C VISION INTERNATIONAL

AGENDA

The Future of Marketing

CX & CMO Think Tank

SPEAKERS



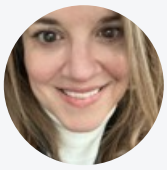
Esther Mireya Tejeda
CMO and Chief Strategist



Kiran Parvathala
VP Digital Transformation & E-Commerce
Global Industrial Company



Violeta Ardeljan
Former VP, Marketing
Global Industrial



Carolyn Kelly
Director of Marketing, Americas Private Equity
Ernst & Young



Viktoriya Smith
SVP
Citi



Paulina Yick
Global Portfolio Marketing Director
Experian



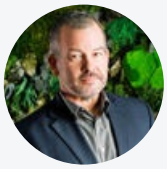
Laura Svejnar
Head of Global Marketing Strategy & Operations
Amazon Music



Kristina Sruoginis
Former Head of Consumer Insights and Marketing Analytics
Sony Pictures Entertainment



Michelle Crecca
SVP Marketing
CBRE



John Renz
VP, Head of Creative
Prudential Financial Inc.



Kristen Manginelli
Global CMO
Pagaya



Rachel Wyatt
Former SVP Customer Experience
Signet Jewelers



Alix Mills
Senior Consultant
Constructive



Rick Haring
SVP, Marketing & Communications
International SOS



Samir Bagga
CMO
L&T Technology Services Limited



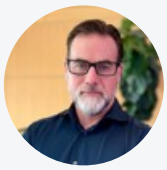
Vanessa Fernandes
Chief Digital Experience Officer
BNY Mellon



Michael Baer
CMO
TechCXO



Steve Trent
Managing Director
Citibank



Paul Strike
SVP, Global Head of Design AWM | PWM
Goldman Sachs



Akshita Gupta
Head of Marketing Analytics
Con Edison



Paige McCrensky
Chief Brand Officer
MALKA



Tyler Lederer-Plaskett
Video Marketing Advisor & Head of Culture
PlayPlay



Theresa Block
CMO
Sonas



Greg Thomas
CEO and Co-Founder
The Jazz Leadership Project



Jewel Kinch-Thomas
COO & Co-Founder
The Jazz Leadership Project



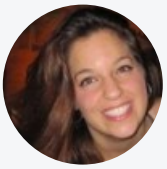
Irene Sibaja
Director of Global Partnerships
Treasure Data



Amit Erande
Partner
Artefact



Jincy James
CVP, Head of Strategy & Integrated Marketing
New York Life Insurance



Shayna Macklin
CMO
Rainbow Apparel Co



Rejeesh Ramachandran
SVP, Head of Marketing
TD Bank



Kevin McCurdy
Global APN Segment Lead for Consumer Goods
AWS



Brett House
Global VP, Marketing Solutions
TransUnion



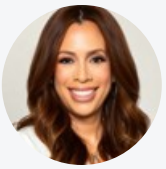
Kelly Waller
Sr VP, Sales & Marketing
Harte Hanks



Viktoria Levay
Corporate Resilience Trainer & Wellbeing Coach
Levay & Co Environmental Services



Apryl Casale
Sr. Director, Product Marketing
SundaySky



Esther Mireya Tejeda
CMO
Serhant



Vanessa Fernandes
Global Head of Digital Solutions
State Street

Click Here to Register

March 27, 2025

Eastern Time

Registration

8:30 AM-9:00 AM

Morning Networking

9:00 AM-9:30 AM

Opening Remarks

9:35 AM-9:40 AM

VISION VOICES KEYNOTE

Solving for the CMO Dilemma

9:40 AM-10:05 AM

Big swings in consumer expectations, influences, and drivers have impacted anyone in the business of relating to people—most especially those in marketing. The modern CMO is grappling with intense pressure to drive growth, meet changing demands for business transformation, keep up with the complexity in the broader marketing space—all while being customer centric in a shifting environment. How do lead marketers stay on top of ever-changing consumer expectations to drive their business?
In this keynote, Esther-Mireya Tejeda, renowned transformation leader, will discuss how to look beyond traditional consumer insights to tap into the why behind human behavior, to keep up with the ever-changing customer and how these insights are at the root of the CMO's unique expertise within the C-suite

SPEAKER



Esther Mireya Tejeda

CMO and Chief Strategist

KEYNOTE PANEL

10:10 AM-10:55 AM

Elevating Experiences: The CMO's Guide to Harnessing AI for Unparalleled Customer Engagement

Chief Marketing Officers (CMOs) need to explore the transformative impact of artificial intelligence on customer experience. In this dynamic discussion, we will unravel the strategic integration of AI technologies to not only meet but exceed customer expectations. Delve into practical insights on leveraging AI to personalize marketing strategies, optimize customer journeys, and create seamless, data-driven interactions. Discover how leading-edge AI applications can empower CMOs to cultivate deeper connections with their audience, foster brand loyalty, and drive marketing innovation in the ever-evolving digital landscape. This session is your gateway to unlocking the full potential of AI for unparalleled customer engagement and brand success.

