

# AGENDA

## The Future of Marketing

# CX & CMO Think Tank

### SPEAKERS



**Konstantine Christofakis**  
Head Of Digital Marketing  
ULTATEL



**Asaf Wolff**  
CMO  
University of the People



**Todd Donohue**  
Director of Brand Partnerships  
Shell



**Wayne Simmons**  
Global Customer Excellence Lead, Chief Marketing Office  
Pfizer



**Akshita Gupta**  
Director, Marketing Analytics  
Mavis Tire



**Laura Svejnar**  
Head of Global Marketing Strategy and Operations



**Ravi Pal**  
Global CTO  
Ogilvy



**Kate Fannin**  
Global Executive Director, Information Technology Operations & Brand Technology, Le Labo  
Estee Lauder Companies

[Click Here to Register](#)



May 29, 2025

Eastern Time

## Registration

8:30 AM-9:00 AM

CHAIR PANELISTS

## Morning Networking

9:00 AM-9:30 AM

CHAIR PANELISTS

## Opening Remarks

9:30 AM-9:40 AM

CHAIR PANELISTS

### VISION VOICES KEYNOTE

9:40 AM-10:05 AM

## 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 PANELISTS

### KEYNOTE

10:10 AM-10:35 AM

## Focus On Employer Branding And The Employee Experience

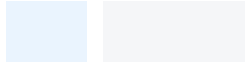
CMOs are focusing on employer branding and the employee experience as competition for top talent intensifies. A strong employer brand can help attract and retain top talent, while a positive employee experience can improve engagement and productivity. CMOs are taking a multifaceted approach to improving these areas, including developing a clear employer value proposition, investing in employee training and development, and creating a supportive work culture. CMOs are also leveraging technology and data analytics to continuously monitor and improve the employee experience. By prioritizing employer branding and the employee experience, CMOs can drive long-term business success.

CHAIR PANELISTS

## Coffee Break

10:35 AM-10:55 AM

CHAIR PANELISTS



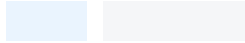
VISION VOICES

10:55 AM-11:10 AM

## Elevating Experiences: The CMO's Guide to Harnessing AI for Unparalleled Customer Engagement

Chief Marketing Officers (CMOs) need to explore the transformative impact of artificial intelligence on customer experience. In this dynamic discussion, we will unravel the strategic integration of AI technologies to not only meet but exceed customer expectations. Delve into practical insights on leveraging AI to personalize marketing strategies, optimize customer journeys, and create seamless, data-driven interactions. Discover how leading-edge AI applications can empower CMOs to cultivate deeper connections with their audience, foster brand loyalty, and drive marketing innovation in the ever-evolving digital landscape. This session is your gateway to unlocking the full potential of AI for unparalleled customer engagement and brand success.

CHAIR PANELISTS



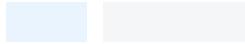
DISRUPTOR

11:15 AM-11:30 AM

## So, What About The Metaverse?

The metaverse has been a hot topic in recent years, and it's not just for gamers anymore. As technology continues to advance, the possibility of a fully immersive virtual world becomes more and more feasible. This presents a unique opportunity for marketers to create entirely new customer experiences and engagement opportunities. However, it also poses challenges in terms of privacy, security, and ethical considerations. CMOs need to be aware of the potential of the metaverse and start thinking about how it could fit into their overall marketing strategy while also being mindful of these potential issues.

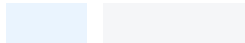
CHAIR PANELISTS



## Lunch & Disruptor Showcase

11:30 AM-12:30 PM

CHAIR PANELISTS



PANEL

12:50 PM-1:35 PM

## Revolutionizing Customer Journeys: Advanced Strategies for CMOs to Enhance and Optimize the Customer Experience

In today's fast-evolving digital landscape, CMOs and Marketing leaders are under increasing pressure to deliver exceptional customer experiences at every touchpoint. This panel will explore cutting-edge strategies and advanced technologies that are shaping the future of customer journeys. Experts will discuss how marketing leaders can leverage data-driven insights, personalized engagement, and omnichannel marketing to enhance customer satisfaction, loyalty, and lifetime value. Attendees will learn how to optimize the customer experience by aligning their marketing efforts with evolving consumer expectations, breaking down silos across departments, and

driving seamless interactions that foster long-term relationships. Whether it's utilizing AI-powered tools, incorporating voice-of-the-customer feedback, or refining content strategies, this session offers actionable insights for CMOs looking to stay ahead in an increasingly competitive market.

