

AGENDA

The Hidden Growth Engine: Optimizing Marketing Execution to Drive Growth

Executive Event

SPEAKERS



Reuben Katz
Sr. Director
Business
Development
NVISION, A
BradyPLUS Company



Michael DiFranco
Sr. Director of
Business
Development
NVISION, A
BradyPLUS Company



Christopher Olsen
Director of
Marketing, Omni
Operations
maurices



Jennifer Allocco Morris
President &
Founder
JenCares Corp



Anne Hanch
SVP of Global
Procurement
Hyatt Hotels
Corporation



Jennifer Belongia-Barak
Head of Marketing
FCL Builders



Allison Fishman
VP, Marketing
Robert Bosch Tool



Megan Trout
Director of Brand
Management
Fontaine Santé



Jessica Hyde
Marketing Director
Spectra Premium



Joshua Carter
Manager Marketing
Technology &
Operations
Digital Federal Credit
Union



Erik Natonton
Sr Director,
Partnerships
C-Vision International

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July 30, 2025

Central Time

Welcome & Registration

8:30 AM-9:20 AM

Opening Remarks

9:20 AM-9:30 AM

The Hidden Growth Engine: Optimizing Marketing Execution to Drive Growth

9:30 AM-9:50 AM

As marketing complexity accelerates, many organizations struggle to keep execution efficient and scalable. This session explores how leading CPG and retail brands are applying supply chain management principles to unlock growth, reduce waste, and enable marketers to focus on strategy—not administrative tasks. Attendees will hear real-world examples, learn a framework for identifying inefficiencies, and gain practical tools for improving marketing operations. Whether you're in marketing, procurement, or operations, this session offers a fresh perspective on how to align cross-functional teams and drive results through smarter execution.

SPEAKER



Reuben Katz

Sr. Director
Business
Development

NVISION, A
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Chaos to Clarity: How Leading Brands Transformed Marketing Execution with a Strategic Partner.

9:55 AM-10:40 AM

Inefficiencies, fragmented processes, and disconnected teams can quietly drain resources and stand in the way of growth. In this candid panel discussion, marketing leaders from well-known brands share their real-world journeys from operational overwhelm to streamlined success. Today we'll explore what life looked like before bringing on a strategic marketing execution partner — and the tangible impact since. From uncovering hidden costs to freeing up internal teams for higher-value work, panelists will reveal the behind-the-scenes decisions, lessons learned, and measurable outcomes that came from optimizing their marketing operations. If you're facing increasing complexity with limited bandwidth, this session offers an honest, peer-driven perspective on what's possible when execution is no longer a barrier to growth

CHAIR



Erik Natonton
Sr Director,
Partnerships
C-Vision International

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Networking Break

10:40 AM-11:00 AM

From Insights to Action

11:00 AM-11:20 AM

In the race to cut waste, reduce costs, and accelerate speed-to-market of their in-store activations, many marketing leaders face a familiar challenge: where to begin. This session pulls back the curtain on what happens when brands take a deep, professional look at their marketing supply chain for these programs. You'll hear powerful insights uncovered during real-world assessments—revealing hidden inefficiencies, untapped opportunities, and fast wins. A marketing executive will share his firsthand experience, outlining the journey from diagnostic to decision-making—and the transformation that followed. Learn how they unlocked smarter workflows, stronger store-level execution, greater visibility, and meaningful cost savings. Walk away with proven strategies and practical takeaways you can apply immediately to elevate your own marketing operations.

SPEAKERS



Michael DiFranco
Sr. Director of Business Development
NVISION, A BradyPLUS Company



Christopher Olsen
Director of Marketing, Omni Operations
maurices

Roundtable Discussion

11:25 AM-11:55 AM

Lunch

12:00 PM-1:00 PM

Closing Remarks

1:00 PM-1:15 PM

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