C VISION INTERNATIONAL

AGENDA

The Future of CMO

CMO Think Tank

SPEAKERS



Michele Eggers
VP of Marketing
SAS



Rajni Sharma
CEO
DotIQ Inc



Vineet Kumar
VP, Data Science - Digital Experience
Fanatics



Smriti Sheth
Sr. Director, Insights
IPSY



Lorena Morales
Director, Global Digital Marketing Revenue Operations
JLL



Tamour Khan
Director, Experience Design
Intel

Click Here to Register

June 03, 2027

Pacific Time

Registration	**8:30 AM-9:00 AM**
Morning Networking	**9:00 AM-9:30 AM**

Opening Remarks

9:30 AM-9:40 AM

KEYNOTE

The Founder Is the Brand Now. Marketing When the CEO Has the Biggest Audience in the Company.

9:40 AM-10:05 AM

In much of the Bay Area, the most followed voice in a company no longer belongs to the brand account. It belongs to the founder or CEO, posting late at night, speaking on podcasts and sharing opinions that customers, investors and future hires treat as the company's own. One thoughtful post can do more than a quarter of campaigns, and one careless one can undo them.
This opening keynote explores what it means for the CMO when the chief executive is also the loudest channel. How to build a partnership with a visible leader rather than a cleanup crew behind them, how to keep a personal voice and a company story moving in the same direction, and how to prepare for the day the founder steps back and the brand has to speak for itself.

PANEL

Selling to the Builders. Marketing to Engineers, Developers and Technical Buyers Who Hate Being Marketed To.

10:10 AM-10:55 AM

Some of the most valuable buyers in San Francisco will never fill in a form or watch a demo video. Engineers, developers and technical leaders want to try the product, read the documentation and ask a peer before they ever speak to sales. Polished slogans make them suspicious. Honest examples, generous free tiers and a community that answers questions at midnight win them over.
This panel brings together marketers who have earned trust with technical audiences. How they turn documentation, sample code and community into their strongest channels, how they work with product and engineering as true partners, and how they prove the value of marketing to buyers who insist they ignore it.

Coffee Break

10:55 AM-11:15 AM

KEYNOTE

Naming the Category. How to Market Something That Did Not Exist Last Year.

11:15 AM-11:40 AM

Every week in this city, a company launches a product that has no shelf, no familiar name and no line in anyone's budget. Before customers can choose you, they need to understand what you are, and when ten companies launch the same promise in the same month, the words start to blur into one long announcement.
This keynote looks at the craft of category creation. How to give a new idea a name people remember, how to explain the problem before you sell the answer, when to define a new category and when to win inside an old one, and why the brands that set the vocabulary often end up setting the market too.

FIRESIDE CHAT

11:45 AM-12:20 PM

Growing Up Without Growing Dull. Keeping a Startup's Voice as the Company Scales.

Every fast growing company reaches a moment when its voice starts to change. The team that wrote the early launch posts by hand is now hundreds of people, legal reviews every sentence, and the brand that once sounded like a friend begins to sound like a press release. Customers notice long before the company does.
In this fireside chat, marketing leaders who have taken brands from startup to household name share how they protected the spark. What they wrote down, what they let go, how they hired people who could carry the voice, and how they kept a growing company sounding like itself.

PANEL

12:25 PM-1:10 PM

The Way You Say Goodbye. Why Layoffs Have Become a Brand Moment.

For years, a layoff was treated as a private HR matter, handled quietly behind closed doors. That door no longer closes. Severance terms, farewell notes and the CEO's memo now reach LinkedIn within hours, and customers, candidates and investors read every word. When one of the world's best known design platforms announced its first major restructuring in late 2026, much of the public conversation was not about the cuts themselves but about how the company chose to care for the people leaving.
This panel brings marketing, people and communications leaders together to talk about the hardest message a brand ever sends. How to keep words and actions aligned when the news is painful, why the way a company treats people on their way out shapes how customers and future hires see it for years, and how the CMO, the CHRO and the CEO can tell one honest story instead of three.

Lunch

1:10 PM-2:10 PM

PANEL

2:10 PM-2:55 PM

Honest About the Machine. Marketing AI Products to a Public That Is Not Sure It Trusts Them.

Many of the products launched in San Francisco today promise to think, write, decide or act for people. Customers are curious and wary at the same time. They want to know what the product can really do, where it falls short, what happens to their data and when a human is involved. Overpromising wins the launch and loses the relationship.
This panel explores how marketing leaders build trust for AI products from the very first message. How to describe capabilities honestly without sounding timid, how to explain AI in words people actually understand, how to handle the moment a product gets something wrong in public, and why candor is becoming one of the strongest positions a brand can take.

PANEL

Fewer Hands, Bigger Ideas. Designing the Marketing Team for the Next Decade.

3:00 PM-3:45 PM

Bay Area marketing teams are being rebuilt in real time. Work that once took a dozen people now takes a few and a set of AI helpers, new roles are appearing for editors, strategists and the people who teach the machines the brand, and leaders are asking which skills matter most when production gets cheap. At the same time, the entry level tasks where young marketers once learned the craft are quietly disappearing.
This panel brings together marketing leaders who have redesigned their organizations. How they decided what to keep human, how they structure small teams that move fast, how they train and promote people when the old ladder has changed, and how they make sure the next generation of marketers still has a way in.

Networking Break

3:45 PM-4:00 PM

PANEL

Fingerprints on the Work. Why Human Craft Matters Most in the City That Builds the Machines.

4:00 PM-4:45 PM

San Francisco builds many of the tools that let anyone produce an ad, a video or a song in seconds. Yet the work people stop scrolling for, share with friends and remember for years still tends to carry a fingerprint. A hand drawn line, a voice that cracks a little, a photograph someone waited all afternoon to take. Recent holiday seasons have shown the same pattern, as audiences warm to campaigns made with visible human care and push back on work that feels assembled rather than made.
This closing panel brings together marketers, creatives and makers to explore where human craft earns its place in a world full of machine made content. How to show audiences the people behind the work, how to decide where AI helps the craft and where it should step aside, how to give illustrators, writers, photographers and directors the time to do something extraordinary, and why the brands that keep a human hand on the work may be the ones customers trust most.

Closing Remarks & Raffle Giveaway

4:45 PM-4:50 PM

Cocktail Reception

4:50 PM-5:30 PM

PARTNERS

We are currently accepting partnership opportunities for this event.