

AGENDA

The Future of Customer Experience & Marketing

CX & CMO Luncheon

SPEAKERS



Michael Bouteneff
Former Managing Director, Integrated Marketing



Valerie Nifora
Global Marketing Leader
Accenture



Rachel Wyatt
Former SVP Customer Experience
Signet Jewelers



Michelle Crecca
SVP Marketing
CBRE



Fernanda Murphy
Global Head of Retail & Payments Marketing, Google Play
Google



Violeta Ardeljan
Former VP, Marketing
Global Industrial



Vanessa Fernandes
Chief Digital Experience Officer
BNY Mellon



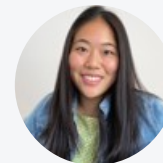
Rachel Wyatt
Former SVP Customer Experience
Signet Jewelers



Paige McCrensky
VP Marketing
Getty Images Inc



Danny Williams
CEO
Growegy



Clara Luo
Marketing Strategy, Senior Manager
Deloitte

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September 27, 2023

Eastern Time

Registration

10:00 AM-10:30 AM

Morning Networking

10:30 AM-11:00 AM

Opening Remarks

11:00 AM-11:05 AM

PANEL

11:05 AM-11:50 AM

Enhance And Optimize The Customer Experience

As the world continues to recover from the COVID-19 pandemic, it is crucial for CMOs to prioritize enhancing and optimizing the customer experience. With customers relying heavily on digital channels and remote interactions, the customer experience has become even more critical in driving engagement, loyalty, and ultimately, business growth. CMOs must leverage data analytics, digital technologies, and cross-functional collaboration to develop and execute customer-centric strategies that address evolving customer needs and preferences. By providing a seamless and personalized customer experience across all touchpoints, CMOs can build brand loyalty and trust in a post-pandemic world, driving long-term business success. In today's competitive landscape, the CMOs who successfully prioritize and enhance the customer experience will be the ones who thrive.

CHAIR



Michael Bouteneff

Former Managing Director, Integrated Marketing

PANELISTS



Michelle Crecca

SVP Marketing
CBRE



Violeta Ardeljan

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Global Industrial



Rachel Wyatt

Former SVP Customer Experience
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KEYNOTE

11:55 AM-12:30 PM

Burdensome Cross-Functional Collaboration Yields Worse Organizational Outcomes

Cross-functional collaboration is essential for businesses to achieve their goals and drive growth. However, when collaboration is burdensome and poorly managed, it can lead to negative outcomes such as delays, miscommunication, and reduced productivity. This can ultimately harm the organization's bottom line and lead to employee dissatisfaction. To avoid these issues, companies must develop effective collaboration strategies that prioritize clear communication, goal alignment, and a shared vision.

SPEAKER



**Fernanda
Murphy**

Global Head of
Retail & Payments
Marketing, Google
Play
Google

Lunch & Networking

12:30 PM-1:30 PM

The Importance of the Personal Brand for the C-Suite

1:10 PM-1:25 PM

Vital to anyone's career is her personal brand. C-level executives often identify their personal brands with their organization. But to adapt to shifts in work environments more is required. A personal brand is comprised of many more parts than our professions. In this micro-session you'll learn the elements of an authentic personal brand and quick tips on how to bring it to life.

PANELIST



Valerie Nifora

Global Marketing
Leader
Accenture

DISRUPTOR

1:30 PM-1:45 PM

Hoping for a Bluebird Isn't a Good Marketing Strategy

We will explore how marketing can make a meaningful impact to sales-led organizations in-quarter and find solutions to achieve your revenue goals. We will also share the best marketing planning practices to provide enough coverage for future quarters. Join this discussion as we tackle strategies to bridge the revenue gap.

SPEAKER



Danny Williams
CEO
Growegy

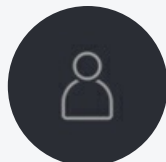
PANEL

1:50 PM-2:35 PM

Shifting Customer Behaviors Amplify Uncertainty

Rapid advancements in technology and the growing importance of social media have led to significant changes in customer behavior. Customers now expect personalized experiences, instant gratification, and a seamless omnichannel experience. These changes have created new challenges for businesses, as they struggle to keep up with evolving customer demands while also adapting to shifting market conditions. Companies that fail to respond to these changes risk losing market share and falling behind their competitors.

CHAIR



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PANELISTS



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Getty Images Inc



Clara Luo
Marketing Strategy, Senior Manager
Deloitte

Closing Remarks & Networking

2:35 PM-2:45 PM

TOGETHER WITH

