

# AGENDA

The Strategic Advantage of Omnichannel Approaches Across Industries

## Executive Dinner

### SPEAKERS



**Nick Antoniades**  
VP Marketing  
[IPSY](#)

**Wayne Simmons**  
Global Customer  
Excellence Lead, Chief  
Marketing Officer  
[Pfizer](#)

**Todd Donohue**  
Director Brand  
Partnerships  
[Volta Media, A Shell  
Brand](#)



**Priscilla Ledesma**  
Director  
[Braven](#)



**Theresa Block**  
CMO  
[Sonas](#)



**Sylvia Thomas**  
Director, Global  
Omichannel Marketing  
[MAC Cosmetics](#)



**Tyrone Scott**  
Director, Marketing  
[Healthfirst](#)



**Sandeep Kapoor**  
Director of Marketing  
[Keysight  
Technologies](#)



**Tony Dorsey**  
Executive Director,  
Digital Marketing, Travel  
Retail Worldwide  
[Estee Lauder  
Companies](#)



**Sarah Perkins**  
Head of Product  
[National Grid](#)

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**February 27, 2025**

5:30 PM-9:00 PM  
Eastern Time

## **The Strategic Advantage of Omnichannel Approaches Across Industries**

In today's business landscape, customer experience and engagement are more crucial than ever, making the adoption of an omnichannel approach a strategic advantage for companies across all industries. By harmonizing online and offline efforts, organizations can overcome the limitations of a solely digital-centric approach, delivering a more cohesive and impactful customer experience. This session will delve into the essential role of omnichannel strategies in cutting through the digital noise and fostering deeper customer relationships, sharing insights on how these strategies not only enhance your marketing mix but also amplify its various facets.

Leveraging digital insights to inform omnichannel engagement, companies can build stronger relationships and maximize marketing impact even in budget-constrained times. Ensuring all media channels are accountable for business outcomes will also be discussed, highlighting the importance of integrated marketing efforts.

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