

# AGENDA

## Women with Vision CXO Summit

### SPEAKERS



**Cecilia Li**  
CIO  
Urban Edge  
Properties



**Yelena Shtykel**  
Global Head of Cloud  
Data  
Citibank



**Avishan Bodjnoud**  
Chief Information  
Management  
United Nations  
Peace Operations  
(DPPA-DPO)



**Melissa Ouari**  
VP and CISO  
Money Management  
International



**Kasey Schram**  
Founder / Head of AI  
Somewhere Media,  
LLC



**Griffen Thomas**  
Director, AI Solutions  
NBCUniversal



**Anusha  
Anantharaman**  
Chief Innovation  
Officer  
Government Industry



**Judith Heller**  
VP Physician  
Recruitment  
Northwell Health



**Alyeah Ramjit**  
VP System  
Transformation  
One Brooklyn Health



**Nina D'Amato**  
Chief Technology  
Strategist, Public  
Sector  
Lenovo



**Nora Osman**  
CEO  
Norvana



**Alexandra Méhat**  
Director, Product  
Marketing  
Fortinet



**Janice Gatti**  
EVP & Head,  
International  
Communications &  
Social Impact  
Paramount



**Theresa Block**  
CMO  
Sonas



**Trista Huang**  
VP Technology &  
Analytics  
BRE Hotels & Resorts  
- Blackstone's



**Samantha Azzarello**  
Global Strategy  
Transformation,  
Research Head of  
Digital  
JP Morgan Chase



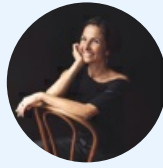
**Emily Twomey**  
EVP & CMO  
Razorfish



**Barbara Kissner**  
CIO  
Segal



**Linda Bethea**  
Board Director  
Make-A-Wish Hudson Valley



**Viktoria Levay**  
Corporate Resilience  
Trainer & Wellbeing  
Coach  
Levay & Co  
Environmental  
Services



**Jeanna Venneri**  
Former CMO  
Elevance Health



**Victoria B. Lozano**  
Former CMO  
Crayola



**Abhay Krishna**  
Sr. Director of  
Product Marketing,  
Sustainability  
Solutions  
Workiva



**Brian O'Toole**  
VP Ad Product  
Marketing  
Hearst Magazines



**John Renz**  
VP, Head of Creative  
Prudential Financial  
Inc.



**Patrick Ward**  
Director, Institutional  
Marketing  
Vanguard



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



**Matthew O'Rourke**  
Director of Marketing  
Yale University



**Pierre Charchafian**  
VP, Senior Partner -  
Adobe and  
Marketing Global  
Practice Leader  
IBM



**Carolyn Kelly**  
VP of Marketing  
SEBPO



**Valerie Nifora**  
Senior Lead, Content  
Marketing  
Kyndryl



**Michelle Tang**  
Global Chief Growth  
Officer  
McCann



**Michael Baer**  
CMO  
TechCXO



**Ethan PEW**  
Director of MS in  
Marketing  
The University of  
Texas at Austin,  
McCombs School of  
Business

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May 12, 2026

Eastern Time

Welcome & Registration

8:30 AM-9:00 AM

Networking Breakfast

9:00 AM-9:30 AM

Opening Remarks

9:30 AM-9:40 AM

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## KEYNOTE

10:50 AM-11:15 AM

# From Brand Awareness to Brand Authority

In saturated markets, visibility is no longer enough. Brands win by becoming trusted authorities. This session explores how CMOs move beyond awareness to build credibility, relevance, and influence through consistent positioning, thought leadership, and values-driven strategy. The discussion focuses on why brand authority has become one of the most defensible assets in modern marketing.

## PANELISTS



**Victoria B. Lozano**  
Former CMO  
Crayola

## PANEL

11:20 AM-12:05 PM

# The CMO as Chief Narrative Architect

Organizations rarely fail due to lack of strategy—they fail when their story fragments. In moments of transformation, uncertainty, or disruption, narrative coherence becomes a strategic asset. This session positions the CMO as the executive responsible for designing, aligning, and safeguarding the organization's narrative across customers, employees, investors, and partners. The discussion explores how narrative functions as a leadership system that drives alignment, trust, and execution.

## CHAIR



**Michael Baer**  
CMO  
TechCXO

## PANELISTS



**Brian O'Toole**  
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**Abhay Krishna**  
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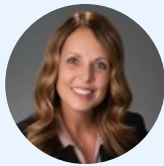
## FIRESIDE CHAT

10:10 AM-10:35 AM

# 2026 Leadership Focus: The Role of Mentoring & Sponsorship in Advancing Women Leaders

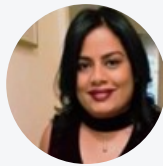
How do we come together, as a group of professionals, to create and foster an inclusive business world where all women have a role to play? We know that a major part of this is attracting and retaining talent at every level but how exactly do we do that and where can we use technology to help? Our panelists will discuss how their companies are creating more inclusive environments, the use AI tools to help uncover hidden biases, what flexibility looks like for all team members and how they are advancing women earlier and signing them up for long term success.

