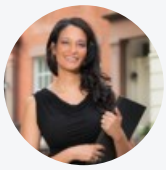
C VISION INTERNATIONAL

AGENDA

Where Marketing Leaders Think Big

CMO Summit

SPEAKERS



Radhika Duggal
CMO
Major League Soccer



Julie Roehm
CMO
Convergint



Janelle Hanley
CMO
Hospital For Special Surgery



David Crozier
CMO
Appian



Angela Tribelli
CMO
Finance of America



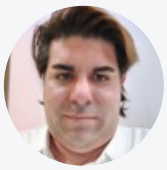
Linda Boff
President & CEO, Said Differently
Forbes CMO Network



Emily Pachuta
CMO
Ascensus



Lily Yao
VP, Marketing (CMO)
American Marketing Association



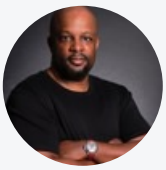
Otto Angulo
CMO
Hudson Regional Health



Sabaa Quao
Chief Innovation Officer
Arima



Lindsi Flynn
CMO
US Mortgage



Kerel Cooper
CMO
MarketCast



Linda Bethea
Former CMO
Danone



Jeanna Venneri
Former CMO
Elevance Health



Sharon Kenny Peters
Former Marketing Executive
Spectrum



Kimberly Hairston-Hicks
Former CMO
Sanofi



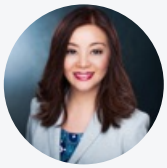
Emily Kirkpatrick
SVP Marketing Strategy & Performance
Shipt



Matthew O'Rourke
Head of Marketing
Yale School of Medicine



Grace Pai-Leonard
Head of Brand
New York Life Investments



Shiny Qin
CVP, Marketing
New York Life Insurance



Doug Schumacher
VP, Marketing AI
Houlihan Lokey



Kerri Sprague
VP, Brand & Corporate Citizenship Marketing
TD Bank Group



Patrick Ward
Director, Institutional Marketing
Vanguard



Ramesh Thiyagarajan
Global Head of Strategic Marketing
Balchem



James Heath
VP, Creator Marketing
TelevisaUnivision



Chris McGuire
Director Of Client Growth and Engagement
McGuffin Creative Group, Inc.



Dennis Kenney
CEO, Ivy Level Speaking | Executive Communication
Dennis Kenney



Cyril Dhenaut
Late founder & CRO
Octopus Community



Mark Melton
US-GTM Strategy & Partner Leader
Magnolia Americas Inc.



Satyan Penmetsa
CTO
Fortipi



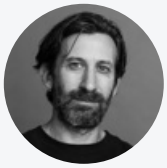
Alaa Moussawi
Chief Data Scientist
New York City Council



Ethan Pew
Head of MS in Marketing
The University of Texas at Austin



Kiran Parvathala
VP Digital Transformation & E-Commerce
Global Industrial Company



Josh Dean
Former VP, Johnnie Walker and Buchanan's North America & Founder, Dean and Daughters
Diageo



Thomas Rizzo
Chief Architect (Director)
Lazard



Catherine Dummitt
VP of Marketing
Veho



Grace Pai-Leonard
Head of Brand
New York Life Investments

Click Here to Register



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-9:35 AM

Welcome from C-Vision International. Framing the day ahead and the big questions that define marketing leadership today.

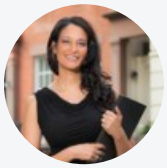
VISION VOICES KEYNOTE

9:35 AM-9:50 AM

Nobody Remembers the Safe Choice

The most beloved brands in the world all have one thing in common: at some point, they were brave. They backed a big idea, planted a flag, and trusted their instinct about where the world was heading. That courage is the most exciting tool a marketing leader has, and it's more available now than ever. In this keynote, one leader celebrates the power of bold marketing: the campaigns that made people feel something, the convictions that paid off, and the creative leaps that turned good brands into unforgettable ones. Come for an energizing reminder that thinking big isn't the risky path. It's the one that gets remembered.

