

AGENDA

Built to Be Found: The New Rules of Discoverability

Executive Dinner

SPEAKERS



Daniela Pietsch
VP Corporate
Marketing &
Communications
[AAR](#)



Jacob Runia
Director of SEO
[Spinutech Inc.](#)



Chris McGuire
President
[AMA Chicago](#)



Ranga Bodla
VP Field Engagement
& Marketing
[NetSuite](#)



Christine Mau
VP Brand & Creative
[Medline Industries](#)

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BUILT TO BE FOUND: THE NEW RULES OF DISCOVERABILITY



June 25, 2026

5:30 PM-9:00 PM

Central Time

Search didn't break. It fragmented.

Today, discovery happens across AI-generated answers, search engines, paid media, social platforms, and recommendation systems — changing how brands earn visibility, trust, and influence.

Join a curated group of marketing leaders for a private dinner conversation exploring what this shift means for modern brands, what's changing between SEO and AI-driven discovery, and how leading organizations are adapting before visibility declines become revenue problems.

Hosted by Spinutech, this discussion is designed to move beyond surface-level trends and into candid peer dialogue around the future of discoverability, authority, and growth.

Because the brands that win next won't just rank. They'll become the source.

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