

# 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



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

## PANELISTS



**Michael Kogon**  
CMO  
[PullAPart](#)



**Yasmine Ndassa**  
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[Sylvan Road Capital  
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**Revanth Yamarthi**  
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Marketing Analytics  
[BlueVine](#)

## 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

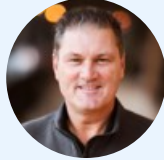
### Strategic Insights: Maximizing Revenue Streams

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.

### CHAIR



**David LaRue**  
President CEO  
Directroad

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**Steven Lowe**  
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Marketing  
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

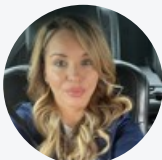
Explore innovative approaches to enhance customer experiences by aligning marketing strategies with a customer-centric mindset. This round table discussion will delve into proven strategies, emerging trends, and collaborative insights from CMOs and Customer Experience Leaders, fostering a dynamic exchange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

### CHAIR



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### PANELISTS



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**David Wolff**  
CMO  
911 Restoration



**Amy Comeau**  
VP Marketing  
Emory Healthcare

## Networking Break

3:45 PM-4:05 PM

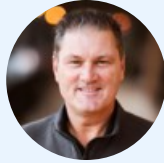
### PANEL

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



**David LaRue**  
President CEO  
Directroad

#### PANELISTS



**Kimberly Massey**  
Former CMO  
LifeWay



**Imran Hussain**  
Director, Global  
Marketing Strategy  
INSIGHTEC

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**Closing Remarks & Raffle Giveaway**

4:45 PM-4:50 PM

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**Cocktail Reception**

4:50 PM-5:30 PM

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