

# AGENDA

## The Future of Marketing

# CX & CMO Think Tank

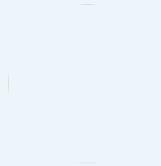
## SPEAKERS



**Esther Mireya Tejada**  
CMO and Chief Strategist



**Kiran Parvathala**  
VP Digital Transformation & E-Commerce  
Global Industrial Company



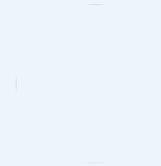
**Violeta Ardeljan**  
Former VP, Marketing  
Global Industrial



**Carolyn Kelly**  
Director of Marketing, Americas Private Equity  
Ernst & Young



**Viktoriya Smith**  
SVP  
Citi



**Paulina Yick**  
Global Portfolio Marketing Director  
Experian plc



**Laura Svejnar**  
Head of Global Marketing Strategy & Operations  
Amazon Music



**Kristina Sruoginis**  
Head of Consumer Insights and Marketing Analytics  
Sony Pictures Entertainment



**Michelle Crecca**  
SVP Marketing  
CBRE



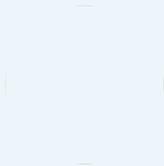
**John Renz**  
VP, Head of Creative  
Prudential



**Kristen Manginelli**  
Global CMO  
Pagaya



**Rachel Wyatt**  
SVP Customer Experience  
Signet Jewelers



**Alix Mills**  
Senior Consultant  
Constructive



**Rick Haring**  
SVP, Marketing & Communications  
International SOS



**Samir Bagga**  
CMO  
L&T Technology Services Limited



**Vanessa Fernandes**  
Chief Digital Experience Officer  
BNY Mellon



**Michael Baer**  
CMO  
TechCXO



**Steve Trent**  
Managing Director  
Citibank



**Paul Strike**  
SVP, Global Head of  
Design AWM|PMM  
Goldman Sachs



**Akshita Gupta**  
Head of Marketing  
Analytics  
Con Edison



**Paige McCrensky**  
Chief Brand Officer  
MALKA



**Tyler Lederer-  
Plaskett**  
Video Marketing Advisor  
& Head of Culture  
PlayPlay



**Theresa Block**  
CVO  
Sonas



**Greg Thomas**  
CEO and Co-Founder  
The Jazz Leadership  
Project



**Jewel Kinch-Thomas**  
COO & Co-Founder  
The Jazz Leadership  
Project



**Irene Sibaja**  
Director of Global  
Partnerships  
Treasure Data



**Amit Erande**  
Partner  
Artefact



**Jincy James**  
CVP, Head of Strategy &  
Integrated Marketing  
New York Life  
Insurance



**Shayna Macklin**  
CVO  
Rainbow Apparel Co



**Rejeesh  
Ramachandran**  
SVP, Head of Marketing  
TD Bank



**Kevin McCurdy**  
Global APN Segment  
Lead for Consumer  
Goods  
AWS



**Brett House**  
Global VP, Marketing  
Solutions  
TransUnion



**Kelly Waller**  
Sr VP, Sales & Marketing  
Harte Hanks



**Viktoria Levay**  
Corporate Resilience  
Trainer & Wellbeing  
Coach  
Levay & Co  
Environmental  
Services



**Apryl Casale**  
Sr. Director, Product  
Marketing  
SundaySky



**Esther Mireya Tejeda**  
Former CVO  
Anywhere Real Estate  
Inc.



**Vanessa Fernandes**  
Global Head of Digital  
Solutions  
State Street

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**March 27, 2024**  
Eastern Time

**Registration**

**8:30 AM-9:00 AM**

**Morning Networking**

**9:00 AM-9:30 AM**

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## Opening Remarks

9:35 AM-9:40 AM

VISION VOICES KEYNOTE

9:40 AM-10:05 AM

## Solving for the CMO Dilemma

Big swings in consumer expectations, influences, and drivers have impacted anyone in the business of relating to people—most especially those in marketing. The modern CMO is grappling with intense pressure to drive growth, meet changing demands for business transformation, keep up with the complexity in the broader marketing space—all while being customer centric in a shifting environment. How do lead marketers stay on top of ever-changing consumer expectations to drive their business?

In this keynote, Esther-Mireya Tejada, renowned transformation leader, will discuss how to look beyond traditional consumer insights to tap into the why behind human behavior, to keep up with the ever-changing customer and how these insights are at the root of the CMO's unique expertise within the C-suite

### PANELISTS



Speaker

Esther Mireya Tejada  
CMO and Chief  
Strategist

KEYNOTE PANEL

10:10 AM-10:55 AM

## Elevating Experiences: The CMO's Guide to Harnessing AI for Unparalleled Customer Engagement

Chief Marketing Officers (CMOs) need to explore the transformative impact of artificial intelligence on customer experience. In this dynamic discussion, we will unravel the strategic integration of AI technologies to not only meet but exceed customer expectations. Delve into practical insights on leveraging AI to personalize marketing strategies, optimize customer journeys, and create seamless, data-driven interactions. Discover how leading-edge AI applications can empower CMOs to cultivate deeper connections with their audience, foster brand loyalty, and drive marketing innovation in the ever-evolving digital landscape. This session is your gateway to unlocking the full potential of AI for unparalleled customer engagement and brand success.

