

AGENDA

The Future of Marketing: Building Secure, Seamless Experiences

Executive Dinner

SPEAKERS



Amy Holtzman
CMO
CHEQ



Fernanda Murphy
Global Head of Retail
& Payments
Marketing, Google
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Paulina Yick
Global Portfolio
Marketing Director
Experian



Daniel Vassallo
Head of Performance
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Outlier.org Inc



Randolph Benjamin
VP IT Apps and OPS
Safra National Bank
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Katie Calhoun
VP, Sales and
Marketing
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Consultant



Svetla Marinova
Head of Cloud
Alliances - Enterprise
Data
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Edwin Choi
SVP, Global
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Viktoriya Smith
SVP
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Derek Lin (DO NOT
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Director of Digital
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THE FUTURE OF MARKETING: BUILDING
SECURE, SEAMLESS EXPERIENCES



December 06, 2023

5:30 PM-9:00 PM

Eastern Time

As customers increasingly rely on digital channels, malicious actors seek to exploit them. The customer experience is paramount in driving engagement, growth, and trust, and CMOs must harness the power of data, technology, and collaboration to address evolving customer needs and vulnerabilities. During this dinner, we'll discuss why seamless and secure experiences are not mutually exclusive, how CMOs can safeguard brand loyalty, and more.

PANELISTS



Amy Holtzman
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