

THE OFFICIAL SALESFORCE VENTURES GUIDE TO DREAMFORCE

October 14-16, 2025
San Francisco, CA



2025

WELCOME TO DREAMFORCE

The future of the enterprise is agentic: companies that can sense, decide, and act in real time, creating real value and efficiency for their customers. At Dreamforce this year, you'll see how AI, data, and CRM are converging to make that vision real – powering organizations that don't just react to change, but shape it.

Over the course of the week, you'll be surrounded by Salesforce customers, executives, and dozens of Salesforce Ventures founders. It's a rare chance to see in real time how the industry's most ambitious companies are tackling the opportunities and challenges of this moment. **As part of our portfolio, you have a front-row seat to the conversations and collaborations shaping the next era of enterprise innovation.**

With more than 1,500 sessions, workshops, and roundtables, Dreamforce can feel like a lot. That's why we built this guide for our founders: to highlight what we feel matters most as you build your companies and point you toward the people and ideas that'll be most impactful to your business. Inside, you'll find curated session recommendations, practical tips for navigating Dreamforce, and guidance on which of your peers will also be in attendance.

Our hope is that you leave Dreamforce not just inspired, but equipped with new perspectives, connections, and momentum to power your businesses forward.

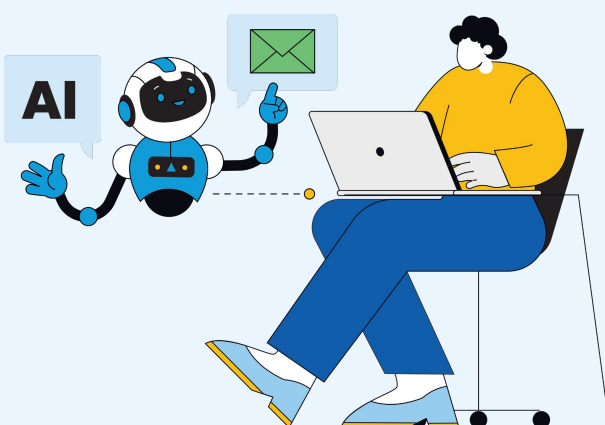
This is Dreamforce, Salesforce Ventures-style. We're so glad you're here.

Sincerely,
The Salesforce Ventures team

THE PERFECT DREAMFORCE STARTS WITH AN AGENDA

We've pulled together the most impactful Dreamforce sessions for founders, featuring **Salesforce Ventures** portfolio leaders and covering the topics that matter most to entrepreneurs today. Because every founder's journey is different, we've organized our recommendations into three tracks – AI, Impact, and Leadership – so you can follow the path that best aligns with your goals.

To make it easy to plan your week, you can build your own custom agenda using the [Agenda Builder tool on the Dreamforce website](#).



ARTIFICIAL INTELLIGENCE



LEADERSHIP



IMPACT

AI TRACK

TUESDAY, OCT 14

10 AM – 12:00 PM PDT

Dreamforce Keynote with Marc Benioff
Join Salesforce Chair and CEO Marc Benioff, along with special guests, to explore what it means to become an Agentic Enterprise where humans and AI agents work together to drive customer success.

- Marc Benioff,
Founder & CEO, *Salesforce*

Moscone South, LL, Keynote – Hall B

TUESDAY, OCT 14

1:30 PM – 2:00 PM PDT

salesforce ventures

Rewriting the Enterprise Playbook with AI
AI is reshaping how we work—from screen-first to voice-first, from manual to conversational. Join ElevenLabs and Writer to explore building trusted, enterprise-grade AI infrastructure.

- May Habib,
CEO & Co-Founder, *Writer*
- Mati Staniszewski,
CEO & Co-Founder, *ElevenLabs*

Moscone West, L2, Agentic Theater

TUESDAY, OCT 14

2:00 PM – 2:50 PM PDT

salesforce ventures

Slack Keynote: Reimagining Work for the Agentic Enterprise
Ready for the digital labor revolution? Learn how industry leaders are building their strategy with Agentforce and Slack. See employee agents in action with live demos of Slack’s newest innovations.

