



**CONNECT VIRTUAL**  
**CMO Leadership Summit**



**ATTENDEE GUIDE**

# **THE VIRTUAL EVENT WITH TANGIBLE RESULTS**

[QUARTZEVENTS.COM](https://quartzevents.com)

MONDAY-FRIDAY  
JULY 26-30

# **2021**

**WE  
HOPE  
TO SEE  
YOU  
IN-PERSON**

**BUT WE'LL SETTLE  
FOR DELIVERING  
THE BEST  
VIRTUAL EVENT  
YOU'VE EVER  
ATTENDED**



**Peer-led:** a steering committee of industry veterans worked with us to build an agenda that confronts the fall out of 2020 head on.



**Solutions focused:** one-on-one meetings are pre-scheduled for you based on the challenges you describe in your registration.



**Results driven:** the entire experience is built around connecting you to the resources that will serve you best, right now.



**Complimentary:** thanks to our incredible sponsors, there is absolutely no cost for you attend.

# 15 YEARS OF LEADING THE EXECUTIVE EVENT SPACE DIDN'T CHANGE, EVEN IF THE WAY WE CONNECT DID



See more swag gifts on page 9.

## + **Education:**

Online Presentations from Industry Leaders are available on-demand and released each day of the event.

## + **Targeted Meetings:**

One on one meetings with solution providers are held via Zoom based on your availability the week of the event.

## + **Swag:**

Since it's still not an option to rent out entire NFL stadiums to host you, we shower you with gifts instead. You're working harder than ever to be at the top of your game, and it's the least we can do.

# HOW IT WORKS



## 1 PRE-EVENT

- ⊕ Tell us about your challenges, your availability during the event, and your swag preferences.
- ⊕ Before the event goes live, we'll schedule meetings with the people best suited for tackling your probs.

## 2 GO LIVE

- ⊕ On go live date, you'll get access to the game changers in your industry. Presentations are available on-demand and beyond the conference dates, so you can watch them at your convenience.
- ⊕ Complete all your meetings with the incredible solution providers that made this possible and your swag is on it's way.

## 3 AND BEYOND

- ⊕ Make your job look easy, solve the things that needed solving, and find a new home and necessary support in our executive community.

# CONNECT CMO VIRTUAL SUMMIT SCHEDULE

+ Click to view the live agenda.

## WATCH IT WHEN IT'S RELEASED OR LATER ON-DEMAND

### KEY THEMES:



Driving Team Performance  
Through the Institution of  
Standards & Procedures



Shattering Traditional Marketing  
Limitations With Emerging  
Technology



Cultivating Loyalty by Prioritizing  
the Customer Experience



Hitting Your Profit Goals Through  
Marketing & Sales Alignment



COVID-19 Impacting Marketers  
Across the Globe

+ MONDAY

07.26

#### Beyond 2020: Global Youth - Voices & Futures

Christian Kurz, SVP of Global Insights, *ViacomCBS*

#### Unleashing Creativity & Agility to Capitalize on Emerging Global Consumer Rituals

Santhi Ramesh, Head of Marketing, Growth, Innovation  
& E-commerce - International, *The Hershey Chocolate  
Company*

#### Advancing Market Segmentation During and Post COVID-19 Pandemic World

Sayed Sanaullah, First VP of Corporate Strategy &  
Strategic Planning, *Wells Fargo*

#### The Importance, Influence and Impacts of Diversity in Marketing Teams

Danni Scott-Duke, Global Head of Developer Marketing,  
*HERE Technologies*

+ TUESDAY

07.27

#### Harnessing the Power of Digital to Engage Clients in a Virtual World

Neda Whitney, SVP, Head of Marketing - Americas,  
*Christie's*

#### Human-Centric Approach to Executive Engagements

Anamika Gupta, Director, Head of Customer Marketing &  
Scott Jackson, Sr. Client Executive, *Fujitsu America, Inc.*

#### Overcoming a Cats & Dogs Mentality: Achieving Success through Marketing & Sales Alignment

Lamar Johnson, VP of Sponsorship Marketing, *National  
Public Radio*

**Breaking Through the Data Ceiling**

Ankur Uttam, VP of Marketing Analytics, *Poshmark*

**Two-Way vs. One-Way Dialog with Consumers**

Mark Rothwell, VP of Marketing, *WPS Insurance Corporation*

**The Virtualization of Global Marketing Programs**

Brenda Tsai, Former Global Chief Marketing Officer, *BNY Mellon*

**The Importance of Getting the Basics Right**

Kate Greengrove, Head of Content Strategy & Operation, *GSK*

**TOP SPEAKERS TO BE ANNOUNCED.**

[+ Click to view the live agenda.](#)



# WHO YOU'LL HEAR FROM

High profile industry marketing leaders come together to relay strategies, experience, and what they're doing to recover from 2020.