## CHAIR



**Jeanna Venneri**  
Former CMO  
Elevance Health

## PANELISTS



**Anusha Anantharaman**  
Chief Innovation Officer  
Government Industry



**Alyeah Ramjit**  
VP System Transformation  
One Brooklyn Health



**Melissa Ouari**  
VP and CISO  
Money Management International



**Barbara Kissner**  
CIO  
Segal

## Lunch & Networking

12:50 PM-1:50 PM

## PANEL

### Reimagining the Marketing Operating Model in the Age of GenAI

12:10 PM-12:50 PM

As GenAI reshapes how marketing work gets done, CMOs are rethinking talent models, team structures, and workflows. This fireside chat explores how leaders are redesigning marketing organizations to scale intelligently—balancing automation with human judgment, creativity, and accountability.

## CHAIR



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

## PANELISTS



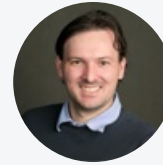
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VP, Senior Partner -  
Adobe and  
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Practice Leader  
IBM



**Patrick Ward**  
Director, Institutional  
Marketing  
Vanguard

## KEYNOTE

### SASE in 2026: An Enterprise Roadmap for Scalable, and Converged Networking and Security

9:40 AM-10:05 AM

Enterprises are at a pivotal moment in their security and networking evolution. Hybrid work is permanent, cloud and SaaS adoption continue to accelerate, and AI-driven threats are increasing both in speed and sophistication. As users, applications, and data move beyond the traditional perimeter, enterprises must deliver consistent security and optimized access—everywhere—without increasing operational complexity.

This keynote explores how Secure Access Service Edge (SASE) provides a unified, architecture-driven approach to converging networking and security. Attendees will gain a practical roadmap for evolving toward a scalable SASE strategy in 2026—one that strengthens identity-centric controls, simplifies operations, reduces architectural sprawl, and enables

enterprises to modernize incrementally while protecting existing investments.

## PANELISTS



**Alexandra Méhat**  
Director, Product  
Marketing  
Fortinet

## FIRESIDE CHAT

3:05 PM-3:40 PM

# Marketing as a Growth Engine: Aligning Brand, Demand, and Revenue

As pressure mounts to demonstrate measurable impact, CMOs are increasingly responsible for aligning brand strategy with revenue outcomes. This session explores how marketing leaders connect brand, demand generation, and growth strategy without sacrificing long-term positioning. The conversation focuses on marketing's role as a core growth engine and its partnership with sales, finance, and executive leadership.

### CHAIR



**Valerie Nifora**  
Senior Lead, Content  
Marketing  
Kyndryl

### PANELISTS



**Carolyn Kelly**  
VP of Marketing  
SEBPO



**Michelle Tang**  
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McCann



**Ethan PEW**  
Director of MS in  
Marketing  
The University of  
Texas at Austin,  
McCombs School of  
Business

## VISION VOICES

1:50 PM-2:10 PM

# Self-Care for Success: Nurturing Resilience and Wellbeing in High-Pressure Environments

While we are so hard on ourselves to serve, inspire and motivate others, we often neglect ourselves, leading to burnout and exhaustion, even if we genuinely love our jobs and strive for a great career.

In this session you will receive valuable support from Viktoria on stress management, wellbeing and on how to build better personal resilience to mitigate burnout and health issues.

## PANELISTS



**Viktoria Levay**  
Corporate Resilience  
Trainer & Wellbeing  
Coach  
Levay & Co  
Environmental  
Services

## Networking Break

3:40 PM-3:55 PM

## PANEL

### Burnout Is Not a Badge of Honor: Building Sustainable Leadership for Women

2:15 PM-3:00 PM

For too long, exhaustion has been mistaken for commitment and overextension for ambition—especially for women leaders navigating high expectations, invisible labor, and constant pressure to “do it all.” This session challenges the myth that burnout is the price of success and reframes sustainability as a core leadership strength, not a personal weakness.

Through candid conversation and real-world insights, we’ll explore the systemic drivers of burnout for women, how they show up at different stages of leadership, and what organizations can do to redesign roles, cultures, and success metrics for long-term impact. Attendees will leave with practical strategies to build resilient leadership models that protect energy, foster well-being, and enable women to lead powerfully—without sacrificing themselves in the process.

## PANELISTS



**Samantha Azzarello**  
Global Strategy  
Transformation,  
Research Head of  
Digital  
JP Morgan Chase



**Trista Huang**  
VP Technology &  
Analytics  
BRE Hotels & Resorts  
- Blackstone's

## FIRESIDE CHAT

### Psychological Safety as a Business Strategy: Why Belonging Drives Performance

3:55 PM-4:20 PM

High-performing organizations aren't built on fear, silence, or perfection—they're built on trust. Psychological safety, the belief that it's safe to speak up, take risks, and be oneself at work, is no longer a "nice to have." It's a critical business strategy that directly impacts innovation, engagement, and results.

This session explores how belonging fuels performance by unlocking diverse perspectives, accelerating learning, and strengthening team resilience. Through real-world examples and practical frameworks, leaders will examine what psychological safety truly looks like in day-to-day interactions—and where it quietly breaks down. Attendees will leave with actionable ways to model inclusive leadership, create environments where people feel valued and heard, and turn belonging into a measurable driver of business success.

## PANELISTS



**Avishan Bodjnoud**  
Chief Information  
Management  
United Nations  
Peace Operations  
(DPPA-DPO)

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**Closing Remarks & Raffle Giveaway**

4:20 PM-4:30 PM

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**Cocktail Networking**

4:30 PM-5:30 PM

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**Networking Break**

10:35 AM-10:50 AM

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