## PANELISTS



**Kate Fannin**  
Global Executive  
Director, Information  
Technology  
Operations & Brand  
Technology, Le Labo  
[Estee Lauder  
Companies](#)

## VISION VOICES

12:30 PM-12:45 PM

### Burdensome Cross-Functional Collaboration Yields Worse Organizational Outcomes

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.

## CHAIR PANELISTS

## PANEL

12:50 PM-1:35 PM

### Strategic Insights: Maximizing Revenue Streams through Digital Platform Monetization

Unlock the secrets to turning your digital presence into a lucrative venture with this session tailored for CMOs and marketers. Delve into a comprehensive exploration of diverse revenue models, cutting-edge customer engagement techniques, and data-driven strategies that empower businesses to seamlessly monetize their online platforms. Attendees will walk away with invaluable insights into innovative methods, positioning their brands for sustainable profitability and dynamic growth in the fiercely competitive digital marketplace.

## CHAIR PANELISTS

## Networking Break

3:10 PM-3:30 PM

## CHAIR PANELISTS

## Disruptive Market Dynamics Erode Traditional Sources of Brand Value

The rise of disruptive technologies and changing consumer behavior has led to a shift in the sources of brand value. Traditional sources of brand value such as product quality and brand reputation are no longer enough to attract and retain customers. Instead, companies must focus on creating unique value propositions that resonate with their target audience. This requires a deep understanding of customer needs, effective communication strategies, and a willingness to innovate and experiment with new approaches. Companies that fail to adapt to these disruptive market dynamics risk losing relevance and market share.

CHAIR PANELISTS

### FIRESIDE CHAT

2:15 PM-2:50 PM

## Protect Advertising From Appearing Adjacent To Misinformation/Disinformation Content

In today's media landscape, the spread of misinformation and disinformation has become a major challenge for businesses. Not only does it pose reputational risks to brands, but it can also lead to financial losses. To address this issue, CMOs need to protect their advertising from appearing adjacent to such content by closely monitoring where their ads are being placed. They should also work with industry trade organizations, brand safety vendors, publishers, and advertising technology solutions to develop a comprehensive approach to brand safety. By doing so, CMOs can help safeguard their company's reputation and maintain consumer trust.

CHAIR PANELISTS

### DISRUPTOR

2:55 PM-3:10 PM

## Seamless Collaboration Strategies: Navigating the Crossroads of Growth and Success

In the dynamic realm of marketing and brand advancement, cross-functional collaboration is the linchpin for achieving business objectives and propelling growth. However, the nuanced challenges faced by CMOs and marketers in managing collaboration can lead to detrimental outcomes such as delays, miscommunication, and reduced productivity. This session is tailored to empower marketing leaders, delving into the intricacies of effective collaboration strategies that prioritize crystal-clear communication, strategic alignment with marketing goals, and the cultivation of a shared vision. Join us to unravel the roadmap to successful collaboration, ensuring marketers steer clear of obstacles and drive their organizations toward prosperity in an ever-evolving landscape.

CHAIR PANELISTS

## Networking Break

3:10 PM-3:30 PM

CHAIR PANELISTS

# Strategies for Leveraging Data Analytics in Marketing

CMOs can harness the power of data analytics to optimize marketing campaigns. This session delves into innovative strategies, best practices, and real-world examples, providing a platform for CMOs to share insights on utilizing data-driven approaches for enhanced marketing effectiveness and ROI

CHAIR PANELISTS

## DISRUPTOR

3:50 PM-4:05 PM

### Embracing Omni-Channel Marketing: Navigating Seamless Customer Experiences Across Platforms

Dive into the realm of omni-channel marketing as CMOs and marketers discuss the intricacies of crafting cohesive customer experiences across diverse platforms. This session will explore strategies for seamless integration, personalized messaging, and data-driven insights to enhance customer engagement and loyalty in the ever-evolving landscape of multi-channel marketing.

CHAIR PANELISTS

## VISION VOICES

4:10 PM-4:25 PM

### 2024 New Age Strategies: Elevating Customer Experiences, Aligning Marketing Initiatives with Customer-Centric Approach

Explore innovative approaches to enhance customer experiences by aligning marketing strategies with a customer-centric mindset. This round table discussion will delve into proven strategies, emerging trends, and collaborative insights from CMOs and Customer Experience Leaders, fostering a dynamic exchange of ideas to drive meaningful connections and brand loyalty in today's competitive landscape.