SPEAKER



Radhika Duggal
CMO
Major League Soccer

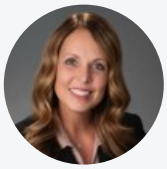
PANEL

The Human Layer: How Trust Turns AI Into Advantage

9:55 AM-10:40 AM

AI can now write, design, and personalize marketing at a scale and speed we've never had before. But as every brand rushes to automate, the thing that sets a company apart is no longer output, it's trust, and trust is still built by people. This session looks at how the best marketers use AI to deepen real customer relationships rather than dilute them. We'll get practical about where personalization stops feeling helpful and starts feeling intrusive, and why that line matters most in high-stakes industries like financial services, where a brand is tied to people's money, security, and peace of mind. The takeaway is a simple but powerful idea: humans shouldn't just sit "in the loop" checking the machine's work, they should stay at the center of what gets designed, bringing the judgment, empathy, and taste that AI can't. Come see why, in the age of automation, the smartest AI strategy is also the most human one.

CHAIR



Jeanna Venneri
Former CMO
Elevance Health

PANELISTS



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Julie Roehm
CMO
Convergint



Janelle Hanley
CMO
Hospital For Special Surgery

VISION VOICES

Make Your Message Land: The Power of Executive Presence

10:45 AM-11:00 AM

When the stakes are high, your presence shapes how people respond to your ideas, your decisions, and your leadership. In this dynamic workshop, executive communication expert Dennis Kenney explores how to command attention, build credibility, and bring a room with you. Drawing on his work with executives and media personalities, Dennis shares strategies for turning complex ideas into compelling messages and bringing greater authority, energy, and connection to every interaction. Attendees will leave with a fresh perspective on their own presence and practical ways to communicate with impact, from the boardroom to the stage.

SPEAKER



Dennis Kenney
CEO, Ivy Level Speaking | Executive Communication
Dennis Kenney

FIRESIDE CHAT

11:05 AM-11:40 AM

When the Customer Is an Algorithm: Marketing in the Age of AI Agents

Your next customer might not be human. People are already handing their buying decisions to AI agents that research, compare, and check out on their behalf, which means the thing you are trying to win over is increasingly a machine. So what happens to brand, persuasion, and loyalty when your audience is code? Can an algorithm fall for a story, feel a brand, or be talked into paying more? This fireside chat digs into how marketing changes when the buyer is a bot, and what leaders should be doing now before the agents take the wheel.

CHAIR



Kimberly Hairston-Hicks
Former CMO
Sanofi

SPEAKERS



Matthew O'Rourke
Head of Marketing
Yale School of Medicine



David Crozier
CMO
Appian

Networking Break

11:40 AM-11:55 AM

VISION VOICES

11:55 AM-12:10 PM

Own the Relationship with your Customers. Why the Next Marketing Advantage is a Place, not a Prompt

Everything is moving 10x faster now: competitors, new players, even misinformation. Product and marketing are merging every day even more. And in all that noise, it is easy forget the one rule that still decides who wins: know your customer. A good prompt won't help. But a community you own will.
The thesis is simple: Your users are already talking about your product on Discord, Reddit, Facebook, or WhatsApp. That conversation generates no sessions (so no monetization), and you own none of the data.

SPEAKER



Cyril Dhenaut
Late founder & CRO
Octopus Community

DISRUPTOR

Velocity with Control: Governing Agentic AI at Enterprise Scale

12:15 PM-12:30 PM

Every platform promises speed – feed it a brief, and you have content for every channel before your coffee gets cold. But as AI agents take over the work of creating and publishing content at scale, speed is no longer the bottleneck. The real challenge is maintaining brand integrity and compliance at that velocity.
In this session, explore how to leverage agentic AI to accelerate digital touchpoints without risking brand reputation. Learn how to combine visual orchestration, flexible AI models, and automated guardrails to innovate boldly while keeping every site, brand, and channel fully aligned.

SPEAKER



Mark Melton
US-GTM Strategy & Partner Leader
Magnolia Americas Inc.

PANEL

Stop Buying Tools, Start Building Systems

12:30 PM-1:15 PM

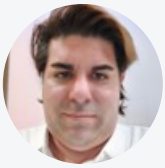
Most companies chase AI by buying tools, then wonder why all they got was a pile of half-used apps and a lot of noise. Here is the plot twist: AI was never the transformation. The real win is building a machine that listens to what your customers and your people actually need, then acts on it at scale, again and again. This panel gets into how the best leaders turn those signals into smart workflows and systems that show up where it counts: real productivity, real growth, real numbers. Come learn how to stop collecting tools and start building something that compounds.

CHAIR



Chris McGuire
Director Of Client Growth and Engagement
McGuffin Creative Group, Inc.

PANELISTS



Otto Angulo
CMO
Hudson Regional Health



Emily Pachuta
CMO
Ascensus



Kiran Parvathala
VP Digital Transformation & E-Commerce
Global Industrial Company

Lunch & Networking Break

1:15 PM-2:00 PM

Seated lunch with open networking across all attendee communities.

