

AGENDA

Where Marketing Leaders Think Big CMO Summit

SPEAKERS



Radhika Duggal
CMO
Major League Soccer



Julie Roehm
CMO
Convergint



Janelle Hanley
CMO
Hospital For Special Surgery



David Crozier
CMO
Appian



Angela Tribelli
CMO
Finance of America



Otto Angulo
CMO
Hudson Regional Health



Sabaa Quao
Chief Innovation Officer
Arima



Lindsy Flynn
CMO
US Mortgage



Kerel Cooper
CMO
MarketCast



Asmita Singh
CMO
BARBRI Global



Linda Bethea
Former CMO
Danone



Jeanna Venneri
Former CMO
Elevance Health



Sheereen Miller-Russell
EVP, Client Partnerships & Brand Solutions
Warner Bros. Discovery



Emily Kirkpatrick
SVP Marketing Strategy & Performance
Shipt



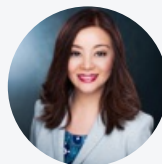
Sophie Kelly
Former SVP of Global Tequila and Mezcal Categories
Diageo



Matthew O'Rourke
Head of Marketing
Yale School of Medicine



Grace Pai-Leonard
Head of Brand
New York Life Investments



Shiny Qin
CVP, Marketing
New York Life Insurance



Doug Schumacher
VP, Marketing AI
Houlihan Lokey



Meredith McCracken
VP, Integrated Marketing
Getty Images



Kerri Sprague
VP, Brand & Corporate Citizenship Marketing
TD Bank Group



Patrick Ward
Director, Institutional Marketing
Vanguard



Paulina Yick
Global Portfolio Marketing Director
Experian



Lynn Schlesinger
ED, Marketing and Communications
Silver Hill Hospital



Ramesh Thiyagarajan
Global Head of Strategic Marketing
Balchem



Chris McGuire
Director Of Client Growth and Engagement
McGuffin Creative Group, Inc.

[Click Here to Register](#)



November 05, 2026

Eastern Time

Registration & Breakfast

8:30 AM-9:30 AM

Arrival, badge collection and informal networking over breakfast.

Opening Remarks

9:30 AM-9:40 AM

Welcome from C-Vision International. Framing the day ahead and the big questions that define marketing leadership today.

VISION VOICES KEYNOTE

9:45 AM-10:00 AM

The New Mandate: What It Means to Lead Marketing Now

This is the most exciting time to lead marketing in a generation. AI has handed CMOs creative firepower their predecessors could only dream of, the boardroom is finally treating marketing as a driver of growth, and the leaders who get this moment right will shape how entire brands and industries move for years. This opening keynote sets an ambitious tone for the day, mapping the breakthroughs reshaping the discipline and the bold bets that turn disruption into advantage. Come ready to think bigger, lead braver, and leave with a clear picture of the marketing era you get to build.

PANEL

10:05 AM-10:50 AM

The Human Layer: How Trust Turns AI Into Advantage

AI can now write, design, and personalize marketing at a scale and speed we've never had before. But as every brand rushes to automate, the thing that sets a company apart is no longer output, it's trust, and trust is still built by people. This session looks at how the best marketers use AI to deepen real customer relationships rather than dilute them. We'll get practical about where personalization stops feeling helpful and starts feeling intrusive, and why that line matters most in high-stakes industries like financial services, where a brand is tied to people's money, security, and peace of mind. The takeaway is a simple but powerful idea: humans shouldn't just sit "in the loop" checking the machine's work, they should stay at the center of what gets designed, bringing the judgment, empathy, and taste that AI can't. Come see why, in the age of automation, the smartest AI strategy is also the most human one.

CHAIR



Jeanna Venneri

Former CMO
Elevance Health

PANELISTS



Grace Pai-Leonard

Head of Brand
New York Life Investments



Patrick Ward

Director, Institutional Marketing
Vanguard



Julie Roehm

CMO
Convergint



Janelle Hanley

CMO
Hospital For Special Surgery

KEYNOTE

10:55 AM-11:10 AM

Nobody Remembers the Safe Choice

The most beloved brands in the world all have one thing in common: at some point, they were brave. They backed a big idea, planted a flag, and trusted their instinct about where the world was heading. That courage is the most exciting tool a marketing leader has, and it's more available now than ever. In this keynote, one leader celebrates the power of bold marketing: the campaigns that made people feel something, the convictions that paid off, and the creative leaps that turned good brands into unforgettable ones. Come for an energizing reminder that thinking big isn't the risky path. It's the one that gets remembered.

SPEAKER



Radhika Duggal

CMO
Major League Soccer

Networking Break

11:10 AM-11:25 AM

DISRUPTOR

11:25 AM-11:40 AM

Speed vs. Control: The False Tradeoff Killing Enterprise Marketing

Marketing wants velocity. IT wants governance. The old assumption is you pick one, launch fast and pray, or lock it down and watch competitors lap you. That tradeoff isn't physics, it's bad architecture, and it's quietly costing enterprise brands their edge. This session breaks down what it actually takes to run global, multi-brand marketing without the usual compromise: launching in days instead of quarters, personalizing at scale, on rails IT can stand behind.