CHAIR



Brett House
Global VP, Marketing Solutions
TransUnion

PANELISTS



Michelle Crecca
SVP Marketing
CBRE



Rick Haring
SVP, Marketing & Communications
International SOS



Kiran Parvathala
VP Digital Transformation & E-Commerce
Global Industrial Company

Coffee Break

10:55 AM-11:15 AM

KEYNOTE

11:20 AM-11:45 AM

Innovate to Elevate: Scaling New Heights in a Sea of Sameness

Marketing to today's consumers poses a distinct challenge, with 40% finding it hard to distinguish between brands. This "sea of sameness" demands a sophisticated strategy to set a brand apart, but how can this be accomplished?
This keynote session aims to shed light on crucial approaches for marketers looking to enhance their brand's visibility and impact in a saturated market.

SPEAKER



Kelly Waller
Sr VP, Sales & Marketing
Harte Hanks

FIRESIDE CHAT

11:50 AM-12:25 PM

Strategies for Omnichannel Excellence and AI-Powered Personalization

Every day, consumers engage with a myriad of platforms and channels, leaving digital breadcrumbs in their wake. And while their journeys are more complex than ever, customer expectations around personalization and privacy have increased steadily, with the majority of people now saying they expect companies to understand and anticipate their needs, and to personalize offers and experiences accordingly. To win the hearts and minds of customers it is imperative to provide them with a seamless, unified experience.
AI-based models have the power to meet and exceed those expectations. In this session, three executives will share how they're leveraging AI-based personalization to drive sales, loyalty, customer satisfaction and more

CHAIR



Theresa Block
CMO
Sonas

SPEAKERS



Irene Sibaja
Director of Global Partnerships
Treasure Data



Amit Erande
Partner
Artefact



Kevin McCurdy
Global APN Segment Lead for Consumer Goods
AWS

VISION VOICES

12:30 PM-12:45 PM

Elevate and Captivate: Unleashing Real Estate Marketing Excellence

Step into the realm of Real Estate Marketing excellence in this transformative session focused on improving both efficiency and effectiveness. Dive into innovative strategies that redefine the marketing landscape for real estate professionals, fostering an environment where efficiency meets effectiveness seamlessly. Explore cutting-edge techniques, data-driven insights, and impactful campaigns that promise to elevate your real estate marketing game. Join Michelle Crecca as she shares how to discover the keys to unlocking unparalleled success in the competitive real estate market by optimizing marketing approaches for maximum impact and efficiency.

SPEAKER



Michelle Crecca
SVP Marketing
CBRE

Lunch & Disruptor Showcase

12:45 PM-1:45 PM

LUNCH & DISRUPTOR SHOWCASE

1:30 PM-1:45 PM

Self-Care for Success: Nurturing Resilience and Wellbeing in High-Pressure Environments

While we are so hard on ourselves to serve, inspire and motivate others, we often neglect ourselves, leading to burnout and exhaustion, even if we genuinely love our jobs and strive for a great career.
In this session you will receive valuable support from Viktoria on stress management, wellbeing and on how to build better personal resilience to mitigate burnout and health issues.

SPEAKER



Viktoria Levay

Corporate Resilience Trainer & Wellbeing Coach

Levay & Co Environmental Services

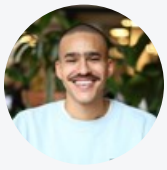
DISRUPTOR

1:50 PM-2:05 PM

Real People, Real Impact: How to Build Brand Authenticity with Video Marketing

Did you know that 86% of consumers consider authenticity a decisive factor when choosing a brand? Join us to unlock the power of authentic video marketing in driving meaningful connections and brand loyalty. In this session tailored for marketing leaders, PlayPlay's video marketing expert, Tyler Lederer-Plaskett, will delve into the pivotal role of authenticity in modern marketing.
Discover strategies and real-world examples showcasing how genuine, human-centered video content strengthens brand trust and credibility. Learn to craft engaging videos that resonate with your audience and cultivate brand advocates.

