

AGENDA

The Future of CMO

CMO Think Tank

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November 03, 2026

Eastern Time

Registration

8:30 AM-9:00 AM

Morning Networking

9:00 AM-9:30 AM

VISION VOICES KEYNOTE

Bridging the Gap: Mastering the Art of Business-Technology Harmony

9:40 AM-10:05 AM

Bridging the gap between business and technology is not easy and requires discipline and balance between technology, people, and the business. For so many organizations today, technology is the business. Technology needs to be understood as a critical enabler in every part of the organization from the front line to the back office. It creates new value by crunching data to deliver new insights, it spurs innovation, and it disrupts traditional business models. For business and technology leaders alike, new actions and behavioral changes can help their organizations make this shift. CIOs must take responsibility for problems, they should convey that when technology fails, many people typically share responsibility.

KEYNOTE

Data Revolution Leadership: CIOs at the Helm of Modernization for Strategic Value

10:10 AM-10:35 AM

This session explores the pivotal role of CIOs in modernizing data to unlock its full value. In the contemporary digital landscape, data stands as a strategic asset, and CIOs are at the forefront of harnessing its potential. The abstract emphasizes the CIO's

responsibility in implementing cutting-edge technologies and data management strategies that go beyond mere storage, enabling organizations to derive actionable insights. By adopting innovative approaches, such as advanced analytics, artificial intelligence, and cloud solutions, CIOs can transform data into a valuable resource, driving efficiency, innovation, and informed decision-making across the enterprise. The discussion delves into the evolving responsibilities of CIOs in leading the charge towards data modernization, ensuring organizations remain competitive and agile in an increasingly data-centric world.

Coffee Break

10:35 AM-10:50 AM

PANEL

Elevating Agility: The Strategic Imperative for CIOs in Prioritizing Cloud Engineering

10:55 AM-11:40 AM

In this session, we delve into the imperative for CIOs to prioritize cloud engineering in the contemporary digital landscape. As organizations increasingly rely on cloud computing for operational efficiency and innovation, CIOs play a central role in shaping robust strategies. The session emphasizes the strategic importance of cloud engineering in optimizing infrastructure, ensuring scalability, and fostering agile application development. Attendees will explore practical approaches to resource management, automation, and aligning cloud initiatives with overarching business goals. The discussion navigates the evolving realm of cloud technologies, highlighting how CIOs can strategically prioritize cloud engineering to drive competitiveness and resilience in the dynamic digital ecosystem.

Lunch & Disruptor Showcase

11:40 AM-12:40 PM

VISION VOICES

Revolutionizing Tomorrow: A Deep Dive into Innovation through Emerging Technologies

12:40 PM-1:05 PM

In this strategic session designed for Chief Information Officers (CIOs), we delve into the transformative realm of "Innovate through Emerging Tech." As technology stewards, CIOs play a pivotal role in navigating the rapidly evolving landscape of emerging technologies—such as artificial intelligence, blockchain, and the Internet of Things. The session provides CIOs with actionable insights into leveraging these technologies to drive innovation within their organizations. Attendees will explore practical strategies for implementation, addressing potential challenges, and ensuring ethical considerations in adopting these disruptive technologies. Join us to empower your role as a technology leader and discover how CIOs can strategically leverage emerging tech to propel their organizations into the forefront of innovation.

VISION VOICES

The Future of Digital Strategy in a Rapidly Evolving Landscape

3:00 PM-3:25 PM

The future of digital strategy in a rapidly evolving landscape is poised to be both dynamic and transformative. As technology continues to advance at an unprecedented pace, organizations must adapt their digital strategies to stay competitive and relevant. Data-driven decision-making, AI and machine learning integration, and a seamless user experience will be at the forefront. With the growing importance of sustainability and ethical considerations, digital strategies will also need to incorporate responsible practices. Furthermore, the rise of new platforms and communication channels, such as virtual reality and augmented reality, will require businesses to be agile and innovative in their approach. Success in this evolving landscape will depend on a proactive and flexible approach to digital strategy, ensuring that organizations can not only keep up with change but also lead in shaping the digital future.

Networking Break

2:45 PM-3:00 PM

PANEL

3:55 PM-4:30 PM

Strategic Shifts: Reimagining Engineering Talent Deployment and Management in the Age of GenAI

Unlock insights into the evolving landscape of talent deployment and retention as board expectations drive CIOs to rethink traditional IT talent models. Explore the impact of GenAI on coding processes and the software engineering lifecycle, and discover strategies for optimizing talent allocation and headcounts. Gain actionable insights into defining new roles, cultivating essential skills, and charting GenAI-centric career paths to align with organizational goals and stay ahead in a rapidly changing technological landscape.

Closing Remarks & Raffle Giveaway

4:30 PM-4:40 PM

Opening Remarks

9:30 AM-9:40 AM

FIRESIDE CHAT

1:10 PM-2:45 PM

Marketing as a Growth Engine: Aligning Brand, Demand, and Revenue

As pressure mounts to demonstrate measurable impact, CMOs are increasingly responsible for aligning brand strategy with revenue outcomes. This session explores how marketing leaders connect brand, demand generation, and growth strategy without sacrificing long-term positioning. The conversation focuses on marketing's role as a core growth engine and its partnership with sales, finance, and executive leadership.

DISRUPTOR

3:30 PM-3:50 PM

AI Did Not Kill Creativity. It Exposed Weak Strategy

Generative AI has dramatically lowered the cost and time required to produce content, flooding markets with volume but not necessarily with meaning. In this environment, creativity has not disappeared. It has been stress tested. The real differentiator is no longer execution speed, but strategic clarity. Without strong foundations, AI amplifies inconsistency, weak positioning, and shallow narratives.

This session reframes AI not as a threat to creativity, but as a strategic mirror that exposes the strength or fragility of a brand's thinking. The discussion examines how clear brand architecture, disciplined narrative frameworks, and human judgment determine whether AI becomes a force multiplier or a reputational risk. Participants will explore where automation creates efficiency and where human insight remains irreplaceable.

The conversation also addresses leadership in an AI accelerated world. How CMOs set guardrails, govern creative use cases, and elevate standards rather than chase volume. How creativity shifts from production to direction, from output to intent. And why the future of marketing leadership depends less on mastering tools and more on mastering strategy, taste, and decision making.

Cocktail Networking

4:40 PM-5:30 PM

PARTNERS

We are currently accepting partnership opportunities for this event.