

# AGENDA

The Future of Marketing: Building Secure, Seamless Experiences

## Executive Dinner

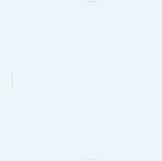
### SPEAKERS



**Amy Holtzman**  
CVO  
CHEQ



**Fernanda Murphy**  
Global Head of Retail &  
Payments Marketing,  
Google Play  
Google



**Paulina Yick**  
global portfolio marketing  
director  
Experian plc



**Daniel Vassallo**  
Head of Performance  
Marketing  
Outlier.org Inc



**Randolph Benjamin**  
VP IT Apps and OPS  
Safta National Bank  
of NY



**Katie Calhoun**  
VP, Sales and Marketing  
independent  
consultant



**Svetla Marinova**  
Head of Cloud Alliances  
- Enterprise Data  
Bloomberg



**Edwin Choi**  
SVP, Global Customer  
Success  
CHEQ



**Viktoriya Smith**  
SVP  
Citi



**Derek Lin (DO NOT  
INVITE)**  
Director of Digital  
Transformation  
JP Morgan Chase

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**December 06, 2023**

5:30 PM-9:00 PM  
Eastern Time

The Future of Marketing: Building Secure, Seamless

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# Experiences

As customers increasingly rely on digital channels, malicious actors seek to exploit them. The customer experience is paramount in driving engagement, growth, and trust, and CMOs must harness the power of data, technology, and collaboration to address evolving customer needs and vulnerabilities. During this dinner, we'll discuss why seamless and secure experiences are not mutually exclusive, how CMOs can safeguard brand loyalty, and more.

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## PANELISTS



Speaker

Amy Holtzman

CMO

CHEQ



Speaker

Edwin Choi

SVP, Global Customer

Success

CHEQ

TOGETHER WITH

**CHEQ**