



**The Marketing Forum – June 4-6, 2017 – Trump National Doral
Miami, Florida
2017 Confirmed Speakers**

KEYNOTE ADDRESS

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

SPEAKER FACULTY

Gary McNeil, Director, America's Security Field Marketing Cisco
Patricia Faust, MGS, Gerontologist/Brain Health Specialist
Fred Isbell, MGS, Senior Marketing Director, SAP Digital Business Services
Laura Osburnsen, Chief Marketing Officer, Alexander Proudfoot
Bonnie Voldeng, Director Marketing, FedEx Services
Jason Lisovicz, SVP of Marketing, Emerus Holdings, Inc.
Scott Kerr, Executive Director, Global Marketing & Insights, Time, Inc.
Katherine Riley, Director of Marketing, Globe Union
Andrea Richardson, Director Multi-Cultural Marketing and Diversity, Hilton Worldwide
Kimberly Bindra, Director, Duff & Phelps LLC
Walid Saba, Ph.D., Researcher & Developer, Magnet semantic engine

Conference Program at a Glance

Keynote
Draw Me the Money: Sell, Lead and Innovate with Pictures Dan Roam, Author, <i>The Back of the Napkin: Solving Problems and Selling Ideas with Pictures</i>
Seminars
Neuroscience and Marketing: Understanding Your Customers' Brains Patricia Faust, MGS, Gerontologist/Brain Health Specialist
Navigating Modern Marketing, Digital Transformation and Innovation Fred Isbell, MGS, Senior Marketing Director, SAP Digital Business Services
Session Title Coming Soon Bonnie Voldeng, Director Marketing, FedEx Services
Marketing Analytics from Pebbles to Pathways

Continued...



**The Marketing Forum – June 4-6, 2017 – Trump National Doral
Miami, Florida**

Jason Lisovicz, SVP of Marketing, Emerus Holdings Inc.

Brand Disruption in the Digital Age

Scott Kerr, Executive Director, Global Marketing & Insights, Time, Inc.

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

Andrea Richardson, Director Multi-Cultural 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, Ph.D., Researcher & 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 -
Discussion Group**

Kimberly Bindra, Director, Duff & Phelps LLC

Workshop

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

Katherine Riley, Director of Marketing, Globe Union

Continued...