

Ghassan Lababidi

Make partnerships work
beyond the announcement.

Cisco / OpenText / Databricks / Koantek



SPEAKER BIO

Ghassan Lababidi is a global alliances, partner marketing and ecosystem executive with experience across Cisco, OpenText, Databricks and Koantek. He is the author of the Partner Marketing Activation Playbook and speaks about connecting partner strategy, marketing and enablement to business growth.

FEATURED TALKS

01 The Partnership Is Not the Strategy

Connect a shared customer opportunity, a clear story and field ownership before adding more activity.

02 Fund Commitment, Not Habit: Treating MDF as Capital

Assess strategic value, partner commitment and execution readiness before approving an investment.

03 From Announced to Activated: A 90-Day Plan

Turn a partnership launch into clear priorities, seller readiness, ownership and evidence of progress.

FORMATS

Keynote

30 to 45 minutes

Workshop

90 minutes with the scorecard

Fireside chat

Moderated conversation

Discuss a speaking engagement

Share your audience, event and topic.

[Book a conversation](#)