

AGENDA

The Future of CMO

CMO Think Tank

SPEAKERS



Amen Boyd
Digital Marketing Director
Flowers Foods



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Director, Global
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Tamar Beresford
AVP, Digital Strategy
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Head of Direct Marketing
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VP Data Strategy &
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Kimberly Massey
Former CMO
LifeWay

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April 22, 2026
Eastern Time

Morning Networking

9:00 AM-9:30 AM

Opening Remarks

9:30 AM-9:40 AM

Registration

8:30 AM-9:00 AM

VISION VOICES KEYNOTE

9:40 AM-10:05 AM

The US Marketing Effect: Why the Global Marketing Agenda Is Still Written in NYC

Despite the decentralization of media and the global reach of digital platforms, US marketing continues to operate as the gravitational center of marketing influence. This session explores why the US remains the place where brand, culture, capital, media, and technology converge to shape global narratives. CMOs will discuss how trends emerging from New York ripple across markets worldwide and how leaders can tap into this ecosystem strategically, even when operating globally. The conversation reframes the US not as a location, but as a mindset that defines modern marketing leadership.

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

11:05 AM-11:25 AM

PANEL

11:25 AM-12:10 PM

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.

DISRUPTOR

12:15 PM-12:30 PM

Proving ROI When the Metrics No Longer Tell the Story

Traditional marketing metrics often reward immediacy rather than impact. This session examines how leading CMOs are redefining ROI by connecting marketing investment to long-term value, brand strength, revenue quality, and sustainable growth. Participants will explore how to balance quantitative rigor with strategic judgment to more accurately communicate marketing's true impact.

Lunch & Networking

12:30 PM-1:30 PM

FIRESIDE CHAT

1:30 PM-2:05 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.

PANEL

2:10 PM-2:55 PM

First-Party Data Strategy: Personalization Without Crossing the Line

As third-party cookies disappear and regulation intensifies, CMOs must rethink how personalization is executed. This session reframes personalization through a marketing data strategy lens, focusing on first-party data, consent, transparency, and trust. The discussion centers on how ethical data practices can strengthen brand credibility while still driving performance and relevance.

DISRUPTOR

3:00 PM-3:15 PM

AI Did Not Kill Creativity. It Exposed Weak Strategy

Generative AI has lowered the cost of execution, but it has also exposed weak positioning and unclear strategy. This session explores how AI acts as a strategic mirror, amplifying both strengths and weaknesses in marketing foundations. CMOs will examine where automation creates efficiency, where human judgment remains essential, and how leadership must evolve in an AI-accelerated marketing environment.

Networking Break

3:15 PM-3:35 PM

DISRUPTOR

3:35 PM-3:50 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.

FIRESIDE CHAT

3:55 PM-4:30 PM

The Modern Marketing Operating Model: How CMOs Structure Teams, Tech, and Spend for Growth

As marketing grows more complex, many CMOs are rethinking how their organizations are structured to deliver impact. This fireside chat explores how marketing leaders are designing operating models that balance brand, demand, data, and technology while staying agile and accountable.

The conversation focuses on how CMOs are aligning teams, optimizing MarTech investments, and prioritizing spend to support growth. The session offers practical insight into building marketing organizations that scale effectively, operate efficiently, and remain closely tied to

Closing Remarks & Raffle Giveaway

4:30 PM-4:40 PM

Cocktail Reception

4:40 PM-5:30 PM

IN PARTNERS WITH

We are currently accepting partnership opportunities for this event.