CROSSROADS
The B2B Payments Conference

Full Agenda

DAY 1: MONDAY NOV 9

7:00 – 8:00 AM CST — Breakfast — Salon

8:00 – 8:20 AM CST — **Welcome Address** — Main Stage
Speaker: **Brandon Spear** | TreviPay

8:20 – 9:00 AM CST — **Brand Leaders Panel: Scaling for Success** — Main Stage
Speakers: **Edgar Garcia** | Lenovo, **Bryce Wernsman** | Red Wing Shoe Company, **Amy Morel** | International Motors
Moderator: **Martha Salinas** | TreviPay

9:00 – 9:10 AM CST — **Tech Keynote Preview: An AI-Powered Future** — Main Stage
Dan Zimmerman | TreviPay, **Allen Bonde** | TreviPay

9:10 – 9:30 AM CST — **It Takes a Team: Meet the Track Leaders** — Main Stage
Speakers: **Aditi Bharara** | Walmart Financial Services, **Tom Cunningham** | Former UATP, **David Mitchell** | WPP Enterprise Solutions
Moderator: **Allen Bonde** | TreviPay

9:30 – 9:45 AM CST — Coffee Break — Break

9:45 – 10:15 AM CST — **Beyond DSO: Redisigning O2C for Growth** — Finance Breakout
Speakers: **Michael Ragsdale** | Kansas City Chiefs, **Mike Casabona** | Solomon
Moderator: **Allan Reynolds** | Flagship Advisory Partners

9:45 – 10:15 AM CST — **B2B as a Growth Engine** — Sales Breakout
Speakers: **Jessica Hill** | Aventon, **Todd Holzer** | Red Wing Shoe Company
Moderator: **Jeff Coppolo** | TreviPay

9:45 – 10:15 AM CST — **Balancing Automation and CX** — Tech Breakout
Speakers: **Hugh Khan** | Suntell, **Dianna Keen** | WPP Enterprise Solutions, **Ramana Bhandaru** | Capgemini Intelligent Business Operations
Moderator: **Danny Cates** | TreviPay

10:20 – 10:50 AM CST — **Stablecoin Impact and Outlook** — Finance Breakout
Speakers: **Keith Mandell** | Circle, **Heidi Lehmann** | BTM Energy/HDAX, **Todd Ziegler** | TCS Blockchain, Inc.
Moderator: **Frank Martien** | Windward Strategy

10:20 – 10:50 AM CST — **Loyalty and Incentives** — Sales Breakout
Speakers: **Loie Maxwell** | Amazon Fresh, **Jennifer Ingram** | Former The Hartford, Amex
Moderator: **Melea McRae-Hall** | Crux

10:20 – 10:50 AM CST — **GenAI Methods and Myths** — Tech Breakout
Speakers: **Michael Smith** | Imagemakers, **George Hipp** | Clearbox Systems
Moderator: **David Mitchell** | WPP Enterprise Solutions

10:50 – 11:10 AM CST — Coffee Break — Break

11:10 – 11:50 AM CST — **Expert Panel: E-invoicing and Global Regulatory Outlook** — Main Stage
Speakers: **Frank Ludwig** | Approvis, **Tom Skomba** | Accenture
Moderator: **Inez Berkhof-Hollander** | TreviPay

11:50 AM – 12:10 PM CST — **Manufacturing Spotlight** — Main Stage
Speakers: **Amy Morel** | International Motors, **Christy Stoffer** | TreviPay

12:10 – 12:30 PM CST — **Retail + Travel Spotlight** — Main Stage
Speakers: **Tom Cunningham** | Former UATP, **Loie Maxwell** | Amazon Fresh

12:30 – 1:15 PM CST — Lunch — Break

1:15 – 2:15 PM CST — **Keynote Speaker + Q&A** — Main Stage
Speaker: **Heidi Gardner**
Moderator: **Martha Salinas** | TreviPay

2:15 – 2:35 PM CST — Coffee Break — Break

Agenda Correct as of 11/08/2026

DAY 1: MONDAY NOV 9

2:35 – 3:05 PM CST — Finance Breakout
Risk and Fraud Spotlight
Speakers: **Francois Burtin** | Allianz Trade, **Ben Duran** | TreviPay, **Bethany Stewart** | TreviPay, **Derek Overby** | TreviPay
Moderator: **Rissi Lovern** | TreviPay

