

SEPTEMBER 16–18, 2026 · BOSTON

# UNBOUND 2026

## Networking Playbook

Three conversations worth preparing for—and a practical route to having them without sounding rehearsed.

PREPARED FOR

**Alex Rivera · Founder, FlowState**

Goal: meet go-to-market leaders who can pressure-test an AI workflow product and open two design-partner conversations.

EXECUTIVE STRATEGY

# Learn first. Pitch second.

“I’m Alex, founder of FlowState. We help revenue teams turn scattered customer context into a clear next action without hiding the evidence behind the recommendation. I’m here to learn how strong GTM teams are introducing AI while keeping the human decision visible—and to meet two leaders willing to pressure-test our pilot.”

3

priority people, not a badge-collection contest

1

question grounded in each person’s public work

24h

follow-up window while context is still fresh

WHAT THE EVENT IS SIGNALING

A

## Connected GTM systems

UNBOUND is framing modern growth around unified teams, AI-assisted execution, and the customer experience—not isolated functional optimization. FlowState should test whether “one clear next action” solves a cross-team handoff or merely adds another layer.

B

## Practical AI adoption

The agenda emphasizes operating models, data foundations, and where automation stops being strategy. Ask about changed behavior: who reviews the recommendation, what evidence they need, and which decision is measurably faster.

C

## Trust under content abundance

As content becomes easier to produce, provenance and credibility become stronger differentiators. FlowState’s strongest wedge may be the visible evidence behind a recommendation, not the recommendation itself.

The attendee profile is illustrative. Event names, dates, speakers, roles, session titles, and times were checked against official UNBOUND pages on August 7, 2026.

1

## Michael Hartman

HEAD OF ENTERPRISE AMERICAS · ANTHROPIC

**Why meet:** Hartman leads enterprise GTM for Claude across highly regulated industries. His session is directly relevant to an AI adoption motion that crosses sales, service, marketing, and operations.

**Where:** Main Stage · Thu, Sep 17 · 9:00–9:30 a.m. Arrive 15 minutes early and sit near an aisle; approach only after the initial speaker rush clears.

### OPEN WITH

“You described the modern revenue organization as structurally different, not merely AI-enabled. Where do you see evidence and human review belonging in that operating model?”

2

## Maha Abouelelein

FOUNDER & CEO · DIGITAL AND SAVVY

**Why meet:** her session focuses on building trust through authentic messaging as content becomes easier to generate—the credibility problem FlowState must solve if AI is shaping a customer-facing action.

**Where:** Impact Stage · Wed, Sep 16 · 3:30–4:00 p.m. Use the stage exit as a brief question moment; do not pitch in the line.

### OPEN WITH

“Your session separates more content from more trust. What is the smallest proof point a brand should expose when AI helped shape the message?”

3

## Mark Roberge

CO-FOUNDER & MANAGING PARTNER · STAGE 2 CAPITAL

**Why meet:** Roberge previously scaled HubSpot revenue from zero to \$100 million and now works with go-to-market companies. He can pressure-test whether FlowState's initial workflow is specific enough to create repeatable value.

**Where:** Main Stage · Thu, Sep 17 · 9:00–9:30 a.m. If Hartman is surrounded, prioritize Roberge rather than trying to reach both.

### OPEN WITH

“When a product claims to improve GTM judgment, what behavior tells you it has found a workflow wedge instead of becoming another dashboard?”

HIGH-TRAFFIC TOUCHPOINTS

# Be where the conversation continues.

## The Exchanges

Choose the role-based Exchange closest to revenue operations or founder-led growth. Use it to find peers who own the same handoff problem. Ask: “Where does customer context get lost between signal and action today?”

### Main Stage seating area · Thursday morning

Arrive before the 9:00 session. The pre-session window is better for peer conversations than speaker outreach. Look for revenue leaders comparing notes on the agenda and offer one crisp hypothesis, not a product tour.

### Impact Stage exit · Wednesday afternoon

After Abouelenen’s session, capture one line that changed your thinking. If you meet another attendee first, ask how their company proves authenticity when AI helped draft the work; that answer may be more actionable than a celebrity introduction.

2:1

For every conversation about FlowState, have two conversations about the other person’s workflow. Record the exact decision, owner, missing context, and current workaround immediately afterward.

## FOLLOW-UP WHILE THE CONTEXT IS WARM

### LINKEDIN · UNDER 300 CHARACTERS

Michael—your distinction between redesigning a GTM operating model and simply adding AI changed how I’m framing FlowState. I appreciated the brief exchange after the session and would value staying connected as we test an evidence-first workflow.

### EMAIL SUBJECT

The evidence-first workflow question from UNBOUND

### EMAIL BODY

Thank you for the brief conversation after Thursday’s session. Your point about operating design—not tool adoption—sharpened our pilot question. I attached the one-page workflow I mentioned. If useful, I would be glad to share what we learn from the first five teams; no meeting needed unless the findings are relevant.