- Guillermo Rauch,
CEO, *Vercel*
- Mike Hanley,
VP, Chief Information Security Officer, *General Motors Holdings*
- Denise Dresser,
CEO, *Slack*

Moscone West, L3, Keynote – Room 3001

TUESDAY, OCT 14

3:00 PM – 3:30 PM PDT

TIME 100 Talks: Merging Art, Data, and AI with Refik Anadol
Refik Anadol and TIME’s Nikhil Kumar explore how AI is reshaping creativity, storytelling, and culture – blending human vision with machine collaboration.

- Refik Anadol,
Media Artist & Director, *Refik Anadol Studio*, Co-Founder, *Dataland*
- Nikhil Kumar,
Executive Editor, *TIME*

Moscone West, L2, Agentic Theater

WEDNESDAY, OCT 15

9:30 AM – 10:00 AM PDT

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Narrow Tasks to General Intelligence: The Future of Robotics
Robotics is shifting to general-purpose intelligence. Skild AI’s Deepak Pathak and Dyna’s Lindon Gao explore scaling, architectures, and trade-offs when deploying generalist robots in the real world.

- Taksina Eammano,
EVP & GM, Field Service, *Salesforce*
- Lindon Gao,
CEO, *Dyna Robotics*
- Deepak Pathak,
CEO, *Skild AI*

Moscone West, L2, Agentic Theater

WEDNESDAY, OCT 15

11:15 AM – 12:00 PM PDT

Humanoid Robots & AI: Driving the New Industrial Future
Marc Benioff and Brett Adcock, founder of Figure AI, explore how AI-powered humanoid robots will transform the workforce, reshape industries, & redefine what’s possible in the age of intelligent tech.

- Marc Benioff,
Chair, CEO & Co-Founder, *Salesforce*
- Brett Adcock,
CEO, *FigureAI*

YBCA, Keynote – Blue Shield of California Theater

WEDNESDAY, OCT 15

12:00 PM – 12:50 PM PDT

SMB & Startup Keynote: Grow Faster with Data and AI Agents
Discover how data, AI, and a connected platform helps SMBs and startups navigate change, scale operations, and enhance customer experiences, with real stories from our growing customers.

- Adam Alfano,
EVP, *Salesforce*
- Giovanni Crispino,
EVP, EMEA ESMB, *Salesforce*
- Whitney Hillyer,
SVP, Sales, *Salesforce*
- Matteo Vanotti,
CEO, *xFarm Technologies*
- Patty Hager,
VP Solution Engineering, *Salesforce*
- Dr. Paramjit Chopra,
President, *MIMIT PC/ CIMSS*

Moscone South, LL, Keynote – Hall A

WEDNESDAY, OCT 15

1:00 PM – 2:00 PM PDT

Explore and Expand AI Use in Your Small Business Today
Join peers and AI experts to discuss how small businesses are kicking off their AI journey. Whether you are new to AI or experienced, learn how to prepare & expand the use of AI in your small business.

- Marcus Conway,
Lead Solution Engineer, *Salesforce*
- Jenn Sei,
Growth Product Marketing Manager, *Salesforce*
- Everett Berry,
Head of GTM Engineering, *Clay*

Moscone West, L2, Roundtable 8

WEDNESDAY, OCT 15

1:15 PM – 2:00 PM PDT

Growing Smarter: AI Strategies for Small Business
Hear how small business leaders are using AI to overcome challenges, simplify operations, and drive growth in a competitive market.

- Sam Dwivedi,
SVP, SMB Solutions, *Salesforce*
- Amanda Kalhow,
CEO & Founder, *1Mind*

InterContinental, L5, InterContinental Ballroom B

WEDNESDAY, OCT 15

4:15 PM – 5:00 PM PDT

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A Conversation with Dario Amodei and Marc Benioff
Join Marc Benioff and Dario Amodei as they discuss the future of AI, the importance of responsible governance and ethical deployment, and the leadership required to ensure AI is a force for good.

