

AGENDA

The Future of Marketing in Financial Services: Balancing Trust & Growth

CMO Dinner

SPEAKERS



Amy Holtzman
CMO
CHEQ



Steve Choi
Director, Digital
Marketing & Product
Owner
Prudential Insurance



Raman Mallika
VP, Insights,
Advertising, Growth
& Brand
American Express



**Alma
Rodriguez
Piscitello**
EVP, Global
Financial Services
Edelman Smithfield



Tina Wadhwa
Global Marketing
and
Communications
Director
Broadridge

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THE FUTURE OF MARKETING IN FINANCIAL SERVICES: BALANCING TRUST & GROWTH



November 15, 2023

5:30 PM-9:00 PM

Eastern Time

As safety, security, and privacy considerations continue to intensify for financial services marketers, implementing timely and effective brand-building and acquisition strategies can feel insurmountable. To be successful, today's marketing leaders must find the delicate balance between protecting the business and propelling it forward. We'll discuss how marketing can lead with robust cybersecurity measures while delivering long-term, efficient growth, the opportunities and risks of AI for brands, and more.

PANELISTS



Amy Holtzman

CMO
CHEQ

TOGETHER WITH
CHEQ