



Hi Natasha,

Welcome to KAIROS Insights, a newsletter in which we curate stories that talk about how technology is making a business impact and strategies that help sales, product, and marketing to get aligned. This time, we have a star-studded edition where you can read about what true influencers have to say about anything from telehealth to leadership in these tough times.

Once again, we also have linked our podcast - [Alyment](#), where we go beyond buzzwords and connect the dots between technology and its real-world impact. Here, you can see our featured episode with Jeanne Holm, the Deputy CIO of the city of Los Angeles. I had the good fortune of speaking to her as she works with her team to combat the pandemic in LA. You wouldn't want to miss this one.

Stay home, stay safe!

Ashish Jain
CEO & Co-founder,
KAIROS Pulse



To lead is to be vulnerable: Brené Brown explains how to be a braver leader

When we're afraid even our neurobiology screams ARMOR UP! This is what gets in the way of courageous leadership.

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Is the telehealth genie out of the bottle? Former Secretary of VA Dr Shulkin explains

Healthcare veteran talks about the on-ground reality of telehealth as it stands today and how Coronavirus has changed telemedicine forever. [Read More>>](#)



Product Marketing 101: How to nail your go-to-market strategy

42% startups fail because there is no market for their offerings. Here's how you can avoid being one of them.

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LISTEN: DEPUTY CIO JEANNE HOLM EXPLAINS HOW LOS ANGELES IS USING 5G TO COMBAT THE COVID CRISIS

Smart cities are the wave of the future and rapid urbanization is driving the need for the latest technologies, like 5G, IoT and AI, to connect every aspect of a city's operations. But a true smart city improves the quality of life for citizens and raises its economic competitiveness. Los Angeles is one of the first cities to launch 5G, but has it made any difference to improve its digital economy? Let's find out from Jeanne Holm, the Deputy CIO of the City of Los Angeles and the Senior Technology Advisor to the Mayor.

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A purple podcast episode card for "ALYMENT PODCAST". The title is "DEPUTY CIO JEANNE HOLM EXPLAINS HOW LOS ANGELES IS USING 5G & TECH TO COMBAT THE CRISIS". It is "EPISODE # 07" and features a portrait of Jeanne Holm, Deputy CIO of the City of Los Angeles. The episode duration is "30 minutes".



IoT applications in agriculture

Smart farming apps powered by IoT will enable the agriculture industry to reduce waste and enhance productivity. [Read More>>](#)



6 ways to align your sales and marketing stories

In the B2B world storytelling has become a top priority. Find out how sales can work with marketing to tell compelling stories. [Read More>>](#)



CIOs amp up their soft skills in the times of Corona crisis

New challenges emerge as technology leaders help employees cope with WFH and "Zoom fatigue". [Read More>>](#)

ABOUT KAIROS PULSE

We help product marketing and sales enablement teams of B2B tech companies scale and grow.
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