

SCALEUP ACADEMY WEBINAR SERIES

Scaling Up Sales & Marketing Teams | Feb 11, 2026 - 11am to 12pm

Strong sales and marketing are the backbone of growth. Learn proven strategies for building, structuring, and leading teams that can scale with your company.

Host:

- Erika Borgerson, BC Tech

Panel:

- Lauren Milne, Apply Digital
- Kim Lawrence, Ideon Technologies
- Peter Callaghan, Pagefreezer

RUN OF SHOW:

10:50AM	Speakers arrive 10 minutes early for final testing	10 min
11:00AM	Session opens	2 min
11:02AM	Opening remarks – BC Tech, Erika Borgerson	4 min
11:06AM	Speaker Introduction – BC Tech, Erika Borgerson	1 min
11:07AM	Speaker Discussion – Lauren, Kim, Peter	40 min
11:47AM	Audience Q&A – Lauren, Kim, Peter	10 min
11:57AM	Closing Remarks – BC Tech, Erika Borgerson	3 min
12:00PM	Event end	Time

QUESTIONS MODERATED BY ERIKA:

1. Scaling often begins with spotting a new opportunity on the horizon. What was the moment when you realized your sales or marketing team needed to evolve to capture the next stage of growth? What sparked that shift, and what did it unlock for your organization?
 - a. Lauren
 - b. Kim
 - c. Peter

2. During your scaleup journey, what were the most impactful early decisions you made — whether around roles, processes, or the way sales and marketing worked together? What actually moved the needle in those early stages?
 - d. Kim
 - e. Peter
 - f. Lauren

3. Scaling isn't linear, and each company learns along the way. Can you share an experience where your team had to adjust or rethink your approach — and how that shift ultimately strengthened your path to growth?
 - g. Peter
 - h. Lauren
 - i. Kim

4. As your teams matured, what indicators or behaviours became the clearest signs that your sales and marketing engine was becoming truly scalable and repeatable? What should founders pay attention to as they grow?
 - a. Lauren
 - b. Kim
 - c. Peter

5. [*Time Permitting*] How is AI impacting your sales & marketing strategy for 2026?
 - a. Peter
 - b. Lauren
 - c. Kim



AUDIENCE Q&A - ERIKA

6. Now the final question - for startups on the line, who are just starting out but have big ambitions, what key takeaways would you share with them?
 - a. Kim
 - b. Peter
 - c. Lauren