SPEAKER



Tyler Lederer-Plaskett

Video Marketing Advisor & Head of Culture

PlayPlay

PANEL

2:10 PM-2:55 PM

The Power of Omni-channel Marketing and the Critical Role Field Employees Play to Unlock Exceptional Customer Experience

In today's dynamic business landscape, marketing executives are leveraging the synergy between employer branding and omni-channel marketing to drive business growth and enhance customer experience. This session will delve into strategic approaches adopted by CMOs to seamlessly integrate employer branding initiatives with omni-channel marketing strategies. From cultivating a compelling employer value proposition to aligning brand messaging across various customer touchpoints, marketing leaders are taking a comprehensive approach to building brand equity and fostering customer loyalty. Join us as we explore how the convergence of employer branding and omni-channel marketing can create a cohesive brand experience that resonates with both employees and customers, ultimately driving long-term business success.

CHAIR

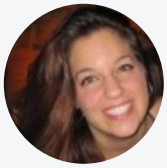


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CMO
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PANELISTS



Michael Baer
CMO
TechCXO



Shayna Macklin
CMO
Rainbow Apparel Co



Rejeesh Ramachandran
SVP, Head of Marketing
TD Bank



Brett House
Global VP, Marketing Solutions
TransUnion

Your Sound: A Key Instrument for Marketplace Success

3:00 PM-3:25 PM

“Your Sound” is a term from jazz music that means having an identifiable voice, style, or perspective. CMOs use an employer’s brand identity to position products and services in the marketplace.
From a company perspective, identifying and developing “Your Sound” showcases a distinctive tone, feeling, and rhythm that clients and customers instantly recognize.
Leveraging Your Sound into a unique value proposition can drive long-term business success in today’s highly competitive and complex environment.

SPEAKERS



Greg Thomas
CEO and Co-Founder
The Jazz Leadership Project



Jewel Kinch-Thomas
COO & Co-Founder
The Jazz Leadership Project

Networking Break

3:25 PM-3:40 PM

DISRUPTOR

Unlock the Full Potential of Video Across your Entire Customer Journey

3:40 PM-3:55 PM

There's no debating that video is the engagement king, but most businesses are only scratching the surface when it comes to the possibilities. Video has the potential to be your secret weapon, helping drive major benefits when it comes to efficiency, customer experience and cost-optimization. In this session we'll touch on a new way of thinking about video' s role in the customer journey, highlighting industry-leading examples of brands who have pushed the envelope and delivered relevant and personalized experiences along the way.

SPEAKER



Apryl Casale
Sr. Director, Product Marketing
SundaySky

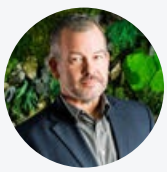
VISION VOICES

Investing in Creativity: How to Build an In-House Agency that Delivers Real Business Value

4:00 PM-4:15 PM

In-house creative teams and agencies are on the rise! And it's no surprise when you consider how many companies are looking for greater control, agility, and cost-effectiveness in their marketing efforts. But how can in-house agencies be set up to add real, measurable business value and avoid the common pitfalls of being relegated to being a production studio that simply takes orders or becoming a group of divas focused only on creative awards? Creative professionals and marketing executives alike will gain perspective on establishing and leveraging an in-house agency that has the swagger of an agency and the maturity of a corporate strategist.

SPEAKER



John Renz
VP, Head of Creative
Prudential Financial Inc.

FIRESIDE CHAT

4:20 PM-4:55 PM

Strategic User Experience: Maximizing Growth through Data Analytics and Design Strategies

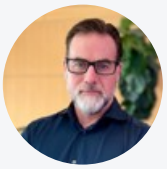
Unlock the secrets to maximizing growth and revenue streams through data-driven analytics and design strategies for user experience optimization in this tailored session for marketers. Dive into a comprehensive exploration of how strategic design and analytics intersect to enhance user engagement and drive profitability. Explore diverse revenue models and cutting-edge techniques for fostering user loyalty and increasing conversions. Learn to leverage data insights to inform design decisions, optimizing UI/UX for maximum impact. Gain invaluable insights into positioning your brand for sustained profitability amidst digital competition. Attendees will walk away equipped with actionable strategies to enhance user satisfaction, drive revenue growth, and achieve success in the fiercely competitive digital marketplace.

CHAIR



Paige McCrensky
Chief Brand Officer
MALKA

SPEAKERS



Paul Strike
SVP, Global Head of Design AWM | PWM
Goldman Sachs



Akshita Gupta
Head of Marketing Analytics
Con Edison



Jincy James
CVP, Head of Strategy & Integrated Marketing
New York Life Insurance

Closing Remarks & Raffle Giveaway

4:55 PM-5:00 PM

Cocktail Reception

5:00 PM-5:30 PM

TOGETHER WITH

PlayPlay · Jazz Leadership Project · Treasure Data · aws · Artefact · Harte Hanks · SundaySky