

2026 SAMA ANNUAL CONFERENCE

May 18-20, 2026

Arizona Biltmore | Phoenix, Arizona

<https://linkly.link/29uDc>



S A M A

2026 SAMA Annual Conference

Where strategic account leaders come to connect, learn, and lead.

Every year, the SAMA Annual Conference brings together a vibrant, global community of strategic account management professionals and peers who are not only passionate about their work, but eager to share what they've learned.

The 2026 SAMA Annual Conference will once again deliver what our attendees value most: meaningful, real-world insights from fellow practitioners, engaging dialogue with industry leaders, and the opportunity to build lasting connections with people who understand the challenges and potential of customer-centric growth.

What sets this event apart is the breadth of industries represented. Whether you're managing strategic accounts in life sciences, industrial manufacturing, pharmaceuticals, or tech, you'll gain fresh perspectives from how SAMs in other sectors are solving similar challenges in creative, repeatable ways.

This isn't just a conference. It's a working community — one designed to sharpen your thinking, expand your toolkit, and strengthen your impact.

Among returnees to the 2025 SAMA Annual Conference, 93% rated networking opportunities positively, as SAMA continues to deliver strong value and community engagement for loyal attendees.

“So much of my career value has come from the people and the community at the SAMA Annual Conference. There's no other place that you can go and meet executives from leading corporations in the world — all in one place, talking about strategic account management.”

– Jerry Alderman, *CEO*, Valkre Solutions



2X FASTER GROWTH

Strategic accounts have consistently grown 2X over nonstrategic accounts.

10%

Mature SAM programs experience 10% more gross margin over nonstrategic accounts.

95%

Ninety-five percent of companies indicate that they have repaired or saved a major customer relationship through SAM.

61%

Sixty-one percent of companies report an increase in customer satisfaction in their strategic accounts.

The 2024 SAMA Annual Conference featured attendees from 159 companies and attendees representing 22 countries.

The ROI of Attending the 2026 SAMA Annual Conference



Gain perspective from across industries and ecosystems.

Learn how SAM professionals in diverse sectors are solving shared challenges in bold, unexpected ways. Discover new ideas you can apply to your own accounts and organization.



Advance your SAM practice with real-world insight.

Hear directly from practitioners, program leaders, and innovators who are strengthening customer partnerships through data, customer centricity, and organizational alignment.



Build the relationships that accelerate results.

Connect with a global community of strategic account leaders who are generous with their expertise, eager to collaborate, and committed to shaping the future of customer value creation.

“SAMA really pushed me outside of my comfort zone, to be honest. I had many more questions than answers for a long time. However, using SAMA's expertise — the network, the community, the conferences, the sessions, the certification programs — really helped answer a lot of these questions. Sometimes, you don't need an answer, you just need guidance. SAMA helped shape me into a stronger, more strategic and customer-centric leader.”

– André Dubé, *Senior Vice President of Sales and Operations*, Wajax

“The 2025 SAMA Annual Conference was the best conference I've been to at SAMA. The content was so modern, the perspectives so diverse and relevant, and the logistics and experience so unbelievably professional and well-run. The team continues to raise and set the standard year to year.”

– Namita Powers, *Principal*, ZS Associates

“I come to the SAMA Annual Conference mainly for the connection — all the resources, all the brain power, all in one spot. And we're all on the same journey. Some of us are a little further ahead, some of us are behind, but we all share. We can all learn from each other, and that's why I'm here to learn more and share what I've learned.”

– Sara Theis, *VP of Customer Excellence*, Valkre

conference **TRACKS**

SAM Program Design, Structure, and Management

This track is designed for senior leaders responsible for the strategy, governance, and performance of strategic account management programs, including Executives, SAM Program Leaders, Managers of SAMs, and Learning & Development. Sessions focus on how to design, scale, and continuously evolve SAM programs that deliver measurable business impact – for customers and for the enterprise.

Program leaders will explore best practices and real-world lessons across the full SAM lifecycle, including program architecture, account selection and segmentation, executive sponsorship models, talent and role design, enablement and certification, metrics and ROI, and cross-functional alignment. Emphasis is placed on moving beyond theory to execution – what works, what doesn't, and how to course-correct as programs mature.

This track also addresses today's most pressing challenges for SAM leaders: aligning SAM with corporate strategy, gaining and sustaining executive support, proving value through outcomes and results, integrating digital and AI-enabled tools, and building future-ready capabilities across global and complex organizations.

Critical Skills for Strategic Account Managers

This track is designed for Strategic/Global/Key Account Managers responsible for driving growth, value creation, and long-term partnerships with an organization's most critical customers. Sessions focus on the skills, tools, and approaches SAMs need to succeed in complex, multi-stakeholder enterprise environments.