### PANELISTS



Chair

**Brett House**  
Global VP, Marketing  
Solutions  
TransUnion



Speaker

**Michelle Crecca**  
SVP Marketing  
CBRE



Speaker

**Rick Haring**  
SVP, Marketing &  
Communications  
International SOS



Speaker

**Kiran Parvathala**  
VP Digital  
Transformation & E-  
Commerce  
Global Industrial  
Company

## Coffee Break

10:55 AM-11:15 AM

KEYNOTE

11:20 AM-11:45 AM

## Innovate to Elevate: Scaling New Heights in a Sea of Sameness

Marketing to today's consumers poses a distinct challenge, with 40% finding it hard to distinguish between brands. This "sea of sameness" demands a sophisticated strategy to set a brand apart, but how can this be accomplished? This keynote session aims to shed light on crucial approaches for marketers looking to enhance their brand's visibility and impact in a saturated market.

### PANELISTS



Speaker

**Kelly Waller**  
Sr VP, Sales &  
Marketing  
Harte Hanks

FIRESIDE CHAT

11:50 AM-12:25 PM

## Strategies for Omnichannel Excellence and AI-Powered Personalization

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Every day, consumers engage with a myriad of platforms and channels, leaving digital breadcrumbs in their wake. And while their journeys are more complex than ever, customer expectations around personalization and privacy have increased steadily, with the majority of people now saying they expect companies to understand and anticipate their needs, and to personalize offers and experiences accordingly. To win the hearts and minds of customers it is imperative to provide them with a seamless, unified experience.

AI-based models have the power to meet and exceed those expectations. In this session, three executives will share how they're leveraging AI-based personalization to drive sales, loyalty, customer satisfaction and more

## PANELISTS



Chair

**Theresa Block**  
CMO  
Sonas



Speaker

**Irene Sibaja**  
Director of Global  
Partnerships  
Treasure Data



Speaker

**Amit Erande**  
Partner  
Artefact



Speaker

**Kevin McCurdy**  
Global APN Segment  
Lead for Consumer  
Goods  
AWS

VISION VOICES

12:30 PM-12:45 PM

## Elevate and Captivate: Unleashing Real Estate Marketing Excellence

Step into the realm of Real Estate Marketing excellence in this transformative session focused on improving both efficiency and effectiveness. Dive into innovative strategies that redefine the marketing landscape for real estate professionals, fostering an environment where efficiency meets effectiveness seamlessly. Explore cutting-edge techniques, data-driven insights, and impactful campaigns that promise to elevate your real estate marketing game. Join Michelle Crecca as she shares how to discover the keys to unlocking unparalleled success in the competitive real estate market by optimizing marketing approaches for maximum impact and efficiency.

## PANELISTS



Speaker

**Michelle Crecca**  
SVP Marketing  
CBRE

Lunch & Disruptor Showcase

12:45 PM-1:45 PM

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## Self-Care for Success: Nurturing Resilience and Wellbeing in High-Pressure Environments

While we are so hard on ourselves to serve, inspire and motivate others, we often neglect ourselves, leading to burnout and exhaustion, even if we genuinely love our jobs and strive for a great career.

In this session you will receive valuable support from Viktoria on stress management, wellbeing and on how to build better personal resilience to mitigate burnout and health issues.

### PANELISTS



Speaker

**Viktoria Levay**  
**Corporate Resilience**  
**Trainer & Wellbeing**  
**Coach**  
Levay & Co  
Environmental Services

## Real People, Real Impact: How to Build Brand Authenticity with Video Marketing

Did you know that 86% of consumers consider authenticity a decisive factor when choosing a brand? Join us to unlock the power of authentic video marketing in driving meaningful connections and brand loyalty. In this session tailored for marketing leaders, PlayPlay's video marketing expert, Tyler Lederer-Plaskett, will delve into the pivotal role of authenticity in modern marketing.

Discover strategies and real-world examples showcasing how genuine, human-centered video content strengthens brand trust and credibility. Learn to craft engaging videos that resonate with your audience and cultivate brand advocates.

