

# Impartner Customer Advisory Board (CAB)

2026





# What Is the Impartner CAB?

The Impartner Customer Advisory Board (CAB) is a curated group of senior partner, ecosystem, and channel leaders who collaborate directly with Impartner's executive, product, and go-to-market teams.

The CAB exists as a strategic working council to co-innovate providing real-world insight, validating strategic direction, and shaping how modern partner ecosystems are built, automated, and scaled.

## Why the CAB Matters

Partner ecosystems are evolving faster than ever driven by AI, automation, marketplaces, and new partner models. The CAB ensures Impartner's strategy, roadmap, and market leadership stay grounded in what's actually working for customers.



### Together, we:

- ✓ Validate where the market is going
- ✓ Pressure-test product direction
- ✓ Co-create best practices and thought leadership
- ✓ Shape the future of partner automation

## Membership & Commitment

### Term:

12 months (renewable)

### Cadence:

Quarterly strategic sessions (virtual + one in-person)

### Participation:

- Attend at least 75% of sessions
- Participate in select surveys, reviews, or interviews
- Optional contributions to thought leadership or events

CAB sessions are attended by Impartner executives, product leaders, and ecosystem experts.

## What CAB Members Gain

### Direct Influence

- ✓ Early visibility into roadmap priorities and new solutions
- ✓ Structured input into AI, orchestration, analytics, and marketplace strategy

### Executive Access

- ✓ Ongoing dialogue with Impartner leadership (Product, Marketing, Revenue, Customer Success)

### Peer Exchange

- ✓ Private networking with senior ecosystem leaders across industries
- ✓ Exposure to real-world playbooks, KPIs, and operating models

### Recognition & Visibility

- ✓ Opportunities for event speaking, content co-creation, and brand recognition
- ✓ Featured participation in Impartner communications and programs

### Early Access

- ✓ Preview and beta access to new capabilities 30–60 days pre-launch



## CUSTOMER ADVISORY BOARD

### What Impartner Gains

- Actionable customer insight tied directly to roadmap and strategy
- Faster validation of product and go-to-market decisions
- Real-world stories and perspectives to inform messaging and market leadership



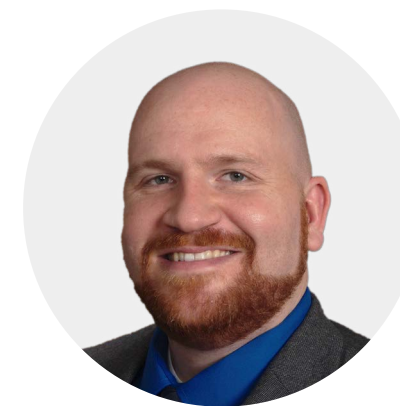
## CAB Governance

The CAB is jointly led across:

*All discussions are governed by confidentiality and mutual NDA.*

### Product

Roadmap alignment  
and innovation



**Robert Harris**  
VP of Product Management  
Impartner

### Customer Success

Best practices and  
adoption insights



**Robb Franks**  
VP of Customer Experience  
Impartner

### Marketing

Thought leadership  
and advocacy



**Trevor Burnett**  
VP of Marketing  
Impartner

### 2026 Focus Areas

- ☑ AI-driven partner automation
- ☑ Orchestrated partner journeys and workflows
- ☑ Marketplace-led growth strategies
- ☑ Measuring partner impact and ecosystem ROI
- ☑ The future of partner experience

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