

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

Poll Questions:

Poll 1 - Which GTM capability will be most important for BC companies to scale in 2026?

- Clear and differentiated value proposition
- Effective demand-generation engine
- Systematic, data-driven sales motion
- Strong customer expansion strategy
- Tight alignment across sales, marketing, and product

Poll 2 - What leadership capability will matter most for BC tech companies in 2026?

- Leading through uncertainty
- Scaling teams & culture
- Adopting AI effectively
- Strategic market expansion
- Building partnerships & alliances

QUESTIONS MODERATED BY ERIKA:

1. Scaling often begins with spotting a new opportunity on the horizon. What was a key 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. Reflecting on your career experience, what are some of the most impactful decisions that you can make to move the needle in the early stages - whether around roles, processes, or the way sales and marketing work together?
 - 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 you think about growing your business, what metrics or signals are you looking for in your sales and marketing efforts that show they are working and can be scaled up?
 - 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