

AGENDA

The Future of Marketing

CX & CMO Think Tank

SPEAKERS



Steven Lowe
Former VP, Brand
Marketing
[Acuity Brands](#)



Imran Hussain
Director, Global
Marketing Strategy
[INSIGHTEC](#)



Amen Boyd
Digital Marketing
Director
[Flowers Foods](#)



David LaRue
President CEO
[Directroad](#)



Tamar Beresford
AVP, Digital Strategy
[Nasdaq](#)



Yosra Saleh
VP Digital Marketing
[Potbelly Sandwich
Works](#)



Jelena McMillan
AVP Marketing
[MiMedx](#)



Steven Nghe
Head of Marketing &
Communications
[Kloeckner Metals](#)



Anita Geller
SVP, Marketing &
Communications
[United Way of
Greater Atlanta](#)



Revanth Yamarthi
Head of Direct
Marketing &
Marketing Analytics
[BlueVine](#)



Rachel Savage
VP Marketing
[MiMedx](#)



David Wolff
CMO
[911 Restoration](#)



**Tyler Lederer-
Plaskett**
Video Marketing
Advisor & Head of
Culture
[PlayPlay](#)



Angela Hoidas
Former VP,
Marketing &
Communications
[Epiq](#)



Michael Kogon
CMTO
[PullAPart](#)



Kimberly Massey
Former CMO
[LifeWay](#)



Yasmine Ndassa
VP Data Strategy &
Analytics
[Sylvan Road Capital
LLC](#)



Amy Comeau
VP Marketing
[Emory Healthcare](#)



Walt Carter
Chief Transformation
Officer
Visionographers



David Wolff
CMO
911 Restoration



Amen Boyd
Director, Digital
Marketing
Flowers Foods

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September 24, 2024

Eastern Time

Registration

10:30 AM-11:00 AM

Morning Networking

11:00 AM-11:30 AM

Opening Remarks

11:30 AM-11:35 AM

VISION VOICES KEYNOTE
7 C's of Change

11:35 AM-11:50 AM

With over thirty years of change leadership experience, Walt Carter shares insights that will help you in your transformation journey:
Maslow's Breakdown
The critical nature of vision
Leaders at every level
And more from his international bestseller, We Can't Stay Here.

PANELISTS



Walt Carter
Chief Transformation
Officer
[Visionographers](#)

KEYNOTE PANEL

11:55 AM-12:40 PM

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



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DISRUPTOR

12:45 PM-1:00 PM

Beyond the Video Experts: Scaling your Video Creation In-House to Drive Real Results

With 84% of consumers stating they've been influenced by a brand video in their buying decisions, there's no denying the power of video in marketing and comms. But getting started with (and scaling) video creation can be inefficient and costly, especially when outsourced. The solution? In-house video creation.

In this session, we'll discuss the many benefits of setting your team up for success in creating your videos in-house and how to get

started.

Talking points include:

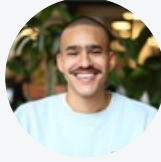
How to reduce video creation time with templates and automation tools

Increasing output quality with brand ownership & agility toward always-shifting trends

How to measure the impact and cost savings of in-house video creation

And much more.

PANELISTS



Tyler Lederer-Plaskett
Video Marketing
Advisor & Head of
Culture
[PlayPlay](#)

Lunch & Networking

1:00 PM-2:00 PM

VISION VOICES

Is Redefining/Relabeling Marketing Leadership in Modern Enterprises What We Really Need?

2:00 PM-2:15 PM

In recent years, leading companies have been eliminating the CMO or Head of Marketing position to better align marketing with overall business growth, customer experience, and commercial activities. This shift involves assigning marketing responsibilities to roles such as Chief Commercial Officer (CCO), Chief Growth Officer (CGO), or Chief Customer Officer (CCO), aiming to streamline operations and improve efficiency. This session will explore whether current marketing leaders are already fulfilling these broader responsibilities and what this change means for the future of marketing leadership. Additionally, we'll discuss the importance of marketing leaders having a strategic plan to market to internal stakeholders, particularly the CEO and CFO, before focusing on external audiences. Join us to understand how marketing can drive business success in this evolving landscape.

PANELISTS



Steven Nghe
Head of Marketing &
Communications
[Kloekner Metals](#)

FIRESIDE CHAT

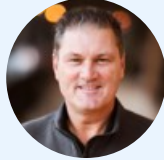
Strategic Insights: Maximizing Revenue Streams

2:20 PM-2:55 PM

through Digital Platform Monetization

Unlock the secrets to turning your digital presence into a lucrative venture with this session tailored for CMOs and marketers. Delve into a comprehensive exploration of diverse revenue models, cutting-edge customer engagement techniques, and data-driven strategies that empower businesses to seamlessly monetize their online platforms. Attendees will walk away with invaluable insights into innovative methods, positioning their brands for sustainable profitability and dynamic growth in the fiercely competitive digital marketplace.

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Acuity Brands



Rachel Savage
VP Marketing
MiMedx

PANEL

3:00 PM-3:45 PM

2024 New Age Strategies: Elevating Customer Experiences, Aligning Marketing Initiatives with Customer-Centric Approach

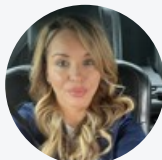
Explore innovative approaches to enhance customer experiences by aligning marketing strategies with a customer-centric mindset. This round table discussion will delve into proven strategies, emerging trends, and collaborative insights from CMOs and Customer Experience Leaders, fostering a dynamic exchange of ideas to drive meaningful connections and brand loyalty in today's competitive landscape.

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Emory Healthcare

Networking Break

3:45 PM-4:05 PM

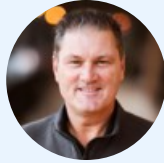
PANEL

4:05 PM-4:45 PM

Embracing Omni-Channel Marketing: Navigating Seamless Customer Experiences Across Platforms

Dive into the realm of omni-channel marketing as CMOs and marketers discuss the intricacies of crafting cohesive customer experiences across diverse platforms. This session will explore strategies for seamless integration, personalized messaging, and data-driven insights to enhance customer engagement and loyalty in the ever-evolving landscape of multi-channel marketing.

CHAIR



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President CEO
Directroad

PANELISTS



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Former CMO
LifeWay



Imran Hussain
Director, Global
Marketing Strategy
INSIGHTEC

Closing Remarks & Raffle Giveaway

4:45 PM-4:50 PM

Cocktail Reception

4:50 PM-5:30 PM

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