- Marc Benioff,
Chair, CEO & Co-Founder, *Salesforce*
- Dario Amodei,
Co-Founder & CEO, *Anthropic*

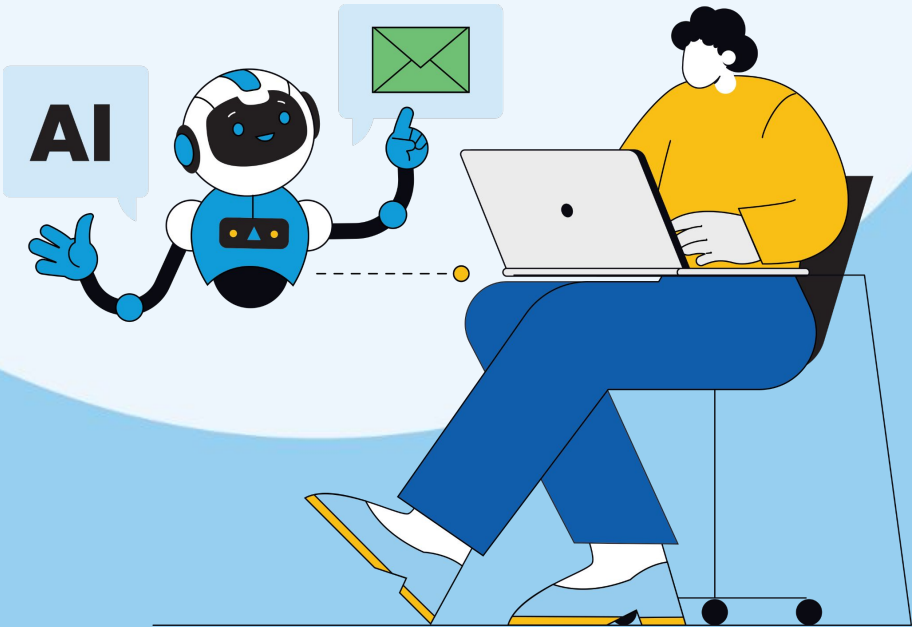
YBCA, Keynote – Blue Shield of California Theater

WEDNESDAY, OCT 15

6:00 PM – 9:30 PM PDT

Dreamfest at Chase Center and Bayfront Park
Dreamfest: The official Dreamforce celebration & UCSF Benioff Children’s Hospitals’ Concert for Kids. Enjoy Metallica at Chase Center or Benson Boone at Bayfront Park. Capacity Limited. Doors at 6 PM.

Chase Center OR Bayfront Park



AI TRACK

THURSDAY, OCT 16

9:45 AM – 10:15 AM PDT

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TIME100 Talks: Rethinking Cloud Infrastructure for Engineers
As cloud and AI costs soar, engineers need visibility and control. This panel explores new FinOps strategies to cut waste, optimize resources, and turn cost management into a competitive edge.

- Alon Arvatz, CEO, *PointFive*
- Ayesha Javed, Senior Editor, *TIME*

Moscone West, L2, Agentic Theater

THURSDAY, OCT 16

9:45 AM – 10:30 AM PDT

The Future of AI: What the Next Generation Sees Coming
The next generation isn't just using AI – it's shaping it. Explore how students are imagining a more impactful future for AI and learn how higher education must evolve to train AI-native tech talent.

- Becky Ferguson, SVP Philanthropy and CEO of the Salesforce Foundation, *Salesforce*
- Lula San, Software Engineer, *Futures Pathways Intern*
- Michael Ellison, CEO and Co-Founder, *CodePath*
- Celeste Zepeda, Software Engineer, *Salesforce*

InterContinental, L5, InterContinental Ballroom B

THURSDAY, OCT 16

11:30 AM – 12:00 PM PDT

Andrew Ng on Building With AI: Speed, Smarts, and Scale
Andrew Ng shares lessons from building AI startups and how those principles – like rapid prototyping and smart tech choices – can help enterprises build, scale, and deploy impactful AI.

- Silvio Savarese, EVP, Chief Scientist, *Salesforce*
- Andrew Ng, Founder, *DeepLearning.ai*

Moscone West, L2, Agentic Theater

THURSDAY, OCT 16

1:30 PM – 2:00 PM PDT

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Why Openness Fuels AI Democratization
Join Percy Liang, Stanford professor & co-founder of Together AI to explore open vs. closed AI including Marin – his open lab for transparent, collaborative foundation models.