CHAIR PANELISTS

## Closing Remarks & Raffle Giveaway

4:25 PM-4:30 PM

CHAIR PANELISTS

## Cocktail Reception

4:30 PM-5:30 PM

CHAIR PANELISTS

## VISION VOICES KEYNOTE

9:40 AM-10:05 AM

# Implementing AI: A Component of Modern Digital Strategy

Let's explore the significance of integrating AI into digital strategies, emphasizing its transformative impact on various industries. It delves into key considerations such as data-driven decision-making, personalized customer experiences, and operational efficiency. Additionally, the synopsis highlights the challenges associated with AI implementation, such as ethical concerns and the need for robust cybersecurity measures. Through the lens of real-world examples and industry insights, it underscores how a well-executed AI strategy can position organizations for success, driving growth, agility, and long-term sustainability.

CHAIR PANELISTS

## KEYNOTE

10:10 AM-10:35 AM

# The Future of Digital Strategy in a Rapidly Evolving Landscape

In the rapidly evolving landscape of digital strategy, this session delves into the core dynamics shaping the future of organizations. Emphasizing the pivotal role of data, it explores how businesses can leverage insights for strategic decision-making while navigating challenges related to privacy and ethics. The rise of artificial intelligence is scrutinized for its transformative potential, addressing both opportunities and ethical considerations in integrating machine learning and automation. Amidst technological advancements, a customer-centric approach emerges as crucial, emphasizing personalized experiences and meaningful connections. Additionally, the abstract considers the global context, acknowledging the impact of geopolitical shifts and regulatory changes on digital operations. In sum, this synopsis provides a concise overview of the multifaceted challenges and opportunities organizations must navigate to thrive in the ever-changing digital landscape.

CHAIR PANELISTS

## DISRUPTOR

11:15 AM-11:30 AM

# The Role of CDOs in Navigating Digital Transformation

A look into the pivotal responsibilities of Chief Digital Officers in steering organizations through the complexities of the digital age. This session explores their strategic initiatives, encompassing data-driven decision-making, innovative technologies adoption, and customer-centric approaches. Attendees will gain valuable insights into the CDO's role as a catalyst for transformative change, driving businesses towards digital maturity and sustainable growth.

CHAIR PANELISTS

## VISION VOICES

12:30 PM-12:45 PM

# Monetizing Digital Platforms

Strategies for turning digital presence into profitable ventures. This session explores diverse revenue models, customer engagement techniques, and data-driven approaches, empowering businesses to effectively monetize their online platforms. Let's cover the impact and insights into innovative methods, ensuring sustainable profitability and growth in the competitive digital marketplace.

## CHAIR PANELISTS

### PANEL

12:50 PM-1:35 PM

## Revolutionizing Customer Journeys: Advanced Strategies for CMOs to Enhance and Optimize the Customer Experience

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### VISION VOICES

1:55 PM-2:10 PM

## Third Party Exposure

In today's interconnected business world, companies rely on vendors and suppliers for various services, which can pose significant cybersecurity risks. Third-party exposure is a major concern, as companies can be held liable for any data breaches or security incidents that occur due to the actions of their third-party providers. In 2024, this risk is expected to increase as companies continue to outsource work to third-party providers. This makes it more critical for companies to have effective security measures in place to properly secure third-party access. Failure to do so can result in data breaches, financial losses, and reputational damage. To mitigate this risk, companies must prioritize implementing comprehensive security measures that include vendor risk assessments, due diligence, contractual requirements, and ongoing monitoring. Additionally, companies must ensure that their third-party providers adhere to cybersecurity best practices and standards. By taking these proactive steps, companies can better protect themselves from the risks associated with third-party exposure in 2024 and beyond.

## CHAIR PANELISTS

## Leading with Data: Insights, Impact, and

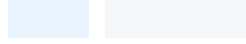
1:35 PM-1:55 PM



# Governance

Harnessing insights, ensuring meaningful impact, and establishing robust governance structures, enabling leaders to make informed decisions, drive innovation, and foster a data-driven organizational culture effectively. Let's dive into the practical insights into maximizing data's potential, ensuring its relevance, and upholding ethical standards in today's data-driven business landscape.

CHAIR PANELISTS



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## PARTNERS

*We are currently accepting partnership opportunities for this event.*