

CONNECT CMO Leadership Summit 2020 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:



DRIVING TEAM PERFORMANCE THROUGH THE INSTITUTION OF STANDARDS & PROCEDURES

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



SHATTERING TRADITIONAL MARKETING LIMITATIONS WITH EMERGING TECHNOLOGY

In a fast-evolving industry, how do you navigate the digital disruption and stay ahead of emerging trends? This theme will cover some of the best technologies utilized by top marketing teams, as well as trends that deserve your attention.



CULTIVATING LOYALTY BY PRIORITIZING THE CUSTOMER EXPERIENCE

It's no secret that customer experience has become one of the main competitors for companies worldwide. Studies now show that how a brand resonates with a customer, encourages greater loyalty than the product itself. This theme will cover how the right CX investments can improve customer loyalty through personalization, optimization, content marketing, customer-centric design, customer journey & more.



HITTING YOUR PROFIT GOALS THROUGH MARKETING & SALES ALIGNMENT

In every company, marketing and sales have the same end-goal: to drive sales and increase revenue. While this team effort is well-known, so many companies continue to miss this mark. This theme will discuss the importance of marketing & sales alignment and how to achieve and maintain it.

TARGET AUDIENCE

Senior Level Executives: C-Level Executives, Senior Vice President, Vice President, Director

Job Functions Include: Marketing, Branding, Content, Demand Generation, Social, Digital

STEERING COMMITTEE

- Adobe Systems
- Amazon, Inc.
- Asurion
- CenturyLink
- Enterprise Holdings
- Fidelity Investments
- GoDaddy
- Hilton Hotels Corporation
- iHeartMedia
- Johnson Controls, Inc.
- Kaiser Permanente
- LinkedIn
- MAXIMUS, Inc.
- McGraw-Hill Education
- Merck & Co.
- Microsoft
- Nationwide
- Nokia
- Northrop Grumman
- Philips
- Roadrunner Transportation Systems
- SAP AG
- Sleep Number
- Sony Music
- Sprint Corporation
- Staples
- T-Mobile
- Tarte Cosmetics
- The Clorox Company
- TIAA
- United Healthcare
- USAA
- Visa
- Warner Music Group
- Wells Fargo
- Windstream Corporation