

# AGENDA

The Hidden Growth Engine: Optimizing Marketing Execution to Drive Growth

## Executive Event

### SPEAKERS



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



**Michael DiFranco**  
Sr. Director of  
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



**Megan Trout**  
Director of Brand  
Management  
Fontaine Santé



**Jessica Hyde**  
Marketing Director  
Spectra Premium



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



**Erik Natonton**  
Sr Director,  
Partnerships  
C-Vision International

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**July 30, 2025**

Central Time

## Welcome & Registration

8:30 AM-9:20 AM

## Opening Remarks

9:20 AM-9:30 AM

## 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.

### SPEAKER



**Reuben Katz**

Sr. Director  
Business  
Development

NVISION, A  
BradyPLUS Company

# 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 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



**Erik Natonton**

Sr Director,  
Partnerships  
C-Vision International

## SPEAKERS



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**Michael DiFranco**

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Development  
NMSION, A  
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## Networking Break

10:40 AM-11:00 AM

# 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.

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**Michael DiFranco**  
Sr. Director of Business Development  
NVISION, A BradyPLUS Company



**Christopher Olsen**  
Director of Marketing, Omni Operations  
maurices

# Roundtable Discussion

11:25 AM-11:55 AM

# Lunch

12:00 PM-1:00 PM

# Closing Remarks

1:00 PM-1:15 PM

TOGETHER WITH