- Percy Liang, Co-Founder, *Together AI*
- Shafiq Rayhan Joty, Senior Director, AI Research, *Salesforce*

Moscone West, L2, Agentic Theater

THURSDAY, OCT 16

3:00 PM – 3:30 PM PDT

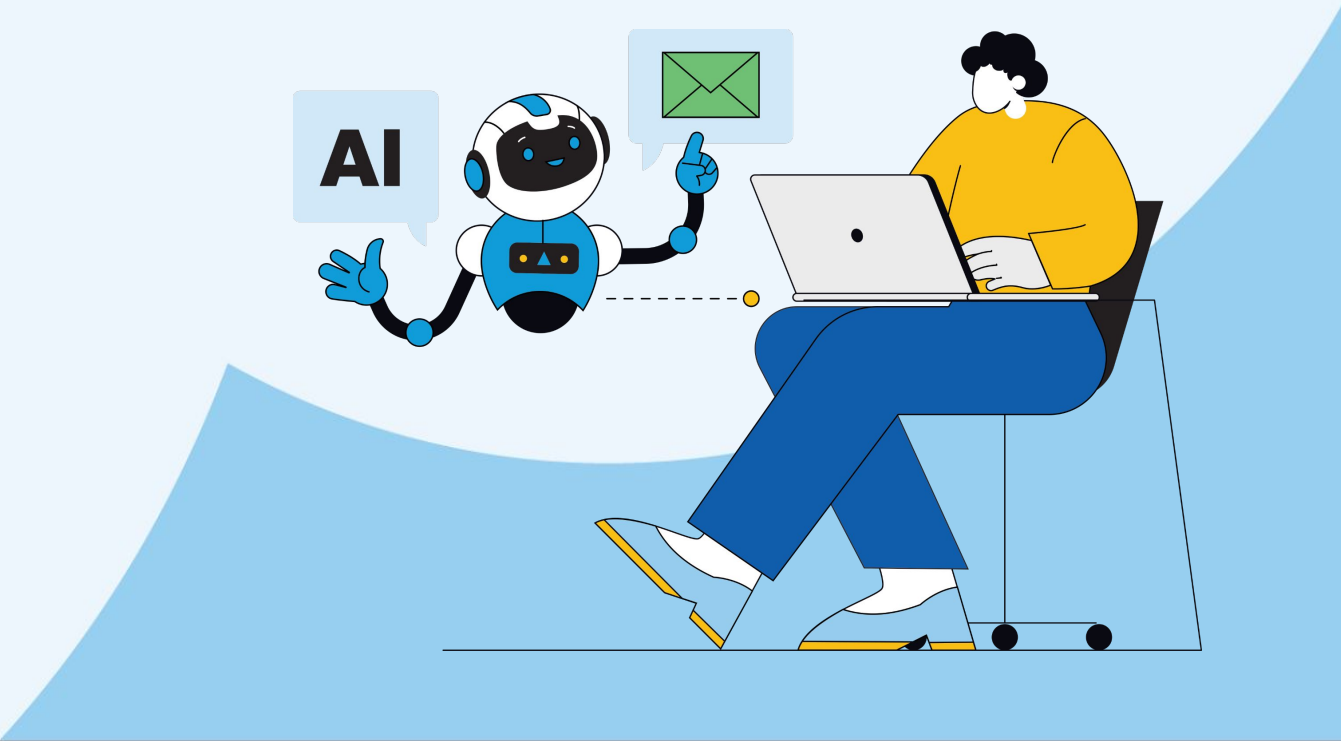
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The Agentic Web Powered by Vercel: Software's Next Frontier
AI is reshaping software development. Join CEO Guillermo Rauch and COO Jeanne Grosser as they discuss how today's infrastructure will pave the way for an agent-to-agent future.

- Guillermo Rauch, CEO, *Vercel*
- Jeanne DeWitt Grosser, COO, *Vercel*

Moscone West, L2, Agentic Theater



LEADERSHIP TRACK

TUESDAY, OCT 14

8:30 AM – 8:50 PM PDT

Assembling the Hybrid Workforce of the Future

The future of work is already here. Learn how leaders blend digital agents and people to scale hiring, cut costs, and build a workforce ready to meet tomorrow's challenges.

