across the US and in four global locations, we're the nation's premier Enterprise Demand Creation partner for global enterprise clients.

**Our distinctions include:**

- Best Places to Work: San Francisco Business Times & Silicon Valley/San Jose Business Journal
- 50 Fastest Growing Companies & Best Overall Company of the Year Service Business
- Stevie Award 2008, 2009



knowledgeshare