

# AGENDA

## Where Marketing Leaders Think Big

# CMO Summit

### SPEAKERS



**Paulina Yick**  
Global portfolio  
director  
Experian



**Theresa Block**  
CMO  
Sonas



**Tracey Moon**  
CMO  
BlackCloak



**Lynn  
Schlesinger**  
Executive Director,  
Marketing and  
Communications  
Silver Hill Hospital



**Michelle  
Crecca**  
SVP Marketing  
CBRE



**Laura Svejnar**  
Head of Global  
Marketing Strategy  
& Operations  
Amazon Music



**Alexandra  
Méhat**  
Director, Product  
Marketing  
Fortinet



**Amanda  
Solomon**  
Former VP, Digital  
Growth & Creator  
Playboy



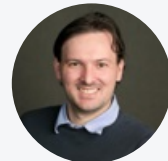
**Ingrid  
Gliottone**  
Chief Experience  
Officer  
BlackCloak



**Cathy Oh**  
Former CMO,  
Samsung Ads &  
Services  
Samsung



**Pierre  
Charchaflian**  
SVP, Senior Partner  
- Adobe and  
Marketing Global  
Practice Leader  
IBM



**Patrick Ward**  
Head of Institutional  
Marketing  
Vanguard



**Matthew  
O'Rourke**  
Head of Marketing  
Yale School of  
Medicine



**Carolyn Kelly**  
VP of Marketing  
(CMO)  
SEBPO

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**November 05, 2026**

Eastern Time

## Registration & Breakfast

**8:30 AM-9:30 AM**

*Arrival, badge collection and informal networking over breakfast.*

## Opening Remarks

**9:30 AM-9:40 AM**

*Welcome from C-Vision International. Framing the day and the questions that define marketing leadership in 2027.*

## VISION VOICES KEYNOTE

**9:40 AM-9:55 AM**

### Who Really Owns Growth? Redefining the CMO-CEO Relationship

As digital ecosystems expand, so does the complexity of proving marketing's contribution to revenue. Organizations are facing difficult tradeoffs between brand investment, demand generation, and short-term commercial pressure. This conversation addresses the uncomfortable reality that not everything can be attributed equally, and explores how leaders are making strategic decisions about where to invest, where to accept ambiguity, and how to align marketing with business priorities.

## KEYNOTE PANEL

**10:00 AM-10:40 AM**

### Marketing Through the Deal: What CMOs Wish They Knew Before the M&A

Unlock insights into the evolving landscape of brand strategy and organizational change as mergers and acquisitions reshape marketing functions. Explore the impact of transformation on brand narrative, team structures, and the CMO's seat at the table. Gain actionable insights into defining new roles, maintaining brand coherence, and charting a path forward in a rapidly changing organizational landscape.

## KEYNOTE

**10:45 AM-11:15 AM**

### Taking a Stand Without Losing Ground: Brand Strategy in an Era of Political and Cultural Polarisation

Every CMO is navigating a world where silence is a statement and speaking is a risk. Marketing is reshaping how organizations operate, but it is also reshaping how brand trust is created, distributed, and exploited. As audiences become less predictable and more vocal, traditional brand models are being pushed beyond their limits. This conversation examines how leaders are adapting their brand posture to account for cultural tensions, limited consensus, and evolving stakeholder expectations.

## Networking Break

11:15 AM-11:30 AM

### PANEL

## From Vanity to Value: Building a Marketing Measurement Framework That Actually Influences Decisions

11:30 AM-12:15 PM

GenAI is reshaping how marketing work gets done, forcing organizations to rethink traditional metrics, team structures, and how value is reported. At the same time, pressure to demonstrate ROI persists, and the definition of 'marketing effectiveness' is shifting. This conversation examines how leaders are restructuring measurement frameworks, redefining what success looks like, and making strategic decisions about where human judgment remains critical.

### PANEL

## The Skills Gap Nobody Talks About: What Tomorrow's Marketing Leaders Need That Today's Don't Have

12:20 PM-1:00 PM

Technology alone cannot future-proof marketing organizations. Human capability, curiosity, and commercial acumen remain some of the most critical and least scalable elements of marketing leadership. This session explores how leaders are building the bench behind them, redefining the skills that matter, and aligning teams around shared accountability in an increasingly complex and AI-augmented environment.

### FIRESIDE CHAT

## Beyond GenAI: From Productivity Gains to Marketing Transformation

1:05 PM-1:20 PM

Many marketing organizations have seen early gains from generative AI, but the next challenge is translating those gains into meaningful transformation. This discussion focuses on how leaders are moving beyond isolated use cases to embed AI into core marketing processes, while balancing innovation with governance, brand integrity, and long-term sustainability.

### LUNCH & DISRUPTOR SHOWCASE

## Networking Break

1:20 PM-2:00 PM

*Seated lunch with open networking across all attendee communities.*

### DISRUPTOR

## The Attention Recession: Why Nobody Is Watching and What CMOs Are Doing About It

2:05 PM-2:20 PM

Consumer attention has not shortened - but trust in brand messaging has collapsed. Marketing leaders must shift from reach-and-frequency models to rethinking how they earn and hold attention in a world of infinite content and finite trust. This session takes a candid look at the scale of the problem, the real levers CMOs are pulling, and why waiting may create long-term brand exposure that cannot be easily reversed.

## FIRESIDE CHAT

2:25 PM-3:00 PM

### After the Hype: What Marketing Leadership Actually Looks Like in a Post-GenAI World

AI investment is accelerating across every marketing function, yet measurable business impact remains inconsistent. Many organizations are struggling to move beyond pilots, with fragmented use cases and unclear ownership slowing progress. This session explores why AI initiatives fail to scale, where value is being lost between experimentation and execution, and how leaders are redefining success.

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## FIRESIDE CHAT

3:05 PM-3:40 PM

### The Ethics of Personalisation: How Far Is Too Far When AI Knows Everything About Your Customer

Hyper-personalisation is the holy grail of modern marketing and one of its greatest ethical minefields. Despite advances in AI, the line between relevant and intrusive continues to shift. Challenges around privacy, consent, and brand trust continue to limit what organisations can realistically achieve. This session explores why the 'personalisation problem' is not improving at the pace of AI innovation, and how leaders are addressing the widening gap between ambition and responsibility.

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## Networking Break

3:40 PM-4:00 PM

## VISION VOICES

4:00 PM-4:15 PM

### The Infinite Brand: Building Marketing Organisations That Outlast Their Leaders

As enterprises accelerate AI adoption and leadership cycles shorten, they are becoming increasingly reliant on brand foundations that can survive transitions. This session explores how leaders are navigating tradeoffs between personalisation and consistency, evaluating long-term brand equity in AI-augmented environments, and making strategic decisions about what to build, what to delegate, and how to avoid lock-in to a single leader's vision.

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## FIRESIDE CHAT

4:20 PM-4:55 PM

### Green or Greenwashed? Navigating Sustainability as a Brand Imperative Without Losing Credibility

Sustainability is shifting from a corporate responsibility statement to a commercial battleground. Consumers are sophisticated, regulators are watching, and the cost of getting it wrong has never been higher. This session explores what it takes to build genuinely credible sustainability narratives - and what separates authentic positioning from reputational risk.

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## Closing Remarks & Raffle Giveaway

4:55 PM-5:00 PM

*A synthesis of the day's defining themes and an open invitation to continue the conversation.*

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# Cocktail Reception

5:00 PM-6:00 PM

*An informal close to the day - open bar, canapes and continued conversation. Speakers and attendees mix freely.*

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## PARTNERS

*We are currently accepting partnership opportunities for this event.*