## CONNECT CMO SPEAKERS INCLUDE:

[+](#) Click to view the full list of top speakers.



VIACOMCBS

**Christian Kurz**  
SVP of Global Insights



WELLS FARGO

**Sayeed Sanallah**  
First VP of Corporate Strategy & Strategic Planning



HERSHEY  
THE HERSHEY COMPANY

**Santhi Ramesh**  
Head of Marketing, Growth, Innovation & E-commerce - International



amazon

**Janina Lundy**  
Head of Black Audience Development



C

**Neda Whitney**  
SVP, Head of Marketing - Americas



BNY MELLON

**Brenda Tsai**  
Former Global Chief Marketing Officer



here

**Danni Scott-Duke**  
Global Head of Developer Marketing



POSHMARK

**Ankur Uttam**  
VP of Marketing Analytics



npr

**Lamar Johnson**  
VP of Sponsorship Marketing



WPS HEALTH SOLUTIONS

**Mark Rothwell**  
VP of Marketing



gsk

**Kate Greengrove**  
Sr. Director of Content Strategy & Operation



FUJITSU

**Anamika Gupta**  
Director, Head of Customer Marketing



FUJITSU

**Scott Jackson**  
Sr. Client Executive



softserve

**Christine Pribilski**  
CMO



the y

**David Frederick**  
Vice President & Chief Marketing & Communications Officer



SWP

**Linda Goldstein**  
Vice President Marketing Channels and Partners

# WHO YOU'LL MEET WITH

We take the heavy lifting out of solution finding completely. Tell us what you need and we'll set you up with the right people.

CONNECT CMO SPONSORS INCLUDE:



**acoustic**

**ACQUIA**  
EXPERIENCE DIGITAL FREEDOM

**alightanalytics**

**Ameex**  
experience the difference

**atomic reach**



**bounteous**

**Brandfolder**

**Brandwatch**

**BRUCE CLAY**  
SMARTER SEARCH MARKETING

**ceros**



**COREMEDIA**

**definitive results**  
Marketing. Automation. Success.

**digital current**

**Directive,**

**DOMO**



**Engagio**

**geekhive**

**goodway group**  
HONESTLY SMART DIGITAL

**Hippo Video**

**Hive**

**humen**  
Design by HARMAN

**INTEGRATE**

**interactone**  
E-COMMERCE MARKETING SPECIALIST

**intelligencebank**  
make smart decisions

**IZEA**

**Khoros**

**KONOLOGIC**

**LEAP GROUP**

**Lucidpress**

**mediavalet**

**methinks**

**OneTrust PreferenceChoice**  
COMPLY & ENGAGE SOFTWARE

**Opensense**

**OVERTURE**

**Path Factory**

**Postclick**

**r2i**

**resonate**

**ROI REVOLUTION**  
Brand Growth Experts

**shootsta**  
Shoot today. Share tomorrow.

**Siegel+Gale**

**stensul**

**The Mx Group**

**TILED**

**TREASURE DATA**

**TRIPTYCH**

**Turtl**

**visionedge**  
MARKETING

**Voicify**

**WHITESPACE ATWORK**

**wrike**

**ZOHO**

**zoominfo**

**Zylo tech**

# HIGH END SWAG IS YOURS ONCE YOU COMPLETE ALL OF YOUR MEETINGS



amazon  
fire  
TABLET



Apple AirPods



Apple WATCH



**+** Plus a gift card and charity donation.

*Participation in the scheduled solution provider meetings via Zoom is required. We'll do all the heavy lifting to match you with only the companies that can help you move business forward. Once completed we'll ship your swag directly to your door!*

# WE HAVE 100S OF CUSTOMERS THAT WANT YOU TO KNOW

# WHY THEY KEEP COMING BACK TO CONNECT



This year's CMO Summit was user-friendly, informative, and eventful. We scheduled a few follow-up meetings with three of the vendors.  
*Chief Marketing Officer*



THIS WAS GREAT! Each of the 6 calls I had were a great fit for where I am in the marketing cycle. The length of the call was perfect to avoid going into long, drawn out powerpoint presentations. Each was a candid, customized conversation to the specific needs I had identified. I did request that each please reach out to me in early 2021'm sure my business will benefit from at least half of them.

I appreciate the ease of participation and the well thought out connections Quartz Events made on my behalf.... And I didn't even have to leave the house.  
*VP of Global Marketing*



I just wanted to reach out and thank Quartz Events for the fantastic meetings I've had. I am very impressed with the match ups I got and look forward to doing this again in the future!  
*Director of Marketing*



Thank you, this worked! Much appreciated, and kudos to the Quartz Events team. It was a good experience.  
*VP, Thought Leadership & Brand Marketing*

# CONNECT CMO TESTIMONIALS



Thanks for a great Virtual CMO Summit. I did get quite a bit out of it, and will be following up with probably 2-3 suppliers. So thank you Quartz Events for making the right connections. Would love to participate again in the future. I actually really liked the virtual nature of it, as it made it a bit more achievable for me to attend rather than taking lots of time out to go offsite.

