

# AGENDA

The Future of CMO

## CMO Think Tank

### SPEAKERS



**Paulina Yick**  
Global Portfolio  
Marketing Director  
[Experian](#)



**Paige McCrensky**  
Chief Brand Officer  
[MALKA](#)



**Laura Svejnar**  
Head of Global Marketing  
Strategy & Operations  
[Amazon Music](#)



**John Renz**  
VP, Head of Creative  
[Prudential](#)



**Rick Haring**  
SVP, Marketing &  
Communications  
[International SOS](#)



**Shayna Macklin**  
Director Brand Strategy  
[Playboy](#)



**Kristina Sruoginis**  
Head of Consumer  
Insights and Marketing  
Analytics  
[Sony Pictures  
Entertainment](#)

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**May 12, 2026**  
Eastern Time

Registration

8:30 AM-9:00 AM

## Morning Networking

9:00 AM-9:30 AM

## Opening Remarks

9:30 AM-9:40 AM

VISION VOICES KEYNOTE

9:40 AM-10:05 AM

## The New York Effect: Why the Global Marketing Agenda Is Still Written in NYC

New York continues to shape global marketing through its unique convergence of media, culture, capital, and creative talent. This session explores why NYC remains a strategic center of influence and how CMOs—regardless of location—can leverage its ecosystem, mindset, and networks to stay ahead in an increasingly fragmented attention economy.

KEYNOTE

10:10 AM-10:35 AM

## From Brand Awareness to Brand Authority

In saturated markets, visibility is no longer enough. Brands win by becoming trusted authorities. This session explores how CMOs move beyond awareness to build credibility, relevance, and influence through consistent positioning, thought leadership, and values-driven strategy. The discussion focuses on why brand authority has become one of the most defensible assets in modern marketing.

## Coffee Break

10:35 AM-10:55 AM

PANEL

10:55 AM-11:40 AM

## The CMO as Chief Narrative Architect

Organizations rarely fail due to lack of strategy—they fail when their story fragments. In moments of transformation, uncertainty, or disruption, narrative coherence becomes a strategic asset. This session positions the CMO as the executive responsible for designing, aligning, and safeguarding the organization's narrative across customers, employees, investors, and partners. The discussion explores how narrative functions as a leadership system that drives alignment, trust, and execution.

VISION VOICES

11:45 AM-12:15 PM

## Proving ROI When the Metrics No Longer Tell the Story

For years, marketing performance has been evaluated through metrics that reward immediacy rather than impact. Clicks, impressions, and short-term attribution models offer apparent clarity, yet increasingly fail to explain how brands actually create value, influence behavior, and drive durable growth. As markets become more saturated and customer trust harder to earn, CMOs are being challenged to justify strategic investments with tools designed for a reality that no longer exists.

This session explores how leading CMOs are redefining ROI in an environment where brand strength, reputation, customer lifetime value, and experience play a decisive role in financial performance. The discussion examines alternative measurement frameworks that move beyond isolated KPIs to connect marketing activity with revenue quality, growth sustainability, and long-term enterprise value. Participants will explore how to balance quantitative rigor with strategic judgment, integrating data, insight, and narrative to tell a more truthful story of marketing impact.

## Lunch & Networking

12:15 PM-1:15 PM

FIRESIDE CHAT

1:15 PM-1:45 PM

## Marketing as a Growth Engine: Aligning Brand, Demand, and Revenue

As pressure mounts to demonstrate measurable impact, CMOs are increasingly responsible for aligning brand strategy with revenue outcomes. This session explores how marketing leaders connect brand, demand generation, and growth strategy without sacrificing long-term positioning. The conversation focuses on marketing's role as a core growth engine and its partnership with sales, finance, and executive leadership.

DISRUPTOR

1:50 PM-2:15 PM

## Marketing Leadership in an Era of Permanent Uncertainty

Volatility is no longer the exception—it is the operating environment. This session examines how CMOs lead through constant disruption, balancing short-term pressures with long-term brand integrity. Topics include decision-making under ambiguity, adaptive strategy design, and how marketing leaders anchor organizations through purpose, narrative, and clarity when certainty disappears.

VISION VOICES

2:20 PM-2:55 PM

## Culture Is the First Audience

Before a brand is experienced by the market, it is lived internally. Culture shapes how decisions are made, how promises are kept, and how consistently a brand shows up across touchpoints. When internal alignment is weak, no amount of external messaging can compensate. In this sense, employees are not only ambassadors of the brand. They are its first and most critical audience.

This session explores why internal culture has become a decisive factor in external brand performance. The discussion examines how leadership behavior, internal communication, and organizational incentives directly influence credibility, customer experience, and reputation. CMOs will reflect on how marketing extends beyond campaigns to become a force that aligns purpose, behavior, and execution across the organization.

## Networking Break

2:55 PM-3:10 PM

DISRUPTOR

3:10 PM-3:30 PM

## AI Did Not Kill Creativity. It Exposed Weak Strategy

Generative AI has dramatically lowered the cost and time required to produce content, flooding markets with volume but not necessarily with meaning. In this environment, creativity has not disappeared. It has been stress tested. The real differentiator is no longer execution speed, but strategic clarity. Without strong foundations, AI amplifies inconsistency, weak positioning, and shallow narratives.

This session reframes AI not as a threat to creativity, but as a strategic mirror that exposes the strength or fragility of a brand's thinking. The discussion examines how clear brand architecture, disciplined narrative frameworks, and human judgment determine whether AI becomes a force multiplier or a reputational risk. Participants will explore where automation creates efficiency and where human insight remains irreplaceable.

The conversation also addresses leadership in an AI accelerated world. How CMOs set guardrails, govern creative use cases, and elevate standards rather than chase volume. How creativity shifts from production to direction, from output to intent. And why the future of marketing

leadership depends less on mastering tools and more on mastering strategy, taste, and decision making.

PANEL

3:35 PM-4:20 PM

## Reimagining the Marketing Operating Model in the Age of GenAI

As GenAI reshapes how marketing work gets done, CMOs are rethinking talent models, team structures, and workflows. This fireside chat explores how leaders are redesigning marketing organizations to scale intelligently—balancing automation with human judgment, creativity, and accountability.

## Closing Remarks & Raffle Giveaway

4:20 PM-4:30 PM

## Cocktail Networking

4:30 PM-5:30 PM

### IN PARTNERS WITH

*We are currently accepting partnership opportunities for this event.*