

# AGENDA

Chaos to Clarity: How Leading Brands Modernize Marketing Execution with a Strategic Partner

## Executive Dinner

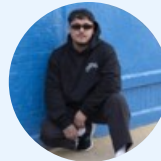
### SPEAKERS



**Jessica Griffin**  
Sr. Manager  
Marketing &  
Customer  
Engagement  
Walgreens



**George Wang**  
CMO  
Peterson Technology  
Partners



**Brian Herrera**  
Marketing  
Coordinator  
One Of A Kind  
Hospitality



**Kurt Erickson**  
VP Sales  
NVISION, A  
BradyPLUS Company

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### CHAOS TO CLARITY: HOW LEADING BRANDS MODERNIZE MARKETING EXECUTION WITH A STRATEGIC PARTNER



**November 12, 2025**

5:30 PM-9:00 PM

Central Time

This dinner discussion will explore how marketing leaders have tackled operational inefficiencies, siloed teams, and increasing complexity by partnering with strategic execution experts. Through real-world stories and lessons learned, guests will gain insight into the challenges these leaders faced, the decisions they made, and the measurable impact of streamlining their marketing operations. Expect an honest, peer-driven conversation about removing execution barriers to unlock growth and free up teams for higher-value work.

TOGETHER WITH

