

2026 ISBM Member Meeting

Risk and De-Risking in B2B Markets

June 23–25, 2026

Emory University – Goizueta Business
School

Atlanta, Georgia

Come Back to College with ISBM! Join Fellows, Practitioners, and B2B Industry Leaders for three days of learning, discussion, and networking focused on managing risk and accelerating growth in B2B markets. Dress for college — bring your favorite college T-shirt, we have a plan!

Three-Day Schedule at a Glance

Day	Time	Activity
June 23	10:00 AM – 12:00 PM	Mini-Workshops: hands-on learning with ISBM partners and industry experts (choose one)
	1:00 PM – 4:00 PM	One-on-one meetings with speakers, ISBM Fellows, and experts
	5:00 PM	Pep Rally Happy Hour
June 24	8:30 AM – 5:00 PM	Expert presentations, case studies, and peer networking
	5:30 PM	Evening Social
June 25	8:30 AM – 12:30 PM	Expert presentations and case studies
	1:00 PM – 4:00 PM	Marketing Excellence Roundtable (MEX)

Featured Presentations & Speakers

Luciano Lapa , Penn State	<i>The Intersection of Marketing and Risk</i>
David Bland , Precoil	<i>Rethinking How B2B Companies De-Risk New Growth</i>
Will Casavan , Microsoft	<i>Responsible AI Framework, Considerations for B2B</i>
Dan Adams , The AIM Institute	<i>Managing Your Career Risk In An AI World</i>
Allison Northrop & Alison Adams , Godfrey	<i>Ignore B2B Influencers At Your Own Peril</i>
Ralph Cummins , EMM Group	<i>Marketing Risk Management</i>
JT Mudge , United Nations	<i>Addressing Risk with Foresight</i>
Sandy Jap , Emory University	<i>Practitioner Panel: Current Risk and Ways To View Risk</i>

June 23 Morning — Mini-Workshops (Choose One)

Hands-on, interactive sessions designed to let you dive right in and work on a project with ISBM partners and industry experts.

Minesweeper® Software for De-Risking Projects <i>Dan Adams, The AIM Institute</i>	Learn a 7-step de-risking methodology for Horizon 2 and 3 projects. Includes group exercises and a 30-day Minesweeper® software subscription.
DeRisk by Knowing Your Customer <i>Kristyn Corrigan, Applied Marketing Science</i>	Build VOC capability using AI-powered techniques to uncover customer needs with greater speed, depth, and scale.
Aperture.ai VertEx™ Strategic Growth Platform <i>Jonathan Fegely, Aperture</i>	Map your company's product and capability portfolio and run a sample analysis of potential growth opportunities using AI-first analytics.
From AI Experiments to Enterprise Execution <i>Bernhard Ritz, Aintel</i>	Explore how to move from scattered AI use cases to a structured, governed model for enterprise adoption with a hybrid human-AI workforce.

June 23 Afternoon — One-on-One Expert Meetings

Schedule 30-minute conversations with ISBM Fellows, partners, speakers, and industry experts for open discussions focused on your business challenges.

Dan Adams – Innovation De-Risking • **Will Casavan** – Responsible AI • **Kristyn Corrigan** – VOC • **Ralph Cummins** – Marketing Due Diligence • **Paul Drees** – B2B Marketing Transformations • **Liam Fahey** – Market Intelligence • **Jonathan Fegely** – Aperture.ai • **Sandy Jap** – Strategic Partnering • **Luciano Lapa** – Business Risk • **JT Mudge** – Foresight • **Allison Northrop** – B2B Influencers • **Ralph Oliva** – Branding & Value Propositions • **Bernhard Ritz** – Agentic AI

June 24 and Morning of June 25 — Presentations

Full-day expert presentations and case studies exploring every dimension of risk in B2B markets — from marketing strategy and AI governance to innovation de-risking, foresight, and career resilience.

Black Swans Don't Read Your Risk Analysis: Using Foresight to Peer Into the Shadows of Risk

JT Mudge, United Nations Development Program

A man loses his watch in a park and goes looking for it under a bright streetlamp. A passerby asks what he's doing. "I lost my watch in the park," the man says. "Then why are you searching over here?" the passerby asks. The man shrugs: "The lighting is better here."

When we ignore uncertainty and weak signals, we are that man who lost his watch searching where it's comfortable instead of where the answer actually is. Most B2B organizations have become exceptionally good at managing standard risk, building models and assigning probabilities with increasing precision. And yet, time and again, the biggest disruptions don't come from the risks we carefully track they come from the ones we never thought to look for.

Traditional risk analysis isn't broken it's just optimized for the parts of the world we can easily see. But crack open the Pandora's box of uncertainty and it becomes clear: much of what matters most can't be neatly measured, modeled, or contained.

This keynote invites participants to step just beyond the streetlight far enough to glimpse what's been hiding in plain sight. Drawing on foresight, complexity thinking, and real-world B2B examples, the session explores where risk frameworks hold and where they quietly fall apart.

From measurable risk to wildcards and black swans, we'll reframe how organizations understand uncertainty and how they respond to it. Foresight offers a way to extend our field of vision not to predict the future, but to expand what we're able to notice, question, and prepare for.

Participants will leave with a sharper lens, a few unsettled assumptions, and a clearer sense of how to stop optimizing for a future

that isn't coming.

Foresight and futures studies allows us to explore what is possible. It gives us the vision to anticipate what could be around the next corner. Most importantly, it gives us the tools to not just anticipate, but to create better futures that are more sustainable, inclusive, equitable, and resilient.

