

The Future of Marketing: Building Secure, Seamless Experiences

Executive Dinner

SPEAKERS



Amy Holtzman CMO CHEQ



Fernanda Murphy Global Head of Retail & Payments Marketing, Google Play

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Katie Calhoun VP, Sales and Marketing indepedent consultant



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Derek Lin (DO NOT INVITE) Director of Digital Transformation JP Morgan Chase

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THE FUTURE OF MARKETING: BUILDING SECURE, SEAMLESS EXPERIENCES



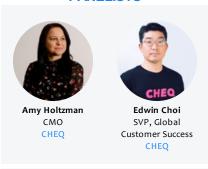
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Eastern Time

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.

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