

# AGENDA

## The Future of Customer Experience & Marketing CX & CMO Luncheon

### SPEAKERS



**Michael Bouteneff**  
Former Managing  
Director, Integrated  
Marketing



**Valerie Nifora**  
Global Marketing  
Leader  
Accenture



**Rachel Wyatt**  
SVP Customer  
Experience  
Signet Jewelers



**Michelle Crecca**  
SVP Marketing  
CBRE



**Fernanda Murphy**  
Global Head of Retail  
& Payments  
Marketing, Google  
Play  
Google



**Violeta Ardeljan**  
VP, Marketing  
Global Industrial  
Company



**Vanessa Fernandes**  
Chief Digital  
Experience Officer  
BNY Mellon



**Rachel Wyatt**  
SVP Customer  
Experience  
Signet Jewelers



**Paige McCrensky**  
VP Marketing  
Getty Images Inc



**Danny Williams**  
CEO  
Growegy



**Clara Luo**  
Marketing Strategy,  
Senior Manager  
Deloitte

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September 27, 2023

Eastern Time

Registration

10:00 AM-10:30 AM

[www.cvisionintl.com](http://www.cvisionintl.com)

## Morning Networking

10:30 AM-11:00 AM

## Opening Remarks

11:00 AM-11:05 AM

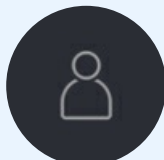
### PANEL

## Enhance And Optimize The Customer Experience

11:05 AM-11:50 AM

As the world continues to recover from the COVID-19 pandemic, it is crucial for CMOs to prioritize enhancing and optimizing the customer experience. With customers relying heavily on digital channels and remote interactions, the customer experience has become even more critical in driving engagement, loyalty, and ultimately, business growth. CMOs must leverage data analytics, digital technologies, and cross-functional collaboration to develop and execute customer-centric strategies that address evolving customer needs and preferences. By providing a seamless and personalized customer experience across all touchpoints, CMOs can build brand loyalty and trust in a post-pandemic world, driving long-term business success. In today's competitive landscape, the CMOs who successfully prioritize and enhance the customer experience will be the ones who thrive.

#### CHAIR



**Michael Bouteneff**  
Former Managing  
Director, Integrated  
Marketing

#### PANELISTS



**Michelle Crecca**  
SVP Marketing  
CBRE



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Global Industrial  
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SVP Customer  
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### KEYNOTE

## Burdensome Cross-Functional Collaboration Yields Worse Organizational Outcomes

11:55 AM-12:30 PM

Cross-functional collaboration is essential for businesses to achieve their goals and drive growth. However, when collaboration is burdensome and poorly managed, it can lead to negative outcomes such as delays, miscommunication, and reduced productivity. This can ultimately harm the organization's bottom line and lead to employee dissatisfaction. To avoid these issues, companies must develop effective collaboration strategies that prioritize clear communication, goal alignment, and a shared vision.

## PANELISTS



**Fernanda Murphy**  
Global Head of Retail  
& Payments  
Marketing, Google  
Play  
[Google](#)

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## Lunch & Networking

12:30 PM-1:30 PM

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## The Importance of the Personal Brand for the C-Suite

1:10 PM-1:25 PM

Vital to anyone's career is her personal brand. C-level executives often identify their personal brands with their organization. But to adapt to shifts in work environments more is required. A personal brand is comprised of many more parts than our professions. In this micro-session you'll learn the elements of an authentic personal brand and quick tips on how to bring it to life.

## PANELISTS



**Valerie Nifora**  
Global Marketing  
Leader  
[Accenture](#)

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## DISRUPTOR

## Hoping for a Bluebird Isn't a Good Marketing Strategy

1:30 PM-1:45 PM

We will explore how marketing can make a meaningful impact to sales-led organizations in-quarter and find solutions to achieve your revenue goals. We will also share the best marketing planning practices to provide enough coverage for future quarters. Join this discussion as we tackle strategies to bridge the revenue gap.

## PANELISTS



**Danny Williams**  
CEO  
Growegy

## PANEL

1:50 PM-2:35 PM

# Shifting Customer Behaviors Amplify Uncertainty

Rapid advancements in technology and the growing importance of social media have led to significant changes in customer behavior. Customers now expect personalized experiences, instant gratification, and a seamless omnichannel experience. These changes have created new challenges for businesses, as they struggle to keep up with evolving customer demands while also adapting to shifting market conditions. Companies that fail to respond to these changes risk losing market share and falling behind their competitors.

## CHAIR



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Marketing Strategy,  
Senior Manager  
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## Closing Remarks & Networking

2:35 PM-2:45 PM

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