

The Hidden Growth Engine: Optimizing Marketing Execution to Drive Growth

Executive Event

SPEAKERS



Reuben Katz Sr. Director Business Development NVISION, A BradyPLUS Company



Christopher Olsen
Director of
Marketing, Omni
Operations
maurices



Jennifer Allocco Morris President & Founder JenCares Corp



Anne Hanch SVP of Global Procurement Hyatt Hotels Corporation



Jennifer Belongia-Barak Head of Marketing FCL Builders



Allison Fishman VP, Marketing Robert Bosch Tool



Nancy Kavadas VP, Marketing Lirio



Megan Trout
Director of Brand
Management
Fontaine Santé



Nicole Berry Marketing Manager Chicago Housing Authority



Jessica Hyde Marketing Director Spectra Premium



Rebeca Bechily Head of Marketing PharmaEssentia



Joshua Carter
Manager, Marketing
Technology &
Operations
Digital Federal Credit
Union



Anthony Marshall Sr. Director of Omni-Channel Growth Keurig Dr Pepper

Click Here to Register

Central Time

Welcome & Registration

8:30 AM-9:20 AM

CHAIR

Opening Remarks

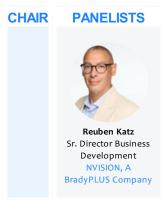
9:20 AM-9:30 AM

CHAIR

The Hidden Growth Engine: Optimizing Marketing Execution to Drive Growth

9:30 AM-9:50 AM

As marketing complexity accelerates, many organizations struggle to keep execution efficient and scalable. This session explores how leading CPG and retail brands are applying supply chain management principles to unlock growth, reduce waste, and enable marketers to focus on strategy—not administrative tasks. Attendees will hear real-world examples, learn a framework for identifying inefficiencies, and gain practical tools for improving marketing operations. Whether you're in marketing, procurement, or operations, this session offers a fresh perspective on how to align cross-functional teams and drive results through smarter execution.

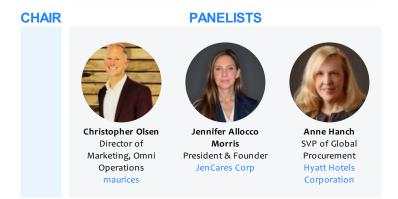


Chaos to Clarity: How Leading Brands Transformed Marketing Execution with a Strategic Partner.

9:55 AM-10:40 AM

Inefficiencies, fragmented processes, and disconnected teams can quietly drain resources and stand in the way of growth. In this candid panel discussion, marketing leaders from well-known brands share their real-world journeys from operational overwhelm to streamlined success. Today we'll explore what life looked like before bringing on a strategicmarketing execution partner — and the tangible impact since. From uncovering hidden costs to freeing up internal teams for higher-value work, panelists will reveal the behind-the-scenes decisions, lessons learned, and measurable outcomes that came from optimizing their marketing operations. If you're facing increasing complexity with

limited bandwidth, this session offers an honest, peer-driven perspective on what's possible when execution is no longer a barrier to growth



Networking Break

10:40 AM-11:00 AM

CHAIR

From Insights to Action

11:00 AM-11:20 AM

In the race to cut waste, reduce costs, and accelerate speed-to-market of their in-store activations, many marketing leaders face a familiar challenge: where to begin. This session pulls back the curtain on what happens when brands take a deep, professional look at their marketing supply chain for these programs. You'll hear powerful insights uncovered during real-world assessments—revealing hidden inefficiencies, untapped opportunities, and fast wins. A marketing executive will share his firsthand experience, outlining the journey from diagnostic to decision-making—and the transformation that followed. Learn how they unlocked smarter workflows, stronger store-level execution, greater visibility, and meaningful cost savings. Walk away with proven strategies and practical takeaways you can apply immediately to elevate your own marketing operations.

CHAIR

Roundtable Discussion

CHAIR

11:25 AM-11:55 AM

Lunch

CHAIR

CHAIR



IN PARTNERSHIP WITH