*VP of Marketing*

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Kudos on making it easy to register; thank you to the Quartz Events team for taking the time to coordinate and schedule the 1:1 meetings; and the daily email with access to that day's presenter videos was incredibly helpful since setting time aside during the day to watch / participate was a challenge. I was able to watch a few sessions I would have missed had they only been offered in real-time.

*VP, Marketing and Communications*

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Overall, this is a great idea. Loved the conversation I was able to have with 70% of the networking meetings. The rewards for attending drove me as keeping those sessions was a top priority. I hope to participate again in the future! Thank you Quartz Events for the invitation!

*Director of Marketing*

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Great event - I never want to do the 1:1 meetings any other way.

*Head of Marketing*

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I genuinely enjoyed this experience and couldn't rave enough about the entire Quartz Event team. It was executed with so much thought, structure and organization - I felt like I knew what to expect and what was expected of me at all points, and the communication prior, during, and post was just enough - that is hard to do!

*Director of Brand Communications*

# CONNECT CMO TESTIMONIALS



The Quartz Events team was great and I really enjoyed working with them. I had a family emergency that forced me to cut my vendor meeting short originally, but the team was able to get us rescheduled and then the vendor reconnected with me to work out a time that was better for their schedule. The on demand format also ended up working better for me with the family emergency that made me unavailable during a traditional viewing time.

*Director of Marketing*

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The Quartz Events customer service team is amazing. They helped connect me with partners that I had never heard of before this event. I am signing with one this week and have meeting with the remaining three in the next two weeks. Your team really helped me find solutions to my problem areas.

*Director of Marketing*

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Thank you Quartz Events for putting this together, what a cool event and great spread of speakers!

*Assistant Athletic Director, Marketing & Fan Experience*

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I enjoyed the relevant Q&A sessions and the accessibility of the virtual platform.

*CMO*

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Honestly, the 1:1's were fantastic. I was surprised. Those made it worth it. And the swag helped. All in all I found this to be a really good conference. Kudos.

*CMO and Executive Director*

# CONNECT CMO TESTIMONIALS



It was very impressive! Quartz Events really made the absolute best of this challenging time and the restrictions of COVID. Great job.  
*Chief of Staff*

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I was very surprised as the vendors solutions were out of the box and applicable to my field- didn't expect such good matches.  
*Regional Director of Sales & Marketing*

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This was great. I really enjoyed the 1:1 discussions as a way to understand the most current offerings in the market today.  
*VP of Global Marketing*

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This was the best event I've been to. It took so much less time out of my day and the vendors were much better this time.  
*Head of Global Demand and Multi Channel Programs*

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This was my second CMO conference and I found myself much more confident when speaking to vendors because I had the experience from my prior calls on the last CMO. I felt my vendor meetings this round to be much more productive - many times I don't know who they are and am expecting a brief overview of what they do, and I feel they were great at explaining some possible solutions they could provide and allowing me to walk through my challenges. I really enjoyed this CMO conference - great work!  
*Director of Marketing (Fashion and Footwear Division)*

# CONNECT CMO TESTIMONIALS



I love the way this was set up - made it easy for me to attend and benefit without doing any of the heavy lifting. I work in health care so if something isn't handed to me all wrapped up with a bow, I don't have time for it right now.  
*Director of Marketing*



I can't imagine the time that went into organizing this event and all the 1-on-1s. Great job as always! I love this event.  
*Marketing Director*



This is a great event for personal development given the content offered but also for meeting potential vendor partners in the industry. I have met folks and learned about solution I never would have found on my own. Thank you!  
*CMO*



**JOIN US  
FOR WHAT  
WILL PROVE  
TO BE**

**THE  
ONLY  
EVENT  
YOU'LL  
NEED TO  
ATTEND  
THIS  
YEAR**

**Quartz Events Offices :**

2200 Pacific Coast Hwy, Suite 307  
Hermosa Beach, CA 90254

3519 14 Street Southwest, 2nd  
Floor T2T 3W2  
Calgary, Alberta, Canada

**Contact :**

424.334.5220  
quartzevents.com



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CMO Leadership Summit**



**Erin Deviny**  
*Attendee Relations Executive*  
erindeviny@quartzevents.com  
**(424) 431-0185**



**Charlotte Pavlik**  
*Content Manager*  
charlottepavlik@quartzevents.com  
**(424) 334-5148**