

CMO Thought Leadership Summit Agenda (November 3-4, 2010)

JW Marriott, San Francisco

Tuesday, November 1st, 2010

6:00 - 8:00 pm Welcome Reception plus Dancing with The CMOs

Wednesday, November 3rd, 2010 – Ballroom

7:30 - 8:30 BREAKFAST and Conversation

8:30 - 9:15 **CMO Introductions/Challenges** and Opening Comments

Pete Krainik - The CMO CLUB

9:15 – 10:00 CMO Thought Leadership Breakout Roundtables
Breakout #1 – **Innovative Approaches to Branding**

Gail Galuppo – CMO, Western Union

Dick Lynch – CMO, Popeyes

Breakout #2 – **Are you Making Your Customers More Profitable? Fundamentally changing your approach to B2B**

Keith Pigues – CMO, Plygem

10:10 – 10:50 **Keynote Interview: Going Digital - Methods for Marketing on the Cusp of a Content Revolution**

Ann Lewnes – CMO, Adobe

10:50 – 11:30 Networking and CMO Conversations Break with Thought Leaders

- 11:30 – 12:20 CMO Thought Leadership Breakout Roundtables
Breakout #1 - **New Approaches to World Class Demand Generation & Conversion**
Mark Wilson – CMO, Sybase
Scott Lutz, Global VP Marketing, SAP
Brian Kardon – CMO, Eloqua
- Breakout # 2 – **Next Generation of Content Creators (Brands/Media/Content Creators)**
David Dunne – CEO, Velocidi
Other CMOs
- 12:20 – 1:30 LUNCH and CMO Conversations
- 1:30 – 2:15 Keynote: **The other Side of Innovation Solving the Execution Challenge**
Chris Trimble, Author – Ten Rules for Strategic Innovators – From Idea to Execution
- 2:20 – 3:00 Keynote: CMO Thought Leadership Roundtable – **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
- 3:00 – 3:30 Networking and CMO Conversations Break
- 3:40 – 4:30 CMO Thought Leadership Breakout Roundtables
Breakout #1 – **A CMO Worthy Conversation on Leveraging Twitter for Business**

Elizabeth Weil – Head of Product Mgt. – Twitter
Jesse Engle – CEO/Founder – Cotweet

Breakout #2 – **Customer Engagement and Experience in B2B**

John Dragoon – CMO, Novell

Jackie Ross – CMO, Walker Information

4:30 – 5:20 Keynote: CMO Thought Leadership Roundtable –
From Sponsorship to Co-Creation for Education and Causes

Matt Yale - Deputy Chief of Staff, US Dept. Of Education

Stefan Weitz - VP Product Marketing, Microsoft

Rosario Dawson, Actress

Mark Bonchek, SoundBridge

5:20 – 6:15 Surprise Guest(s)

6:30 – 8:00 Thought Leadership Reception
Brand, Bands and Fans – Integrating Music with your Brands

Paul Kalbfleisch – VP Creative Branding, RIM

Surprise Guest(s)

8:00 – 10:00 CMO Celebration Dinner plus Surprise Guest(s)

Thursday, November 4th – Ballroom

7:30 - 8:30 BREAKFAST and CMO Conversations

- 8:30 – 9:10 Keynote - **Step up Your Credibility and Business Impact**
Patty Azzarello – CEO, The Azzarello Group
- 9:15 – 10:10 CMO Thought Leadership Roundtable – **Leveraging Mobile in Integrated Campaigns and Customer Engagement with Brands**
Bill Gajda – VP Marketing, Visa
Adriana Rizzo – VP Mobile, ESPN
Sophie-Charlotte Moatti – Head of Product Management, Nokia
- 10:15 – 10:45 CMO Networking and Conversations
- 10:45 – 11:40 CMO Thought Leadership Breakout Sessions
Breakout #1 – **Marketing and Sales Intersection – Understanding Your Customers, Competition and Trends in Your Industry to Help Sales**
Kevin Bailey - Senior Dir. Global Market Analytics & Strategies - Symantec
Penny Hirsch – CEO, FirstRain
- Breakout #2 – **Game Changing Services Innovation**
Todd Townsend – CMO, Qwest
Dan Marks – CMO, First Tennessee / First Horizon Bank
Steve Nilsen – CMO, Outback Steakhouse Intl.
- 11:45 – 12:35 Breakout #1 – **The Best of Social Media and Community Marketing**
Kent Huffman – CMO, Bearcom Wireless

Nigel Dessau – CMO, AMD

Frank McGillin – CMO, Philips Healthcare

Alex Romanovich – CMO, EuroSpaClub

Breakout #2 – **Getting more From Agencies and Partners**

Brad Dehart – Practice Leader, ICG Commerce

Steve Snyder – VP Marketing and Sales, Cargill

Ivy Bennett – CMO, Harris Bank

12:40 – 1:20 Closing Keynote Roundtable – **Leading a Brand Globally Beyond the Marketing Department**

Phil Clement – CMO, Aon

Eduardo Conrado – CMO, Motorola

John Kennedy – VP Marketing, IBM

1:20 – 2:30 LUNCH and Closing CMO Conversations

2:30 – 4:00 CMO CLUB Advisory Board Meeting (Board Members only)