- **Mark Grimwood**, SVP - Head of Global Distribution Recruiting, *Salesforce*
- **Brandon Metcalf**, CEO & Founder, *Asymbi, Inc.*

Moscone West, L2, Agentic Theater

TUESDAY, OCT 14

8:30 AM – 9:15 AM PDT

Challenging the Status Quo: Rethinking Automation

Your sales and care experiences drive costs down and fuel growth. Just adding agentic AI to the mix won't resolve the problems that have been put off – aligning data, tech people, and processes will.

- **Ryan Peterson**, Chief Product Officer, *Concentrix*
- **Guy Bourgault**, Head of Agentic, TPS, *Concentrix*

Metreon AMC, L3, Theater 10

TUESDAY, OCT 14

8:30 AM – 9:30 AM PDT

Aligning Incentives & Outcomes: 5 Keys to Driving Performance

Incentives falling flat? Let's change that. Explore five proven ways to align incentives with outcomes. We'll dive into best practices that drive smarter compensation and lasting performance.

- **Maddy Gill**, Senior Director, Product Management, *Salesforce*
- **Jeron Paul**, SVP of Product, *Salesforce*
- **Chase Evans**, Product Manager, *Salesforce*
- **Sambhav Galada**, Senior Product Manager, *Salesforce*

Moscone West, L2, Roundtable

TUESDAY, OCT 14

9:00 AM – 9:20 AM PDT

Creating Continuity and Streamlining Business Processes

Learn how to leverage AI, automate processes, and unify diverse data to enhance effectiveness and improve accuracy for business continuity and streamlined operations.

- **Niko Ruud**, Assistant Deputy Secretary, *Wisconsin Department of Safety and Professional Services*
- **Alexis Harper**, Criminal Justice Project Manager, *Colorado Department of Public Safety*
- **Sabih Khan**, Global Industry Strategy & GTM Advisor, Public Safety & Justice, *Salesforce*

Moscone West, L3, Theater 19

TUESDAY, OCT 14

10:00 AM – 12:00 PM PDT

Dreamforce Keynote with Marc Benioff

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- **Marc Benioff**, Founder & CEO, *Salesforce*

Moscone South, LL, Keynote – Hall B

TUESDAY, OCT 14

1:00 PM – 1:45 PM PDT

The Do's and Don'ts of Modern Marketing

Customer engagement varies by industry, but great marketing is universal. Join expert marketers as they share wins, challenges, and how AI is reshaping the future of customer connection.

- **Angela Vega**, Director, Capabilities & Operations, *Expedia Group*
- **Jason Scott**, SVP, Martech | CRM | Customer Data | Analytics, *First Horizon*
- **Max Kiely**, Product Marketing Manager, *Salesforce*
- **Guy Kamikawa**, Head of Marketing Tech & Growth Engineering, *Amazon Music*

Moscone West, L3, Room 3024

ADDITIONAL SESSION:
Thursday, Oct 16, 12:15 PM – 1:00 PM PDT
Metreon AMC, L3, Theater 7

TUESDAY, OCT 14

3:30 PM – 4:30 PM PDT

From Toil to Joy: Unleashing Employee-Centric Gen AI

Gen AI isn't just boosting productivity – it's redefining fulfillment. Explore how embedding gen AI in daily tasks enhances employee engagement, reshapes roles, and unlocks more meaningful work.

- **Lucas Puente**, VP, Product Research & Insights, *Slack, Salesforce*
- **Matt Kropp**, CTO | Managing Director and Senior Partner, *Boston Consulting Group*

Moscone West, L2, Roundtable 7

WEDNESDAY, OCT 15

11:00 AM – 11:30 AM PDT

TIME100 Talks: The Modern CEO Playbook

How is the CEO of Docusign leading through the most disruptive era yet? Join TIME CEO Jess Sibley as they discuss scaling teams and building iconic brands.

- **Jessica Sibley**, CEO, *TIME*
- **Allan Thygesen**, CEO, *Docusign*

Moscone West, L3, Agentic Theater

WEDNESDAY, OCT 15

12:15 PM – 12:45 PM PDT

Leading With Purpose: Starbucks & LIV Golf

Starbucks CEO Brian Niccol and LIV Golf CEO Scott O'Neil discuss global leadership, blending reinvention, innovation, and human connection while reshaping the rules of business.

