

# 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  
Play  
Google



**Paulina Yick**  
Global portfolio  
director  
Experian



**Daniel Vassallo**  
Head of Performance  
Marketing  
Outlier.org Inc



**Randolph Benjamin**  
VP IT Apps and OPS  
Safra National Bank  
of NY



**Katie Calhoun**  
VP, Sales and  
Marketing  
independent  
consultant



**Svetla Marinova**  
Head of Cloud  
Alliances - Enterprise  
Data  
Bloomberg



**Edwin Choi**  
SVP, Global  
Customer Success  
CHEQ



**Viktoriya Smith**  
SVP  
Citi



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

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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**  
CMO  
CHEQ



**Edwin Choi**  
SVP, Global  
Customer Success  
CHEQ

TOGETHER WITH

**CHEQ**