

# AGENDA

**Value Driven Approach to Achieving Better ROI and “Connected Customer Experiences” – Strategies for Leveraging Data, Analytics, and AI to Maximize Marketing Result**

## CMO Dinner

### SPEAKERS



**Akshita Gupta**  
Head of Marketing  
Analytics  
Con Edison



**Ibrahim Jackson**  
Founder  
Ubiquitous Preferred  
Services



**Shayna Macklin**  
CMO  
Rainbow Apparel Co



**Viktoria Smith**  
SVP  
Citi



**Brett House**  
Global VP, Marketing  
Solutions  
TransUnion



**Paulina Yick**  
Global portfolio  
marketing Director  
Experian



**Priscilla Ledesma**  
Director  
Braven



**Asaf Wolff**  
CMO  
University of the  
People

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**VALUE DRIVEN APPROACH TO ACHIEVING  
BETTER ROI AND “CONNECTED CUSTOMER  
EXPERIENCES” – STRATEGIES FOR  
LEVERAGING DATA, ANALYTICS, AND AI TO**



**March 27, 2024**

5:30 PM-9:00 PM

Eastern Time

## MAXIMIZE MARKETING RESULT

In today's highly digitized world, customers engage with companies across many platforms, have hundreds of touchpoints, navigate complex buying journeys, and frequently change brand loyalties. Building a direct and ongoing brand relationship through data-driven programs is key to successful digital engagements - and thereby drive growth, profitability, ROI, and business value. So, how can CMOs through their digital transformation strategies harness the power of data, analytics, and AI to develop personalized connections and maximize their marketing strategies. This session delves into innovative strategies, best practices, and real-world examples, providing a platform for CMOs to share insights on utilizing data-driven approaches for enhanced marketing effectiveness and ROI.

TOGETHER WITH

