

# **CMO Thought Leadership Summit Agenda**

**November 3-4, JW Marriott, San Francisco**

**[www.thecmoclubsummit.com](http://www.thecmoclubsummit.com)**

**“CMOs Only” Keynotes, Breakouts & Roundtables include:**

**A Smarter Strategic Marketing Mix – Optimizing Across Digital  
And Traditional Media**

**Kenya Jackson - VP Marketing, Target**

**Terri Graham – CMO, Jack in the Box**

**David Hudson – CEO, NM Incite**

**Innovative Approaches to Global Branding**

**Gail Galuppo – CMO, Western Union**

**Keynote: Going Digital - Methods for Marketing on the Cusp of a  
Content Revolution**

**Ann Lewnes – CMO, Adobe**

**Leveraging Mobile and Apps for Engagement and Conversion**

**Bill Gajda – VP Marketing, Visa**

**Andriana Rizzo – VP Mobile, ESPN**

**From Sponsorship to Innovative Brand Integration for Education  
and Causes**

**Rosario Dawson, Actress**

**Mark Bonchek, CEO/Founder Soundbridge**

**Surprise Guest**

**Are you Making Your Customers More Profitable**  
**Fundamentally changing your approach to B2B**  
**Keith Piques – CMO, Plygem**

**Leading a Brand Globally Beyond the Marketing Department**  
**Phil Clement – CMO, Aon**  
**Steve Nilsen – CMO, Outback Steakhouse Intl.**

**New Approaches to World Class Demand Generation & Conversion**  
**Mark Wilson – CMO, Sybase**  
**Scott Lutz, Global VP Marketing, SAP**  
**Brian Kardon – CMO, Eloqua**

**Marketing Innovation in Direct Marketing (B2C)**  
**Richard Marnell – CMO, Viking River Cruises**  
**Joe Charlson – CMO, Education Management Corp.**

**Leading Customer Centric Organizational Change**  
**Ivy Bennett – CMO, Harris Bank**  
**Randy Drawas – CMO, Kaspersky Labs**  
**Rob Liebowitz – VP Marketing, Del Monte**

**Doing More with Less – Thriving in these Times (B2B)**  
**Ellyn Raftery – CMO, Unisys**  
**John Dragoon – CMO, Novell**

**Keynote: Step up Your Credibility and Business Impact**  
**Patty Azzarello – CEO, The Azzarello Group**

**The Best of Social Media and Community Marketing**

**Kent Huffman – CMO, Bearcom Wireless**

**Frank McGillin – CMO, Philips Healthcare**

**Alex Romanovich – CMO, EuroSpaClub**

**Brand, Bands and Fans – Integrating Music with your Brands**

**Paul Kalbfleisch – Global VP Creative Branding, RIM (Blackberry)**

**Surprise Guest**

**Game Changing Product/Services Innovation**

**Sophie-Charlotte Moatti – Head of Product Management, Nokia**

**Dan Marks – CMO, First Tennessee / First Horizon Bank**

**From The Art of Marketing to Art in Marketing – Integration of**

**Art and Branding**

**Cary Leitzes, CEO/Founder ARTCO**

**Surprise Guest(s)**