### PANELISTS



Speaker

**Tyler Lederer-Plaskett**  
Video Marketing  
Advisor & Head of  
Culture  
PlayPlay

PANEL

2:10 PM-2:55 PM

## The Power of Omni-channel Marketing and the Critical Role Field Employees Play to Unlock Exceptional Customer Experience

In today's dynamic business landscape, marketing executives are leveraging the synergy between employer branding and omni-channel marketing to drive business growth and enhance customer experience. This session will delve into strategic approaches adopted by CMOs to seamlessly integrate employer branding initiatives with omni-channel marketing strategies. From cultivating a compelling employer value proposition to aligning brand messaging across various customer touchpoints, marketing leaders are taking a comprehensive approach to building brand equity and fostering customer loyalty. Join us as we explore how the convergence of employer branding and omni-channel marketing can create a cohesive brand experience that resonates with both employees and customers, ultimately driving long-term business success.

### PANELISTS



Chair

**Theresa Block**  
CMO  
Sonas



Speaker

**Michael Baer**  
CMO  
TechCXO



Speaker

**Shayna Macklin**  
CMO  
Rainbow Apparel Co



Speaker

**Rejeesh  
Ramachandran**  
SVP, Head of Marketing  
TD Bank



Speaker

**Brett House**  
Global VP, Marketing  
Solutions  
TransUnion

## Your Sound: A Key Instrument for Marketplace Success

3:00 PM-3:25 PM

“Your Sound” is a term from jazz music that means having an identifiable voice, style, or perspective. CMOs use an employer’s brand identity to position products and services in the marketplace. From a company perspective, identifying and developing “Your Sound” showcases a distinctive tone, feeling, and rhythm that clients and customers instantly recognize. Leveraging Your Sound into a unique value proposition can drive long-term business success in today’s highly competitive and complex environment.

### PANELISTS



Speaker

**Greg Thomas**  
CEO and Co-Founder  
The Jazz Leadership  
Project



Speaker

**Jewel Kinch-Thomas**  
COO & Co-Founder  
The Jazz Leadership  
Project

## Networking Break

3:25 PM-3:40 PM

DISRUPTOR

3:40 PM-3:55 PM

## Unlock the Full Potential of Video Across your Entire Customer Journey

There’s no debating that video is the engagement king, but most businesses are only scratching the surface when it comes to the possibilities. Video has the potential to be your secret weapon, helping drive major benefits when it comes to efficiency, customer experience

and cost-optimization. In this session we'll touch on a new way of thinking about video' s role in the customer journey, highlighting industry-leading examples of brands who have pushed the envelope and delivered relevant and personalized experiences along the way.

## PANELISTS



Speaker

**Apryl Casale**  
Sr. Director, Product  
Marketing  
SundaySky

VISION VOICES

4:00 PM-4:15 PM

### **Investing in Creativity: How to Build an In-House Agency that Delivers Real Business Value**

In-house creative teams and agencies are on the rise! And it's no surprise when you consider how many companies are looking for greater control, agility, and cost-effectiveness in their marketing efforts. But how can in-house agencies be set up to add real, measurable business value and avoid the common pitfalls of being relegated to being a production studio that simply takes orders or becoming a group of divas focused only on creative awards? Creative professionals and marketing executives alike will gain perspective on establishing and leveraging an in-house agency that has the swagger of an agency and the maturity of a corporate strategist.

## PANELISTS



Speaker

**John Renz**  
VP, Head of Creative  
Prudential

FIRESIDE CHAT

4:20 PM-4:55 PM

### **Strategic User Experience: Maximizing Growth through Data Analytics and Design Strategies**

Unlock the secrets to maximizing growth and revenue streams through data-driven analytics and design strategies for user experience optimization in this tailored session for marketers. Dive into a comprehensive exploration of how strategic design and analytics intersect to enhance user engagement and drive profitability. Explore diverse revenue models and cutting-edge techniques for fostering user loyalty and increasing conversions. Learn to leverage data insights to inform design decisions, optimizing UI/UX for maximum impact. Gain invaluable insights into positioning your brand for sustained profitability amidst digital competition. Attendees will walk away equipped with actionable strategies to enhance user satisfaction, drive revenue growth, and achieve success in the fiercely competitive digital marketplace.

## PANELISTS



Chair

**Paige McCrensky**  
Chief Brand Officer  
MALKA



Speaker

**Paul Strike**  
SVP, Global Head of  
Design AWM | PWM  
Goldman Sachs



Speaker

**Akshita Gupta**  
Head of Marketing  
Analytics  
Con Edison



Speaker

**Jincy James**  
CVP, Head of Strategy  
& Integrated Marketing  
New York Life Insurance

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**Closing Remarks & Raffle Giveaway**

**4:55 PM-5:00 PM**

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**Cocktail Reception**

**5:00 PM-5:30 PM**

TOGETHER WITH



**PlayPlay**



**SUNDAYSKY**