

AGENDA

The Future of Marketing in Financial Services: Balancing Trust & Growth

CMO Dinner

SPEAKERS



Amy Holtzman
CVO
[CHEQ](#)



Steve Choi
Director, Digital
Marketing & Product
Owner
[Prudential Insurance](#)



Raman Mallika
VP, Insights,
Advertising, Growth &
Brand
[American Express](#)



**Alma Rodriguez
Piscitello**
EVP, Global Financial
Services
[Edelman Smithfield](#)



Tina Wadhwa
Global Marketing and
Communications Director
[Broadridge](#)

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November 15, 2023

5:30 PM-9:00 PM
Eastern Time

The Future of Marketing in Financial Services: Balancing Trust & Growth

As safety, security, and privacy considerations continue to intensify for financial services marketers, implementing timely and effective brand-building and acquisition strategies can feel insurmountable. To be successful, today's marketing leaders must find the delicate balance between protecting the business and propelling it forward. We'll discuss how marketing can lead with robust cybersecurity measures while delivering long-term, efficient growth, the opportunities and risks of AI for brands, and more.



Speaker

Amy Holtzman

CMO

CHEQ

TOGETHER WITH

CHEQ