Sessions in this track address financial skills, executive presence, leveraging AI, collaborating cross-functionally, engaging C-suite stakeholders, navigating customer organizations, uncovering growth opportunities, co-creating value, and shifting from seller to trusted advisor and business partner. Attendees will leave equipped to strengthen relationships, accelerate growth, protect revenue, and elevate their strategic impact within customer organizations.

Trends in Strategic Account Management

This track is designed for all audiences interested in the emerging trends shaping the future of strategic account management. With the advances in AI, strategic account management is changing fast, and today's most successful teams are adapting with smarter tools, stronger customer alignment, and more intentional account strategies. Attendees will leave with practical ideas and proven methods to strengthen key account relationships and drive long-term growth.

conference SESSIONS

In 2025, attendees rated SAMA's Annual Conference speakers and content 4.6 out of 5 stars.



For session updates, visit: <https://linkly.link/29uDc>

Led by seasoned practitioners and experts, our sessions are infused with practical wisdom derived from hands-on experience. At SAMA, we create a dynamic think tank of like-minded peers who are eager to collaborate, push boundaries, and share your drive for success.

Track: **SAM Program Design, Structure and Management**

Session 101 – Strategic Account Selection and Metrics That Drive Real Results at bioMérieux

Session 102 – Proving SAM Value to Your Organization: Harnessing voice of customer (VOC) to drive strategic improvement and showcase measurable impact

Session 103 – From Talk to Transformation: How to embed cross-functional discipline for strategic account success

Session 104 – The Adaptability Advantage: Future-proofing strategic accounts

Session 105 – The Hidden Drag on Revenue: How to spot and fix GTM misalignment

Session 106 – The SAM Leader's Playbook: Enabling and empowering SAM teams

Session 107 – Inside the Build: How Boehringer Ingelheim established a high-performing strategic account management program office

Session 108 – Harnessing the Hypercare Approach for Rapid Scaling and Impact

Session 109 – Coming soon!

Session 110 – Investigator, Interpreter, Reporter: How high-performing programs are building insight capability with the commercial insight strategist

Session 111 – The End of Average: Multiplying top-performer results at scale

Session 112 – KAM Strategy: From decision to delivery

Session 113 – Winning the B2B Pricing Game: Strategies for multi-tiered, long-cycle, and global deals

Session 114 – From Framework to Forward Momentum: The realities of building a SAM program in a mid-sized firm

Session 115 – Evolving Executive Sponsorship: Hilton's strategic expansion one year later

Session 116 – Operationalizing Margin: Ciena's blueprint for better deals in the Americas

Session 117 – From Buzzword to Practice: What customer-centricity really looks like in SAM

Track: **Critical Skills for Strategic Account Managers**

Session 201 – Strategic Storytelling for SAMs: Using the hero's journey to decode customers and influence action

Session 202 – Inside Healthcare C-Suite: Building strategic partnerships that stick

Session 203 – Value Co-Creation: Developing and articulating your account value portfolio

Session 204 – Leveraging the Account Team for Selling a Challenge-Driven Portfolio: Driving cross-unit sales of cybersecurity services

Session 205 – Executive Presence for SAMs

Session 206 – Building a Competitive Strategy to Effectively Differentiate Yourself and Win

Session 207 – Developing Business & Financial Acumen

Session 208 – Master the Customer Conversation: Use brain science, AI, and big data to generate measurable sales lift

Session 209 – Your Sales Strategy Isn't the Problem, Execution Is – and Playbooks Don't Execute

Track: **Trends in Strategic Account Management**

Session 301 – AI in Action: Transforming strategic account management

Session 302 – Mastering the Matrix: Real-world lessons in strategic collaboration

Session 303 – Partnering with AI: Smarter Decisions, Stronger Relationship

Session 304 – AI in Key Account Management: What's hype and what's actually working

Session 305 – Building Resilience to Thrive Through Change

You're in good company ...

These are just a few of the companies that will be speaking at the 2026 SAMA Annual Conference.



<https://linkly.link/29uDc>



Who Should Attend

SAM Program Directors

Strategic/Global/Key Account Managers

Account Team Members

Sales & Marketing Executives

Field Sales Supporting Strategic Customers

Senior Management (Business Units & Geographies)

Sales Support & Operations

Sales Training & Development

Human Resources

Chief Sales Officers



Pricing

	Corporate Member	Individual Member	Non-Member
Price (after February 3, 2026)	\$2,995	\$3,295	\$3,495

Bring your team!

Save \$100 per person at every level when you register for groups of 8 or more paid attendees.

Visit the SAMA website for more details and to register!

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