DISRUPTOR

2:00 PM-2:15 PM

Synthetic data. For real.

First it was big data. Then smart data. Then real-time data. Then data-driven decision-making. Then data was going to be "the new oil." At some point we started saying "data" the way people say "synergy." We uttered the words with total conviction but with no consensus on what any of us meant.
Every few years we put a new adjective in front of the word and nod like this is finally the one that cracks the code.
But to be fair, big data did give us scale and an objective. Synthetic data gives us control, and a way to tackle a problem that every single company and client in this room has. Let's talk about it.

SPEAKER



Sabaa Quao
Chief Innovation Officer
Arima

PANEL

2:15 PM-3:00 PM

Kill Your Dashboard: Rebuilding How We Measure Marketing

Half the numbers on your dashboard look great and mean nothing. Impressions, likes, open rates: vanity metrics that win the applause and lose the budget fight. Now GenAI is blowing up how the work gets done, and the old scorecards are cracking right when "effectiveness" is up for grabs. This session gets real about what actually counts: the metrics that earn a seat in the boardroom, the ones worth deleting today, and the calls where human judgment still beats the algorithm. Come ready to throw out everything that was never working anyway.

CHAIR



Sharon Kenny Peters
Former Marketing Executive
Spectrum

PANELISTS



Lindsi Flynn
CMO
US Mortgage



Emily Kirkpatrick
SVP Marketing Strategy & Performance
Shipt



Ramesh Thiyagarajan
Global Head of Strategic Marketing
Balchem

PANEL

3:05 PM-3:50 PM

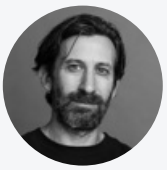
Same, But Everywhere: Winning When Every Brand Sounds Like AI

Every marketing team now has the same AI tools, which means everyone can produce polished content just as fast, and increasingly, in the same voice. Craft used to be what separated great brands from average ones, and it turned out to be the easiest gap for AI to close.

What's opening up instead is a different kind of gap: distinctiveness, which is now the harder thing to pull off at scale. This session looks at where AI actually sharpens a brand's edge versus where it quietly wears it down, often without anyone noticing, especially when everyone's optimizing for speed.

We'll get specific about which categories lose customers fastest to sameness, what it really takes to stay recognizable when a competitor can copy your process overnight.

CHAIR



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Diageo

PANELISTS



Angela Tribelli

CMO

Finance of America



James Heath

VP, Creator Marketing

TelevisaUnivision



Catherine Dummitt

VP of Marketing

Veho

Networking Break

3:50 PM-4:05 PM

FIRESIDE CHAT

Place Your Bets: Marketing's Next Five Years

4:05 PM-4:40 PM

Forget vague predictions about "the future of marketing." This fireside gets specific. Two sharp leaders each put real bets on the table: the roles that won't exist in five years and the ones that will, the budgets about to move, the skills worth hiring for now, and the assumptions that are quietly about to break. No hand-waving, just concrete calls you can pressure-test against your own plan. Everyone leaves with a short list of bold moves to make this year, while there's still an edge in making them early.

CHAIR



Linda Bethea
Former CMO
Danone

SPEAKERS



Kerel Cooper
CMO
MarketCast



Linda Boff
President & CEO, Said Differently
Forbes CMO Network



Lily Yao
VP, Marketing (CMO)
American Marketing Association

FIRESIDE CHAT

AI-Technostress: Overcoming the Fear of Being Replaced

4:40 PM-5:15 PM

As AI automates routine work, teams across IT and marketing are feeling the strain: constantly shifting toolsets, mounting burnout, and a growing “techno-insecurity,” the worry that leaning on machines is quietly eroding human judgment and creativity.
This session gives IT and marketing leaders a practical blueprint for leading through the disruption. Learn how to design roles that put AI to work while elevating uniquely human strengths like critical thinking, strategy, and creativity, and how to keep your teams connected, confident, and engaged as the way work gets done keeps changing.

CHAIR



Satyan Penmetsa
CTO
Fortipi

SPEAKERS



Alaa Moussawi
Chief Data Scientist
New York City Council



Ethan Pew
Head of MS in Marketing
The University of Texas at Austin



Thomas Rizzo
Chief Architect (Director)
Lazard

Closing Remarks & Raffle Giveaway

5:15 PM-5:20 PM

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

Cocktail Reception

5:20 PM-6:00 PM

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

TOGETHER WITH

