

**Topic:** Managing Communications Preference and Consent

In this talk, CloudKettle CEO Greg Poirier and Marketing Automation Practice Lead Sabuhi Yahyayev will explain the differences between Communications Preference and Consent management, the common use cases for each and why they matter from a marketing, compliance, and service perspective. Then, they will walk through how enterprises are managing marketing and service communications across email and text, the platforms they use to do this and how they determine who to send the right message to when.

**Speaker:** Greg Poirier - CEO, CloudKettle



Greg Poirier is the Founder and CEO of CloudKettle. Greg has been in the Salesforce ecosystem for more than a decade. In 2010, he joined Radian6 (acquired by Salesforce), where he grew the digital marketing team. After Salesforce, he was recruited to build the Sales and Marketing engine at TitanFile, a secure document file-sharing company. In 2013, he joined Livelenz (acquired by Mobivity), where his talent for creating efficiencies expanded his role to Chief Operating Officer.

A three-time Dreamforce speaker, Greg is a sought-after presenter and advisor specializing in Revenue Operations. Passionate about giving back, he also mentors emerging talent at his local accelerator and incubator.

**Speaker:** Sabuhi Yahyayev - Senior Director, Marketing Automation, CloudKettle



Sabuhi Yahyayev is a Senior Director, Marketing Automation at CloudKettle. With over 10 years of Marketing Automation experience, Sabuhi leads a team of marketing automation and email specialists. They help clients improve marketing operations by boosting demand generation, optimizing lead conversion, and enhancing customer engagement. Sabuhi is a certified Salesforce Administrator as well as being certified in Salesforce Marketing Cloud, Pardot, Marketo and Google, allowing him to offer a unique perspective and understanding of how multiple systems tie together.