C VISION INTERNATIONAL

AGENDA

The Hidden Growth Engine: Optimizing Marketing Execution to Drive Growth

Executive Event

SPEAKERS

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

Michael DiFranco
Sr. Director of Business Development
NMSION, 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 (1)

Click Here to Register

July 30, 2025

Central Time

www.cvisionintl.com

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 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

CHAIR

Erik Natonton
Sr Director, Partnerships
C-Vision International (1)

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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.

SPEAKERS

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

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