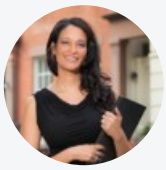
C VISION INTERNATIONAL

# 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

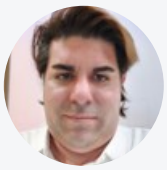
**David Crozier**
CMO
Appian

**Angela Tribelli**
CMO
Finance of America

**Linda Boff**
President & CEO, Said Differently
Forbes CMO Network

**Emily Pachuta**
CMO
Ascensus

**Lily Yao**
VP, Marketing (CMO)
American Marketing Association

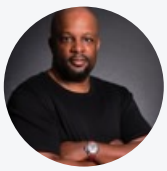


**Otto Angulo**
CMO
Hudson Regional Health

**Sabaa Quao**
Chief Innovation Officer
Arima

**Brian Hawe**
Global CMO
Netceed

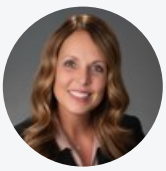
**Lindsi Flynn**
CMO
US Mortgage



**Kerel Cooper**
CMO
MarketCast

**Asmita Singh**
CMO
BARBRI Global

**Linda Bethea**
Former CMO
Danone



**Jeanna Venneri**
Former CMO
Elevance Health

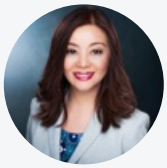
**Sharon Kenny Peters**
Marketing Executive
Spectrum

**Kimberly Hairston-Hicks**
Former CMO
Sanofi

**Emily Kirkpatrick**
SVP Marketing Strategy & Performance
Shipt

**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

**Cathy Oh**
Former CMO, Samsung Ads & Services
Samsung

**Lynn Schlesinger**
ED, Marketing and Communications
Silver Hill Hospital

**Ramesh Thiyagarajan**
Global Head of Strategic Marketing
Balchem

**James Heath**
VP, Creator Marketing
TelevisaUnivision

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

**Dennis Kenney**
CEO, Ivy Level Speaking | Executive Communication
Dennis Kenney

**Cyril Dhenaut**
Late founder & CRO
Octopus Community

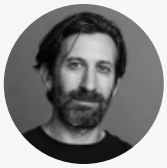
**Mark Melton**
US-GTM Strategy & Partner Leader
Magnolia Americas Inc.

**Satyan Penmetsa**
CTO
Fortipi

**Alaa Moussawi**
Chief Data Scientist
New York City Council

**Ethan Pew**
Head of MS in Marketing
The University of Texas at Austin

**Kiran Parvathala**
VP Digital Transformation & E-Commerce
Global Industrial Company



**Josh Dean**
Former VP, Johnnie Walker and Buchanan's North America & Founder, Dean and Daughters
Diageo

**Thomas Rizzo**
Chief Architect
Lazard

**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-9:35 AM**

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

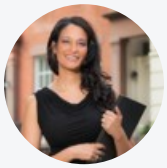
### VISION VOICES KEYNOTE

**9:35 AM-9:50 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

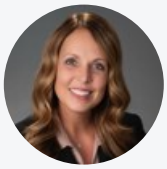
PANEL

## The Human Layer: How Trust Turns AI Into Advantage

**9:55 AM-10:40 AM**

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



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### PANELISTS

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Head of Brand
New York Life Investments

**Patrick Ward**
Director, Institutional Marketing
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**Julie Roehm**
CMO
Convergint

**Janelle Hanley**
CMO
Hospital For Special Surgery

VISION VOICES

## Make Your Message Land: The Power of Executive Presence

**10:45 AM-11:00 AM**

When the stakes are high, your presence shapes how people respond to your ideas, your decisions, and your leadership. In this dynamic workshop, executive communication expert Dennis Kenney explores how to command attention, build credibility, and bring a room with you. Drawing on his work with executives and media personalities, Dennis shares strategies for turning complex ideas into compelling messages and bringing greater authority, energy, and connection to every interaction. Attendees will leave with a fresh perspective on their own presence and practical ways to communicate with impact, from the boardroom to the stage.

### SPEAKER

**Dennis Kenney**
CEO, Ivy Level Speaking | Executive Communication
Dennis Kenney

FIRESIDE CHAT

**11:05 AM-11:40 AM**

## 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 fireside chat digs into how marketing changes when the buyer is a bot, and what leaders should be doing now before the agents take the wheel.

