

AGENDA

The Hidden Growth Engine: Optimizing Marketing Execution to Drive Growth

Executive Event

[Click Here to Register](#)



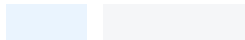
July 30, 2025

Central Time

Welcome & Registration

8:30 AM-9:20 AM

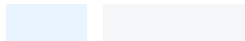
CHAIR PANELISTS



Opening Remarks

9:20 AM-9:30 AM

CHAIR PANELISTS

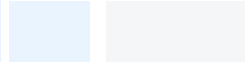


The Hidden Growth Engine: Optimizing Marketing Execution to Drive Growth

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.

CHAIR PANELISTS



Unlocking the Efficiencies: A Case Study on the value of NVISION's Assessment

9:55 AM-10:15 AM

Companies are continuously chasing efficiency and effectiveness. This presentation dives into a real-world case study where NVISION's assessment services were employed to optimize a company's marketing supply chain. By conducting a comprehensive evaluation with an 'outside the bubble' perspective, NVISION identified key areas of improvement, leading to enhanced operational workflows and significant cost savings. Attendees will gain insights into the assessment process, the challenges encountered, and the strategic solutions implemented. This session offers valuable takeaways for organizations aiming to streamline their marketing operations and achieve measurable results.

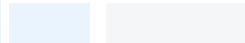
CHAIR PANELISTS



Networking Break

10:15 AM-10:35 AM

CHAIR PANELISTS

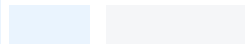


Chaos to Clarity: How Leading Brands Transformed Marketing Execution with a Strategic Partner.

10:35 AM-11:20 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 strategic marketing 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

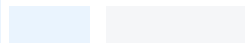
CHAIR PANELISTS



Round Table Discussion

11:25 AM-11:55 AM

CHAIR PANELISTS



Lunch

12:00 PM-1:00 PM

CHAIR	PANELISTS

Closing Remarks

1:00 PM-1:15 PM

CHAIR	PANELISTS

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