

# AGENDA

The Future of Marketing

## CX & CMO Think Tank

### SPEAKERS



**Steven Lowe**  
Former VP, Brand  
Marketing  
*Acuity Brands*



**Imran Hussain**  
Director, Global  
Marketing Strategy  
*INSIGHTEC*



**Amen Boyd**  
Digital Marketing Director  
*Flowers Foods*



**David LaRue**  
President CEO  
*Directroad*



**Tamar Beresford**  
AVP, Digital Strategy  
*Nasdaq*



**Yosra Saleh**  
VP Digital Marketing  
*Potbelly Sandwich Works*



**Jelena McMillan**  
AVP Marketing  
*MMedx*



**Steven Nghe**  
Head of Marketing &  
Communications  
*Kloeckner Metals*



**Anita Geller**  
SVP Marketing &  
Communications  
*United Way of Greater Atlanta*



**Revanth Yamarthi**  
Head of Direct Marketing &  
Marketing Analytics  
*BlueVine*



**Rachel Savage**  
VP Marketing  
*MMedx*



**David Wolff**  
CMO  
*911 Restoration*



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



**Angela Hoidas**  
Former VP, Marketing &  
Communications  
*Epic*



**Michael Kogon**  
CMTO  
*PullAPart*



**Kimberly Massey**  
Former CMO  
*LifeWay*



**Yasmine Ndassa**  
VP Data Strategy &  
Analytics  
*Sylvan Road Capital LLC*



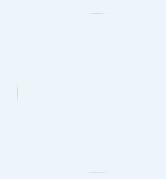
**Amy Comeau**  
VP Marketing  
*Emory Healthcare*



**Walt Carter**  
Chief Transformation  
Officer  
*Visionographers*



**David Wolff**  
CMO  
*911 Restoration*



**Amen Boyd**  
Head, Digital Marketing &  
Media  
*Strength of Nature*

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**September 24, 2024**  
Eastern Time

## Registration

10:30 AM-11:00 AM

## Morning Networking

11:00 AM-11:30 AM

## Opening Remarks

11:30 AM-11:35 AM

VISION VOICES KEYNOTE

11:35 AM-11:50 AM

## 7 C's of Change

With over thirty years of change leadership experience, Walt Carter shares insights that will help you in your transformation journey:  
Maslow's Breakdown  
The critical nature of vision  
Leaders at every level  
And more from his international bestseller, *We Can't Stay Here*.

## PANELISTS



Speaker

**Walt Carter**  
Chief Transformation  
Officer  
Visionographers

KEYNOTE PANEL

11:55 AM-12:40 PM

## 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

**Angela Hoidas**  
Former VP, Marketing & Communications  
Epiq



Speaker

**Michael Kogon**  
CMTO  
PullAPart



Speaker

**Yasmine Ndassa**  
VP Data Strategy & Analytics  
Sylvan Road Capital LLC



Speaker

**Revanth Yamarthi**  
Head of Direct Marketing & Marketing Analytics  
BlueVine

DISRUPTOR

12:45 PM-1:00 PM

## Beyond the Video Experts: Scaling your Video Creation In-House to Drive Real Results

With 84% of consumers stating they've been influenced by a brand video in their buying decisions, there's no denying the power of video in marketing and comms. But getting started with (and scaling) video creation can be inefficient and costly, especially when outsourced. The solution? In-house video creation.

In this session, we'll discuss the many benefits of setting your team up for success in creating your videos in-house and how to get started. Talking points include:

How to reduce video creation time with templates and automation tools  
Increasing output quality with brand ownership & agility toward always-shifting trends  
How to measure the impact and cost savings of in-house video creation  
And much more.

## PANELISTS



Speaker

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

## Lunch & Networking

1:00 PM-2:00 PM

VISION VOICES

2:00 PM-2:15 PM

## Is Redefining/Relabeling Marketing Leadership in Modern Enterprises What We Really Need?

In recent years, leading companies have been eliminating the CMO or Head of Marketing position to better align marketing with overall business growth, customer experience, and commercial activities. This shift involves assigning marketing responsibilities to roles such as Chief Commercial Officer (CCO), Chief Growth Officer (CGO), or Chief Customer Officer (CCO), aiming to streamline operations and improve efficiency. This session will explore whether current marketing leaders are already fulfilling these broader responsibilities and what this change means for the future of marketing leadership. Additionally, we'll discuss the importance of marketing leaders having a strategic plan to market to internal stakeholders, particularly the CEO and CFO, before focusing on external audiences. Join us to understand how marketing can drive business success in this evolving landscape.

## PANELISTS



Speaker

**Steven Nghe**  
Head of Marketing &  
Communications  
Kloeckner Metals

FIRESIDE CHAT

2:20 PM-2:55 PM

# Strategic Insights: Maximizing Revenue Streams through Digital Platform Monetization

Unlock the secrets to turning your digital presence into a lucrative venture with this session tailored for CMOs and marketers. Delve into a comprehensive exploration of diverse revenue models, cutting-edge customer engagement techniques, and data-driven strategies that empower businesses to seamlessly monetize their online platforms. Attendees will walk away with invaluable insights into innovative methods, positioning their brands for sustainable profitability and dynamic growth in the fiercely competitive digital marketplace.

## PANELISTS



Chair

David LaRue  
President CEO  
Directroad



Speaker

Steven Lowe  
Former VP, Brand  
Marketing  
Acuity Brands



Speaker

Rachel Savage  
VP Marketing  
MiMedx

PANEL

3:00 PM-3:45 PM

## 2024 New Age Strategies: Elevating Customer Experiences, Aligning Marketing Initiatives with Customer-Centric Approach

Explore innovative approaches to enhance customer experiences by aligning marketing strategies with a customer-centric mindset. This round table discussion will delve into proven strategies, emerging trends, and collaborative insights from CMOs and Customer Experience Leaders, fostering a dynamic exchange of ideas to drive meaningful connections and brand loyalty in today's competitive landscape.

## PANELISTS



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& Communications  
Epiq



Speaker

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AVP Marketing  
MiMedx



Speaker

David Wolff  
CMO  
911 Restoration



Speaker

Amy Comeau  
VP Marketing  
Emory Healthcare

## Networking Break

3:45 PM-4:05 PM

PANEL

4:05 PM-4:45 PM

## Embracing Omni-Channel Marketing: Navigating Seamless Customer Experiences Across Platforms

Dive into the realm of omni-channel marketing as CMOs and marketers discuss the intricacies of crafting cohesive customer experiences across diverse platforms. This session will explore strategies for seamless integration, personalized messaging, and data-driven insights to enhance customer engagement and loyalty in the ever-evolving landscape of multi-channel marketing.

### PANELISTS



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David LaRue  
President CEO  
Directroad



Speaker

Kimberly Massey  
Former CMO  
LifeWay



Speaker

Imran Hussain  
Director, Global  
Marketing Strategy  
INSIGHTEC

## Closing Remarks & Raffle Giveaway

4:45 PM-4:50 PM

## Cocktail Reception

4:50 PM-5:30 PM

TOGETHER WITH

