C VISION INTERNATIONAL

AGENDA

The Future of Marketing in Financial Services: Balancing Trust & Growth

CMO Dinner

SPEAKERS



Amy Holtzman
CMO
CHEQ



Steve Choi
Director, Digital Marketing & Product Owner
Prudential Insurance



Raman Mallika
VP, Insights, Advertising, Growth & Brand
American Express



Alma Rodriguez Piscitello
EVP, Global Financial Services
Edelman Smithfield



Tina Wadhwa
Global Marketing and Communications Director
Broadridge



Alma Rodriguez Piscitello
Founder, CEO
Revela Advisors LLC

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THE FUTURE OF MARKETING IN FINANCIAL SERVICES: BALANCING TRUST & GROWTH

November 15, 2023
5:30 PM-9:00 PM

Eastern Time

As safety, security, and privacy considerations continue to intensify for financial services marketers, implementing timely and effective brand-building and acquisition strategies can feel insurmountable. To be successful, today's marketing leaders must find the delicate balance between protecting the business and propelling it forward. We'll discuss how marketing can lead with robust cybersecurity measures while delivering long-term, efficient growth, the opportunities and risks of AI for brands, and more.

SPEAKER



Amy Holtzman
CMO
CHEQ

TOGETHER WITH

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