C VISION INTERNATIONAL

AGENDA

The Future of CMO

CMO Think Tank

SPEAKERS



George Wang
CMO
Peterson Technology Partners



Jenny Lopez Riley
Chief Growth Officer
RTM Engineering Consultants



Molly Lynch
Chief Communications Officer & SVP
VillageMD



Laura Whitehead
EVP Marketing
iManage



Christine Mau
VP Brand & Creative
Medline Industries



Katherine Sodeika
Marketing Director
ALDI USA

Click Here to Register

April 27, 2027

Central 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

9:40 AM-10:05 AM

Wonder Is a Strategy. Why Imagination Is Still Marketing's Most Powerful Tool.

Think of the campaigns you still remember years later. Very few stayed with you because of their targeting, their media mix or their efficiency. They stayed because they surprised you, made you laugh, gave you goosebumps or showed you the world from an angle you had never considered. Imagination has always been the part of marketing nobody could fully measure, and the part customers never forget.
This opening keynote is a celebration of creativity and a practical case for protecting it. How the most inventive teams make room for play and curiosity, how they defend a strange idea long enough for it to become a great one, and why, at a time when anyone can produce content in seconds, the brands that dare to imagine are the ones people choose to remember.

PANEL

10:10 AM-10:55 AM

The Roar of the Crowd. What Sports and Live Moments Give a Brand That Nothing Else Can.

There are still a few moments when millions of people hold their breath together. The last second shot, the impossible save, the stadium that goes silent and then erupts. Sports remain one of the rare places where people watch live, side by side, and feel the same thing at the same time. Women's sports in particular have grown at remarkable speed, bringing new fans, new heroes and new stories into that shared moment.
This panel explores how brands earn a place in those moments without breaking the spell. What it takes to show up as part of the fan's story rather than an interruption to it, how partnerships with teams, athletes and creators can build real affection, and how leaders know when a sponsorship is truly connecting with the people who care most.

Coffee Break

10:55 AM-11:15 AM

KEYNOTE

11:15 AM-11:40 AM

Your Customers Are Seeing Other Brands. Rebuilding Loyalty When Nobody Owes You Anything.

Customers now belong to more loyalty programs than they can name, carry points they will never redeem, and switch brands with a single tap. Loyalty, as many companies designed it, was a transaction dressed up as a relationship, and customers have noticed.
This keynote explores what real loyalty looks like now. Why the best programs feel less like a points ledger and more like being recognized, how a small personal gesture can outperform a bigger discount, and how to design rewards that make customers feel known rather than tracked.

FIRESIDE CHAT

11:45 AM-12:20 PM

The Morning After the Merger. What Happens to a Brand When the Deal Closes.

The press release goes out, the bankers celebrate, and then the real work lands on the CMO. Which brands lead, which brands merge, which quietly retire? How do you keep loyal customers from drifting and proud employees from losing heart while the logos change around them? Mergers, acquisitions and spinoffs are reshaping familiar names across every industry, and few marketing leaders are ever trained for this moment.
In this fireside chat, marketing leaders who have been through it share what they would do again, what they would never repeat, and how to protect the value of a brand at the very moment it feels most fragile.

PANEL

12:25 PM-1:10 PM

Creative Within the Lines. Bold Marketing in Insurance, Health and Financial Services.

Marketers in insurance, healthcare, banking and finance work under rules most creative teams never face, from legal review and disclosures to regulators reading every word. Yet some of the most memorable campaigns of recent decades have come from exactly these industries.
This panel explores how marketing leaders in regulated industries make brave, human work without crossing a line. How to bring legal and compliance in early as true partners, how AI is changing the review process, and how to turn trust, the very thing these brands sell, into the thing their marketing proves.

Lunch

1:10 PM-2:10 PM

PANEL

2:10 PM-2:55 PM

Made by Hand. Why Human Craft Is Becoming a Brand's Most Valuable Signature.

Last holiday season, a luxury fashion house made headlines by doing something almost radical. It asked a team of veteran animators to draw its campaign frame by frame, by hand, and audiences responded with real affection. Around the same time, fully AI generated holiday ads drew sharp criticism from viewers who felt something was missing. A quiet lesson is spreading through the industry. People can feel the difference when another human made something for them.
This panel brings together marketers, creatives and makers to talk about the human side of the work. Where the craft and care of real people make a campaign worth watching, how to tell the story of the people behind the work, when AI belongs in the process and when it should stay out of the frame, and how to build teams where illustrators, writers, photographers and directors still have room to do their best work.

PANEL

Culture Is the Market. Growing With the Communities Most Brands Still Overlook.

3:00 PM-3:45 PM

America is not one audience. It is hundreds of communities, each with its own languages, traditions, food, music and loyalties, and many of them are growing faster than the mainstream market most brands still plan around. Brands that treat them as an afterthought, a translated ad here or a seasonal post there, leave growth on the table and lose trust along the way.
This panel brings together marketers who have made cultural fluency part of how their brands grow. How they build insight from inside communities rather than about them, how they partner with local creators, media and organizations, and how they measure the impact of work that earns respect long before it earns revenue.

Networking Break

3:45 PM-4:00 PM

PANEL

Local Roots, Global Reach. Taking a Brand Global Without Losing Its Accent.

4:00 PM-4:45 PM

Some of the most recognized brands on the planet started in the American Midwest and now serve customers on every continent. Going global, though, is never just translation. A brand has to stay recognizable in Tokyo, São Paulo and Warsaw while still feeling local, respectful and real to the people in each place.
This closing panel brings together leaders who have taken brands across borders. What they kept the same everywhere, what they let each market change, how they balance global efficiency with local creativity, and the lessons they learned the hard way about what never travels.

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.