

# AGENDA

The Why, How & What of Customer Data Platform 'Smart Hubs'

## CXO Breakfast

### SPEAKERS



**Danielle Woolley**  
Senior Marketing  
Cloud Consultant  
[Acquia Ltd](#)



**Caroline Hack**  
Associate Partner  
New Media and  
Advertising  
[IBM](#)



**Camilla Clarkson**  
Communications &  
Marketing Director  
[Lyst](#)



**Martina Fuchs**  
Television Anchor,  
Business Journalist  
[Martina Fuchs](#)

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**THE WHY, HOW & WHAT OF CUSTOMER  
DATA PLATFORM 'SMART HUBS'**



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8:30 AM-11:00 AM

United Kingdom Time

Consumers today expect relevant, meaningful, consistent experiences at each and every intersection with a brand. If a buyer

purchases a product via an Instagram ad, they don't want an email days later pushing the same item. They want smart communications, personalized content, speed, and an all-around reliable and cohesive brand experience. The problem is this caliber of experience isn't easy to deliver, often because marketers do not have a centralized data strategy which allows them to see a 360 view of the customer. What's more, marketing technologies address different pieces of the omnichannel puzzle, so stringing solutions together to work as a cohesive, data-driven marketing technology (martech) stack is often a challenge.

#### CHAIR



**Martina Fuchs**  
Television Anchor,  
Business Journalist  
[Martina Fuchs](#)

#### PANELISTS



**Danielle Woolley**  
Senior Marketing  
Cloud Consultant  
[Acquia Ltd](#)



**Caroline Hack**  
Associate Partner  
New Media and  
Advertising  
[IBM](#)

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