JT Mudge is an award-winning futurist with over 25 years of consulting experience, having worked with organizations including the US CDC, UNDP, The Nature Conservancy, Apple, and Samsung. This session will explore how foresight methodologies can be applied to B2B risk management and strategic planning.

The Intersection of Marketing and Risk

Luciano Lapa, Assistant Professor of Marketing, Penn State

There is no such thing as marketing without risk. From making sense of data and consumer needs to showing the ROI of marketing investments, marketers are expected to drive profits while keeping risk at acceptable levels.

This presentation introduces a comprehensive method for the analysis and management of marketing-related risks. The goal is to provide a practical toolkit to understand and manage risk — and avoid being blindsided by undetected risks. The format is hands-on, applying the latest knowledge in risk analysis research and practice using risks identified by participants.

Rethinking How B2B Companies De-Risk New Growth

David J. Bland, Founder & CEO, Precoil

Most B2B organizations manage risk after the fact — through controls, compliance reviews, and post-mortems. Far fewer design risk directly into how decisions are made.

David introduces a decision infrastructure for making uncertainty visible. Rather than debating opinions in conference rooms, leaders learn how to extract the assumptions driving a growth initiative, map where exposure sits, and design targeted tests to reduce that exposure early. Drawing on enterprise case studies, he will show how B2B companies can:

- Turn strategic ambiguity into explicit, testable assumptions
 - Align commercial and technical teams around shared evidence
 - Increase decision speed without increasing risk
 - Build internal systems that surface exposure before it becomes expensive
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Responsible AI Framework, Considerations for B2B

Will Casavan, Senior Partner Marketing Manager – DatalAI, Microsoft

As AI becomes embedded in every layer of B2B marketing and operations, responsible governance is no longer optional. Will Casavan brings Microsoft's perspective on practical AI governance considerations specifically tailored for B2B industrial businesses — covering frameworks for accountability, transparency, fairness, and reliability that marketing and commercial leaders can apply across their organizations.

Managing Your Career Risk In An AI World

Dan Adams, Founder, The AIM Institute

Some AI experts believe much of the work done by B2B marketers will be done by AI. If AI does 80% of the time-consuming work, will two marketers do the work of ten?

Consider the digital waterline: AI can only operate on what's been digitally published. What could safeguard your career? Become as efficient as possible above the waterline (using AI) and as effective as possible below the waterline (doing what AI cannot). Dan will present the latest predictions on how much human work AI will take over, introduce his Digital Waterline concept, and facilitate small-group discussions on what this means for B2B marketers.

Ignore B2B Influencers At Your Own Peril

Allison Northrop & Alison Adams, Godfrey

In today's complex buying environment, traditional brand messaging alone isn't enough to build trust or drive meaningful engagement. B2B buyers are increasingly influenced by trusted industry experts, niche thought leaders, and content creators who shape conversations long before a prospect ever engages with sales.

B2B influencers exist in virtually every industrial market — they just look different than people may expect, often taking the form of engineers, contractors, consultants, or analysts. Recent LinkedIn research shows nearly six in ten buyers discover new brands through creator content, and about two-thirds say creator perspectives help them evaluate options and separate real solutions from noise.

You'll learn how to identify the right voices, align influencer efforts with real business goals, and build relationships that extend beyond one-and-done collaborations. Whether you're new to influencers, already experimenting, or a healthy skeptic, you'll leave with clear next steps and practical approaches for putting influence to work.

Marketing Risk Management

Ralph Cummins, CMO, EMM Group

Have you ever received a response like this after presenting what you thought was a killer marketing plan? "Great job — really great stuff — we'll get back to you shortly." And then, nothing but crickets. That's the risk aversion talking.

Marketing is a critical component of any growth strategy, and any form of marketing is a risk — particularly if your key stakeholders are not as familiar with concepts like branding or content strategy. In uncertain times, risk feels magnified, which is precisely why great marketers lean into uncertainty for growth while others retrench.

While we can't eliminate risk, we can identify and manage it in a way that it doesn't seem all that risky. In this presentation, we will review the common internal and external sources of marketing risk, introduce a simple framework for assessing risk across several key dimensions, and discuss actions you can take to eliminate perceived risk so you can focus on managing the real risks.

Practitioner Panel Discussion: Current Risk and Ways To View Risk

Sandy Jap (Moderator), Sarah Beth Brown Professor of Marketing, Emory University

Sandy Jap's research focuses on strategic partnering, B2B management, channels of distribution, and go-to-market strategies. She is among the top 2% of most cited scholars worldwide and the author of *Partnering with the Frenemy* and *A Field Guide to Channel Strategy*.

Bring your questions for Sandy and her practitioner panel for a candid discussion about the risks B2B leaders are facing right now and the different lenses through which each panelist evaluates and responds to those risks.

June 25 Afternoon — Marketing Excellence Roundtable

Focused on practitioners overseeing marketing competency development, corporate learning programs, and capability building. This roundtable will also introduce new bundled offering packages and a tiered membership structure for 2027.

Accommodations

Important: Atlanta will host FIFA events that week — hotels across the city are expected to fill quickly. Early registration is highly recommended.

On-Campus Dormitory	Emory Conference Center Hotel
Woodruff Residential Center \$140/night – book during registration Suite with private bath, 2 beds, A/C Free parking, short walk to venue	1615 Clifton Road NE, Atlanta \$299/night – book with hotel direct ~1 mile from Goizueta, shuttle available Parking: \$15/day

Practical Details

- All meals included — indicate dietary needs during registration
- Dress is casual — college attire encouraged
- Face-to-face and virtual attendance options available
- All events are included with your ISBM membership at no additional charge

Register Now | isbmb2b.com/events/isbm-june-2026-member-meeting

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