- **Brian Niccol**, CEO, *TIME*
- **Heather Ruden**, EVP, Global Field Marketing, *Salesforce*
- **Scott O'Neil**, CEO, *LIV Golf*

Moscone West, L2, Agentic Theater

WEDNESDAY, OCT 15

2: 00 PM – 2:20 PM PDT

The Power of Showing Up as Yourself

From one person's journey to CEO and Slack Community leader, learn how Slack fosters personal growth and leadership, leading to individual and team success through consistency and authenticity.

- **Niti Praveen**, CEO, *KnowCloudAI*

Moscone West, L3, Codey Theater

ADDITIONAL SESSION:
Thursday, Oct 16, 10:00 AM – 10:20 AM PDT
Moscone West, L3, Astro Theater

WEDNESDAY, OCT 15

4:00 PM – 5:00 PM PDT

Discover Practical AI Solutions for Your Small Business

Connect with peers and AI experts to explore how small businesses are starting and scaling their AI journey. Uncover helpful strategies to begin or grow AI use in your business.

- **Jenn Sei**, Growth Product Marketing Manager, *Salesforce*
- **Marcus Conway**, Lead Solution Engineer, *Salesforce*
- **Kathryn Dean**, Head of Growth, *HappyRobot*

Moscone West, L2, Roundtable 8

WEDNESDAY, OCT 15

6:00 PM – 9:30 PM PDT

Dreamfest at Chase Center and Bayfront Park

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Chase Center OR Bayfront Park

THURSDAY, OCT 16

11:00 AM – 11:45 AM PDT

A Conversation with Sundar Pichai and Marc Benioff

Join Marc Benioff and Sundar Pichai as they discuss how Salesforce and Google, together with humans and AI agents, are redefining what's possible in business.

- **Marc Benioff**, Founder & CEO, *Salesforce*
- **Sundar Pichai**, CEO, *Google and Alphabet*

YBCA, Keynote – Blue Shield of California Theater



IMPACT TRACK

TUESDAY, OCT 14

10 AM – 12:00 PM PDT

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- **Marc Benioff**,
Founder & CEO, *Salesforce*

Moscone South, LL, Keynote – Hall B

TUESDAY, OCT 14

12:45 PM – 1:15 PM PDT



Powering the Next AI Frontier

AI's growth is colliding with an unprecedented energy bottleneck. Leaders from Emerald AI, Crusoe, and Base Power discuss clean energy, grids, and financing to power the next wave of intelligence.

- **Dr. Varun Sivaram**,
CEO & Founder, *Emerald AI*
- **Chase Lochmiller**,
CEO, *Crusoe Energy*
- **Justin Lopas**,
Co-Founder & COO, *Base Power*
- **Claudine Emeott**,
VP and Partner, Salesforce Ventures Impact Fund, *Salesforce*

Moscone West, L2, Agentic Theater

TUESDAY, OCT 14

2:00 PM – 3:00 PM PDT

Women in Tech: Balancing Expectations and Career Growth

Women make up less than half of the workforce in the tech industry and fewer are leaders. Hear from women leaders in tech about their journeys, while networking with other women and allies.

- **Madison Hoffman**,
Manager, Business Consultant, *Salesforce*
- **Christine Magnuson**,
VP, Solution Engineering, *Salesforce*
- **Trish Soganich**,
VP Global Revenue Operations, *Precisely*

Moscone West, L2, Roundtable 11

TUESDAY, OCT 14

4:00 PM – 5:00 PM PDT

Fireside Chat with a Government Leader Looking to the Future

Join this session with a U.S. state governor to hear their priorities as they balance housing, healthcare, wildlife recovery, and the wellbeing of their people.

- **Kevin Paschuck**,
EVP, North America Public Sector & Education, *Salesforce*

Moscone West, L2, Roundtable 12

WEDNESDAY, OCT 15

9:00 AM – 10:00 AM PDT

Dreampitch: AI for the Earth's Future

Trailblazing entrepreneurs pitch AI-powered solutions to global challenges, from climate change to economic growth. Judges weigh in, but the audience casts the final vote in this live competition.

