

CONNECT CMO Leadership Summit 2019 attendees have the unique opportunity to network with senior peers, share knowledge and hear presentations from a carefully selected group of expert speakers, as well as participate in targeted one-on-one research meetings with leading solution providers that meet their individual needs.

### KEY THEMES:



#### QUANTIFICATION AND MEASUREMENT TOOLS FOR MARKETERS

Many Marketing professionals understand their functions but have a hard time measuring and conveying results; this track will explore different tools and methods to quantify the role of the Marketer.



#### SOCIAL MEDIA AND MULTI-CHANNEL MARKETING

Gone are the days where a company can allow itself to interact with a customer on a singular platform, join this track to learn more about social media and other various channels, how to manage having multiple platforms, and how to maximize each to the fullest.



#### LEADERSHIP, TEAMS AND TRANSFORMATION

It starts with you and your team! This track will focus on everything from strategy, implementation, transformation and leadership.



#### PREDICTIVE ANALYTICS, PERSONALIZATION AND OPTIMIZATION

It's all about the personal touch, in today's CX world, if you don't have it then you'll fall behind. This track will explore how to attain and implement predictive analytics to deliver a personalized and optimized Customer Experience.



#### AI AND DATA DRIVEN EXPERIENCES

It's no secret that AI and Data are two keys to the future, this track will focus on these two transformative elements and how they are changing the world of CX.



#### CUSTOMER-CENTRIC DESIGN & CUSTOMER JOURNEY

Touchpoints! How to mark them, hit them and ensure you are not missing any throughout the entire customer journey.

### TARGET AUDIENCE

*C-Level Executives / Senior Vice President / Vice President / Director*

**Job Functions Include:** • Marketing • Branding • Content • Demand Generation • Social • Digital

### Steering Committee

- **Leggett & Platt**, VP, Creative/Marketing Services
- **STARZ**, VP Product & Marketing
- **CSAA Insurance Group**, EVP, Customer Experience and Marketing
- **Amedisys**, Chief Marketing Officer
- **Genpact**, Vice President
- **Ingram Micro**, Head of Product Marketing
- **SAP**, Vice President, Global Brand
- **Fulton Financial**, Chief Marketing Officer
- **MetLife**, VP Marketing
- **Softtek**, Senior VP, CMET (Communications, Media, Entertainment & Technology)
- **American Family Care**, Chief Marketing Officer
- **Epicor**, Vice President of Global Product Marketing for Manufacturing
- **Nexthink**, CMO
- **Biorasi**, Chief Marketing Officer
- **Rentokil North America**, VP Marketing
- **City & County of San Francisco - Zuckerberg San Francisco General Hospital**, Chief Communications Officer

# CMO 2019 High Profile Speakers

Strategic endeavors and skillful insights from 30+ seasoned executives address the challenges in today's customer experience landscape.

Visit our website for an extended list of top speakers.

## plantronics



**Amy Barzdukas**  
Executive Vice President and Chief Marketing Officer, Plantronics

### Creating a New Brand From Two Companies

In 2018, audio pioneer Plantronics acquired video conferencing company Polycom. The acquisition created one company with the largest set of communications "end-points," from headsets to video conferencing systems, uniquely positioned to help people collaborate anywhere, on any platform and in more meaningful ways.

#### Key Takeaways:

- A high-level overview and understanding of marketing best practices to utilize following a merger and/or acquisition.
- Highlight how to collaborate to bring two separate cultures and expertise together into one storied legacy.
- Showcase how to navigate messaging and company culture nuances both internally and externally.
- Understand the importance of leading a clear vision of the future after the dust settles on a merger/acquisition.

## MICRO FOCUS



**Joe Garber**  
Global Head of Influencer Marketing, Micro Focus

### Influencing your Influencers: A Modern Approach to Building your Brand

Brand development is a complex process that increasingly requires the input of varying market influencers, including analysts, partners, thought leaders and the media. Learn how to align your messaging across various communications mediums, what levers are most effective with each key audience, and how to take an aggressive approach to building your brand by drawing the circle bigger on how you've defined and employed corporate communications in the past.

#### Key Takeaways:

- Look at communications holistically, vs. in silos.
- Think like a startup, even if you're a global multinational.
- Ladder up outreach to key, consistent themes.
- Don't be afraid to repackage content around the globe.

## NU SKIN DISCOVER THE BEST YOU



**Kevin Fuller**  
Senior Vice President, Global Product & Brand, Nu Skin Enterprises Inc.

### Best Frenemies - Process vs. Progress: Balancing Innovation Rigor with Speed to Market in Cross-Functional Product Teams

Product Development teams often wrestle with the twin mandates to develop high-quality, customer-driven products while constantly improving speed to market. While these two goals may seem mutually exclusive, cross-functional teams can be structured and led to ensure business objectives are met while also dotting all the I's and crossing all the T's. By helping teams correct their functional myopia and elevate their perspective to one of team outcomes ownership, your development teams will become fertile ground for innovative solutions that are both technically robust and get to market on time.

#### Key Takeaways:

- How Empowerment Tiers Can Break Project Gridlock.
- Choosing the Right Communication & Workflow Platforms.
- How Project Management Teams Empower CFTs Instead of Constraining Them.
- Crystal Clear Roles & Responsibilities Increase Development Velocity.