



# THE SPRING MARKETING FORUM

June 4<sup>th</sup> – 6<sup>th</sup>, 2017

The Trump National Doral | Miami FL

## OPENING KEYNOTE:

### ***Draw Me the Money: Sell, Lead and Innovate with Pictures***

Dan Roam – *Author* - "The Back of the Napkin: Solving Problems and Selling Ideas with Pictures"

## SEMINARS:

### ***Navigating Modern Marketing, Digital Transformation & Innovation***

Fred Isbell – *Senior Marketing Director* – SAP

### ***Neuroscience & Marketing: Understanding Your Customers' Brains***

Patricia Faust – *Gerontologist/Brain Health Specialist* - MGS

### ***The Long & Winding Road from Product/Service Sales to Solutions Marketer***

Bonnie Voldeng – *Director of Marketing* - FedEx

### ***Marketing Analytics from Pebbles to Pathways***

Jason Lisovicz – *SVP of Marketing* – Emerus Holdings Inc.

### ***Brand Disruption in the Digital Age***

Scott Kerr – *Executive Director* – Time, Inc.

### ***Keep Culture Top of Mind: Creating an Integrated Transcultural Marketing Approach to Drive Competitive Performance***

Andrea Richardson – *Director Multicultural Marketing and Diversity* – Hilton Worldwide

### ***A Brief History of the Future: Myths, Reality & The Future of Artificial Intelligence – What Every Marketer Should Know***

Walid Saba, PhD – *Research & Developer* – Magnet Semantic Engine

## CASE STUDY:

### ***Transitioning Marketing Strategy into a Digital First Market Approach***

Gary McNeil – *Director, America's Security Field Marketing* - Cisco

## DISCUSSION GROUP:

### ***3 Imperatives for all Marketing Leaders: Brand-to-Value, Lead-to-Revenue, and Customer Experience (CX)-to-Loyalty***

Laura Osburnsen – *Chief Marketing Officer* – Alexander Proudfoot

### ***Content Evolution: Marketing to Journalists for Maximum Exposure***

Kimberly Bindra – *Director* – Duff & Phelps LLC

## WORKSHOP:

### ***Customer Journey Mapping is Not a Four-Letter Word: How Can You Use Customer Journey Mapping to Shape Your Digital and Offline Content Strategy***

Katherine Riley – *Director of Marketing* – Globe Union