- **Barinda Rasode**,
Co-Founder & CEO, *Tersa Earth*
- **Bozoma Saint John**,
Forbes' #1 Most Influential CMO
- **Daniel White**,
Co-Founder & CEO, *Gentian*
- **Dounia Senawi**,
Commercial Officer, *Deloitte*
- **Jumana Al Hashal**,
Co-Founder & CEO, *voltair.ai*
- **Marcus Lemonis**,
CEO, *Camping World*; Executive Chairman, *Bed Bath & Beyond*; Host, *Fox Business' The Fixer*
- **Molly Ford**,
VP, Employer Brand Marketing, *Salesforce*
- **Christian van Maaren**,
Founder & CEO, *Excess Materials Exchange*

Moscone West, L3, Keynote – Room 3001

WEDNESDAY, OCT 15

11:30 AM – 12:30 PM PDT

Grid Orchestration: Managing New Connections, Demand & More

Discover how a unified, stakeholder-centric platform transforms complex utility initiatives by connecting customers, contractors, and regulators on a single source of truth.

- **Susie McMullan**,
Senior Director of Product Management, Energy & Utilities, *Salesforce*
- **Anita Hui**,
Global Salesforce for Utilities Innovation Lead, *Accenture*
- **Mike Johnson**,
Group Product Owner, *Xcel Energy*
- **Dan Keating**,
Director Customer Solutions Operations Support, *National Grid*

Moscone West, L2, Roundtable 12

WEDNESDAY, OCT 15

12:45 PM – 1:15 PM PDT

Ellen Pompeo: Elevating Voices On and Off Screen

A conversation with actor and producer Ellen Pompeo on owning her voice and using her platform to advocate for change in an age-old industry.

- **Soledad O'Brien**,
CEO, *Soledad O'Brien Productions*
- **Ellen Pompeo**,
Actress & Producer

YBCA, Keynote – Blue Shield of California Theater

WEDNESDAY, OCT 15

1:45 PM – 2:15 PM

Inside Amazon and Google's Vision to Power AI Sustainably

AI drives innovation but also a growing environmental cost. Big tech Chief Sustainability officers explore how to scale responsibly—aligning tech growth with a thriving planet.

- **Kate Brandt**,
Chief Sustainability Officer, *Google*
- **Kara Hurst**,
Chief Sustainability Officer, *Amazon*
- **Sunya Norman**,
SVP, Impact, *Salesforce*

Moscone West, L2, Agentic Theater

WEDNESDAY, OCT 15

6:00 PM – 9:30 PM

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Chase Center OR Bayfront Park

THURSDAY, OCT 16

8:30 AM – 8:50 AM

A Power Panel for Women in Sales

Join an inspiring conversation with women reshaping sales & Salesforce, building careers, finding their voice & driving real change across the ecosystem. Walk away with a network that's got your back.

- **Niti Praveen**,
CEO, *KnowCloudAI*
- **Marisa Lopez**,
Strategic Account Director, *Agile Cloud Consulting*

Moscone West, L3, Astro Theater

THURSDAY, OCT 16

10:00 AM – 10:30 AM

America Ferrera on Redefining Authenticity and Impact

Join America Ferrera for a conversation on creating authentic impact. Drawing from her trailblazing career, she'll explore what it means to lead with purpose in today's world.

- **America Ferrera**,
Award-Winning Actor, Director & Producer
- **Alexandra Siegel**,
Chief Equality & Engagement Officer, *Salesforce*

YBCA, Keynote – Blue Shield of California Theater

THURSDAY, OCT 16

12:45 PM – 1:15 PM PDT



The Resilient Enterprise for a New Era of Trade

Evan Smith, CEO of Altana, and Amy Chang, Board Member at Salesforce, Disney & P&G, explore how AI is transforming global trade and unlocking new competitive advantages.

- **Evan Smith**,
Co-Founder & CEO, *Altana*

Moscone West, L2, Agentic Theater

THURSDAY, OCT 16

2:15 PM – 2:45 PM PDT

AI for Impact: Scaling Solutions for People and Planet

Discover how bold leaders are using AI to tackle global challenges, from climate to education, and proving that purposeful tech can drive real, far-reaching impact.

