

Speaking Engagements | March 5, 2025 | 9:00 AM - 4:00 PM ET

## LMASE Tech Intensive Conference

**Conference Center @ 999**

**999 Peachtree St NE**

**Atlanta, GA 30309**

### **SPEAKERS**

[Samantha Katz](#) | [Keli L. Whitnell](#)

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**Wednesday, March 5 • 9:00 a.m. – 4:00 p.m. ET**

As a part of this full day program, Troutman Pepper Locke professional staff members, Samantha Katz and Keli Whitnell, will be joined by Andrew Hutchinson, Chief Revenue Officer of Nexl, for a session titled, “Designing Data-Driven Marketing & BD Initiatives” during which they will explore increasingly sophisticated approaches to data-informed business development.

This hands-on workshop will help you create marketing and business development strategies that leverage data insights and align with organizational objectives at any maturity level. Facilitated by Kelly Harbour, Chief Marketing and Business Development Officer at Moore & Van Allen, this session promises to be a highlight of the LMASE Tech Intensive on March 5, 2025.