CHAIR

**Kimberly Hairston-Hicks**
Former CMO
Sanofi

SPEAKERS

**Matthew O'Rourke**
Head of Marketing
Yale School of Medicine

**David Crozier**
CMO
Appian

## Networking Break

**11:40 AM-11:55 AM**

VISION VOICES

**11:55 AM-12:10 PM**

## Own the Relationship with your Customers. Why the Next Marketing Advantage is a Place, not a Prompt

Everything is moving 10x faster now: competitors, new players, even misinformation. Product and marketing are merging every day even more. And in all that noise, it is easy forget the one rule that still decides who wins: know your customer. A good prompt won't help. But a community you own will.
The thesis is simple: Your users are already talking about your product on Discord, Reddit, Facebook, or WhatsApp. That conversation generates no sessions (so no monetization), and you own none of the data.

SPEAKER

**Cyril Dhenaut**
Late founder & CRO
Octopus Community

DISRUPTOR

## Velocity with Control: Governing Agentic AI at Enterprise Scale

**12:15 PM-12:30 PM**

Every platform promises speed – feed it a brief, and you have content for every channel before your coffee gets cold. But as AI agents take over the work of creating and publishing content at scale, speed is no longer the bottleneck. The real challenge is maintaining brand integrity and compliance at that velocity.
In this session, explore how to leverage agentic AI to accelerate digital touchpoints without risking brand reputation. Learn how to combine visual orchestration, flexible AI models, and automated guardrails to innovate boldly while keeping every site, brand, and channel fully aligned.

SPEAKER

**Mark Melton**
US-GTM Strategy & Partner Leader
Magnolia Americas Inc.

PANEL

## Stop Buying Tools, Start Building Systems

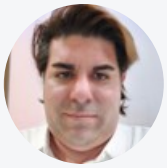
**12:30 PM-1:15 PM**

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.

PANELISTS



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**Emily Pachuta**
CMO
Ascensus

**Cathy Oh**
Former CMO, Samsung Ads & Services
Samsung

**Kiran Parvathala**
VP Digital Transformation & E-Commerce
Global Industrial Company

## Lunch & Networking Break

**1:15 PM-2:00 PM**

Seated lunch with open networking across all attendee communities.

DISRUPTOR

**2:00 PM-2:15 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

**2:15 PM-3:00 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.

CHAIR

**Sharon Kenny Peters**
Marketing Executive
Spectrum

PANELISTS

**Lindsi Flynn**
CMO
US Mortgage

**Emily Kirkpatrick**
SVP Marketing Strategy & Performance
Shipt

**Ramesh Thiyagarajan**
Global Head of Strategic Marketing
Balchem

PANEL

**3:05 PM-3:50 PM**

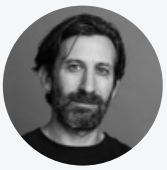
## Same, But Everywhere: Winning When Every Brand Sounds Like AI

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.

### CHAIR



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Former VP, Johnnie Walker and Buchanan's North America & Founder, Dean and Daughters

Diageo

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CMO

Finance of America

**James Heath**

VP, Creator Marketing

TelevisaUnivision

**Brian Hawe**

Global CMO

Netceed

## Networking Break

**3:50 PM-4:05 PM**

FIRESIDE CHAT

## Place Your Bets: Marketing's Next Five Years

**4:05 PM-4:40 PM**

Forget vague predictions about "the future of marketing." This 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

### SPEAKERS

**Kerel Cooper**
CMO
MarketCast

**Linda Boff**
President & CEO, Said Differently
Forbes CMO Network

**Lily Yao**
VP, Marketing (CMO)
American Marketing Association

FIRESIDE CHAT

## AI-Technostress: Overcoming the Fear of Being Replaced

**4:40 PM-5:15 PM**

As AI automates routine work, teams across IT and marketing are feeling the strain: constantly shifting toolsets, mounting burnout, and a growing “techno-insecurity,” the worry that leaning on machines is quietly eroding human judgment and creativity.
This session gives IT and marketing leaders a practical blueprint for leading through the disruption. Learn how to design roles that put AI to work while elevating uniquely human strengths like critical thinking, strategy, and creativity, and how to keep your teams connected, confident, and engaged as the way work gets done keeps changing.

### CHAIR

**Satyan Penmetsa**
CTO
Fortipi

### SPEAKERS

**Alaa Moussawi**
Chief Data Scientist
New York City Council

**Ethan Pew**
Head of MS in Marketing
The University of Texas at Austin

**Thomas Rizzo**
Chief Architect
Lazard

## Closing Remarks & Raffle Giveaway

**5:15 PM-5:20 PM**

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

## Cocktail Reception

**5:20 PM-6:00 PM**

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

TOGETHER WITH