- **Stephane Moulec**,
Chief Technology Officer, *Good360*
- **Siva Kumari**,
Chief Executive Officer, *College Possible*
- **Amy Guterman**,
Senior Director, Salesforce Accelerator – AI for Impact, *Salesforce*

Moscone West, L2, Agentic Theater



TIPS TO MAXIMIZE YOUR DREAMFORCE EXPERIENCE

Tips from the Salesforce Ventures team on how to get the most out of your Dreamforce experience.

"Your top priority should be networking. Target the folks you want to meet and try and book those 1:1 meetings before the start of Dreamforce."

Nowi Kallen, Managing Director



"Don't overplan. Prioritize the sessions with the most relevance to your business or where you can make key connections."

Adrianna Alterman, Principal



"Dreamforce is full of experts of all stripes. Write down your biggest business questions and then seek out the folks who can answer them."

Rob Keith, Partner



"Leave time for the unexpected. The best connections are often spontaneous."

Katie Schwartz Thiry, Managing Director

"Polish your elevator pitch. Have a crisp, 30-second pitch ready and tailor versions for customers, investors, and partners."

Laura Rowson, Principal



"Look for sessions that are unique to Dreamforce — especially those featuring seasoned experts."

Paul Drews, Managing Partner



"Try to listen more than you talk. Great questions open doors. Aim to be curious and engaging, not just pitching or promoting."

Claudine Emeott, Partner

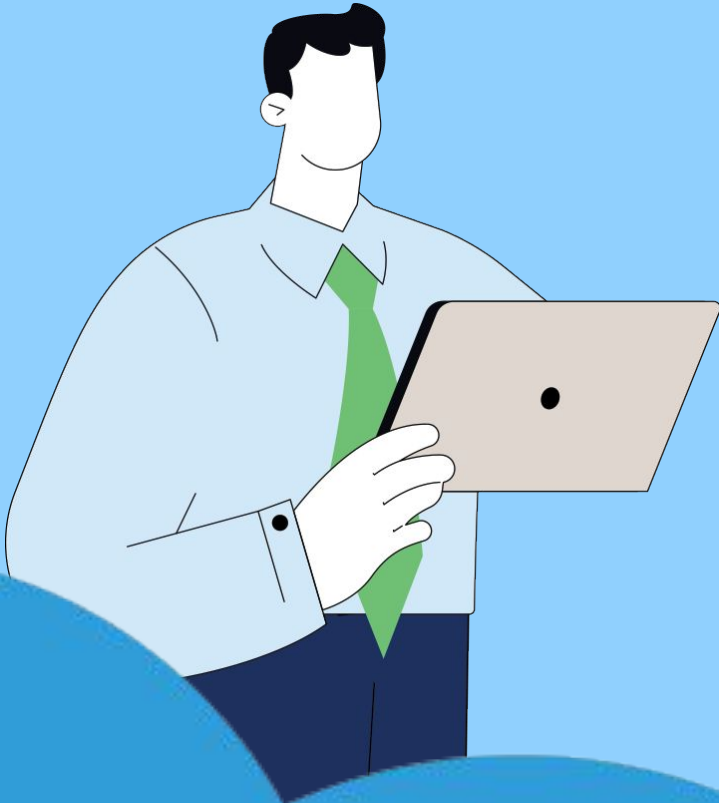
"Stay energized. Dreamforce is huge and there's a lot going on at all times. Schedule downtime, eat lightly, and wear comfortable shoes."

Zak Kokosa, Investor



YOU'RE IN GOOD COMPANY

A quick look at all the Salesforce Ventures portfolio companies speaking at or sponsoring this year's Dreamforce:

 Altana	ANTHROPIC	 BASE	 SPONSOR	certinia SPONSOR	 SPONSOR
 docusign	D Y N A	IIElevenLabs	 emeraldai	 SPONSOR	 SPONSOR
 Ironclad SPONSOR	odaseva SPONSOR	 pendo SPONSOR	 PointFive	 SPONSOR	 SKILD AI
			 SPONSOR	 SPONSOR	 SPONSOR
			 Typeface SPONSOR	 Vercel	
					 SPONSOR

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FAQS



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