

AGENDA

The Future of Marketing: Building Secure, Seamless Experiences

Executive Dinner

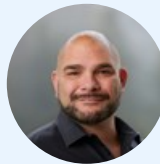
SPEAKERS



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CMO
CHEQ



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Global Head of Retail
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Marketing, Google
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Google



Marc Jacobs
CRO
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Global Portfolio
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Head of Performance
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VP IT Apps and OPS
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VP, Sales and
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Head of Cloud
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SVP, Global
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Director of Digital
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THE FUTURE OF MARKETING: BUILDING
SECURE, SEAMLESS EXPERIENCES



December 06, 2023

5:30 PM-9:00 PM

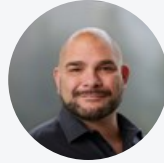
Eastern Time

As customers increasingly rely on digital channels, malicious actors seek to exploit them. The customer experience is paramount in driving engagement, growth, and trust, and CMOs must harness the power of data, technology, and collaboration to address evolving customer needs and vulnerabilities. During this dinner, we'll discuss why seamless and secure experiences are not mutually exclusive, how CMOs can safeguard brand loyalty, and more.

PANELISTS



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CMO
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Marc Jacobs
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Edwin Choi
SVP, Global
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IN PARTNERSHIP WITH

CHEQ