FIRESIDE CHAT

11:40 AM-12:15 PM

When the Customer Is an Algorithm: Marketing in the Age of AI Agents

Your next customer might not be human. People are already handing their buying decisions to AI agents that research, compare, and check out on their behalf, which means the thing you are trying to win over is increasingly a machine. So what happens to brand, persuasion, and loyalty when your audience is code? Can an algorithm fall for a story, feel a brand, or be talked into paying more? This panel digs into how marketing changes when the buyer is a bot, and what leaders should be doing now before the agents take the wheel.

SPEAKERS



**Matthew
O'Rourke**

Head of Marketing
Yale School of
Medicine



David Crozier

CMO
Appian

PANEL

12:20 PM-1:05 PM

Stop Buying Tools, Start Building Systems

Most companies chase AI by buying tools, then wonder why all they got was a pile of half-used apps and a lot of noise. Here is the plot twist: AI was never the transformation. The real win is building a machine that listens to what your customers and your people actually need, then acts on it at scale, again and again. This panel gets into how the best leaders turn those signals into smart workflows and systems that show up where it counts: real productivity, real growth, real numbers. Come learn how to stop collecting tools and start building something that compounds.

CHAIR



Chris McGuire

Director Of Client
Growth and
Engagement

McGuffin Creative
Group, Inc.

PANELIST



Otto Angulo

CMO
Hudson Regional
Health

Lunch & Networking Break

1:05 PM-1:45 PM

Seated lunch with open networking across all attendee communities.

DISRUPTOR

1:45 PM-2:00 PM

Synthetic data. For real.

First it was big data. Then smart data. Then real-time data. Then data-driven decision-making. Then data was going to be "the new oil." At some point we started saying "data" the way people say "synergy." We uttered the words with total conviction but with no consensus on what any of us meant.

Every few years we put a new adjective in front of the word and nod like this is finally the one that cracks the code.

But to be fair, big data did give us scale and an objective. Synthetic data gives us control, and a way to tackle a problem that every single company and client in this room has. Let's talk about it.

SPEAKER



Sabaa Quao

Chief Innovation
Officer
Arima

PANEL

2:00 PM-2:45 PM

Kill Your Dashboard: Rebuilding How We Measure Marketing

Half the numbers on your dashboard look great and mean nothing. Impressions, likes, open rates: vanity metrics that win the applause and lose the budget fight. Now GenAI is blowing up how the work gets done, and the old scorecards are cracking right when "effectiveness" is up for grabs. This session gets real about what actually counts: the metrics that earn a seat in the boardroom, the ones worth deleting today, and the calls where human judgment still beats the algorithm. Come ready to throw out everything that was never working anyway.

PANELISTS



Lindsay Flynn
CMO
US Mortgage



Emily Kirkpatrick
SVP Marketing
Strategy &
Performance
Shipt



Ramesh Thiyagarajan
Global Head of
Strategic Marketing
Balchem

VISION VOICES KEYNOTE Vision Voices Keynote

2:45 PM-3:10 PM

Networking Break

3:10 PM-3:25 PM

PANEL

3:25 PM-4:10 PM

Same, But Everywhere: Winning When Every Brand Sounds Like AI

Every marketing team now has the same AI tools, which means everyone can produce polished content just as fast, and increasingly, in the same voice. Craft used to be what separated great brands from average ones, and it turned out to be the easiest gap for AI to close.

What's opening up instead is a different kind of gap: distinctiveness, which is now the harder thing to pull off at scale. This session looks at where AI actually sharpens a brand's edge versus where it quietly wears it down, often without anyone noticing, especially when everyone's optimizing for speed.

We'll get specific about which categories lose customers fastest to sameness, what it really takes to stay recognizable when a competitor can copy your process overnight, and the levers, like premium IP and brand partnerships, that still can't be replicated by a generative tool.

CHAIR



Sophie Kelly
Former SVP of
Global Tequila and
Mezcal Categories
Diageo

PANELISTS



Angela Tribelli
CMO
Finance of America



**Sheereen
Miller-Russell**
EVP, Client
Partnerships &
Brand Solutions
Warner Bros.
Discovery

FIRESIDE CHAT

4:10 PM-4:45 PM

Place Your Bets: Marketing's Next Five Years

Forget vague predictions about "the future of marketing." This closing fireside gets specific. Two sharp leaders each put real bets on the table: the roles that won't exist in five years and the ones that will, the budgets about to move, the skills worth hiring for now, and the assumptions that are quietly about to break. No hand-waving, just concrete calls you can pressure-test against your own plan. Everyone leaves with a short list of bold moves to make this year, while there's still an edge in making them early.

CHAIR



Linda Bethea
Former CMO
Danone

SPEAKER



Kerel Cooper
CMO
MarketCast

Closing Remarks & Raffle Giveaway

4:45 PM-4:55 PM

A synthesis of the day's defining themes and an open invitation to continue the conversation.

Cocktail Reception

5:00 PM-6:00 PM

An informal close to the day - open bar, canapes and continued conversation. Speakers and attendees mix freely.

TOGETHER WITH