2:35 – 3:05 PM CST — Sales Breakout
Is Agentic Ready for B2B?
Speakers: **Marina Brightup** | Western Digital, **Clint Sears** | TreviPay
Moderator: **Rom Mascetti** | Flagship Advisory Partners

2:35 – 3:05 PM CST — Tech Breakout
Embedded Payments Playbook
Speakers: **Tapas Samantaray** | TreviPay, **Justin Chapman** | United, **Aaron Galván** | UATP
Moderator: **Greg Toussaint** | Edgar, Dunn & Company

3:10 – 3:40 PM CST — Finance Breakout
Fintech Innovators Panel
Speakers: **John Badovinac** | Flute, **José Luna y Parra** | SolidIA, **Zach Pettet** | Market Reads Podcast
Moderator: **Nick Utton** | Former Mastercard, E*TRADE

3:10 – 3:40 PM CST — Sales Breakout
Selling to Government Buyers Panel
Speakers: **Leah Nargan** | Best Buy, **Benjamin Shelton** | KHI, **Lincoln Stevens** | KHI
Moderator: **Virginia Zimmerman** | KHI Inc

3:10 – 3:40 PM CST — Tech Breakout
Bringing Order to Order-to-Cash with AI-Powered Managed Services
Speakers: **Dan Glennon** | TreviPay, **David Healy** | TreviPay, **Sarah Rothfuss** | TreviPay
Moderator: **Kauleen Adiutori** | TreviPay

3:40 – 4:00 PM CST — Coffee Break — Break

4:00 – 4:40 PM CST — Main Stage
Expert Panel: The B2B Growth Outlook
Speakers: **Rebecca Meeker** | Mastercard, **Graham Eckert** | Bain & Company, **Rom Mascetti** | Flagship Advisory Partners
Moderator: **Jennifer Tramontana** | The Fletcher Group

4:40 – 5:00 PM CST — Main Stage
Fireside Chat + Day 1 Wrap Up
Speakers: **Martha Salinas** | TreviPay, **Nick Utton** | Former Mastercard, E*TRADE
Moderator: **Allen Bonde** | TreviPay

5:00 – 6:00 PM CST — Networking Break — Salon

6:00 PM CST — BBQ & Blues Party at J. Rieger & Co. — Offsite

DAY 2: TUESDAY NOV 10

7:00 – 8:00 AM CST — Breakfast — Salon

08:30 – 8:40 AM CST — Main Stage
Day 2 Welcome and Highlights
Moderator: **Allen Bonde** | TreviPay, **Martha Salinas** | TreviPay

08:40 – 9:30 AM CST — Main Stage
Tech Keynote: An AI-Powered Future
Speakers: **Keith Mandell** | Circle, **Zach Stevens** | AWS, **Esau Underhill** | Best Buy
Moderator: **Dan Zimmerman** | TreviPay

9:30 – 10:10 AM CST — Main Stage
Expert Panel: What Corporate Buyers Want
Speakers: **Paul Burke** | NTI, **Justin Chapman** | United, **Sunny VanderVeer** | HubNetic
Moderator: **Piers Gorman** | TreviPay

10:10 – 10:20 AM CST — Coffee Break — Break

10:20 – 11:00 AM CST — Main Stage
Every Transaction Has Two Customers
Speakers: **Shari Krikorian** | Visa, **José Luna y Parra** | SolidIA, **Chris Zimmer** | TreviPay
Moderator: **Tony Alvarez** | TreviPay

11:00 – 11:15 AM CST — Main Stage
Finance Track Takeaways
Speakers: **Aditi Bharara** | Walmart Financial Services

11:15 – 11:30 AM CST — Main Stage
Sales Track Takeaways
Speakers: **Tom Cunningham** | Former UATP

11:30 – 11:45 AM CST — Main Stage
Tech Track Takeaways
Speaker: **David Mitchell** | WPP Enterprise Solutions

11:45 AM – 12:00 PM CST — Main Stage
Conference Wrap Up
Speakers: **Martha Salinas** | TreviPay, **Allen Bonde** | TreviPay

12:00 – 12:30 PM CST — Grab and Go Snacks — Foyer

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