



ACXIOM CONSUMER BRANDS EXECUTIVE SUMMIT

April 15-17, 2024 • Charleston, SC



Monday, April 15

Arrivals

Hotel check-in at 4:00 p.m.

6:00 p.m.

Welcome Reception and Dinner at the William Aiken House

Tuesday, April 16

7:45-8:30 a.m.

Breakfast

8:30-8:45 a.m.

Opening and Welcome

Don Graumann, *Head of Consumer Brands, Acxiom*

The Future of Future Focused (The What of Future Focused)

8:45-9:15 a.m.

Marketing Trends & CX Predictions

Tate Olinghouse, *Chief Revenue Officer, Acxiom*

9:15-9:45 a.m.

What Acxiom is Hearing on the Ground

Moderator: Don Graumann, *Head of Consumer Brands, Acxiom*

Panelists: Mike Wagner, *Industry Partner, Mobility & Destinations, Acxiom*

John Tusa, *Industry Partner, Communications & Media, Acxiom*

Melanie Gerik, *Industry Partner, Retail & Consumer Goods, Acxiom*

9:45-10:00 a.m.

Break

10:00-11:00 a.m.

Futureproof Yourself: Innovate and Thrive in Times of Uncertainty

The new normal of consistent change is leaving leaders concerned about being left behind. Instead of implementing half-baked, panic-driven ideas ... it's time to identify the Easter eggs the future has left for us. In this talk, technology futurist Crystal Washington will show how to innovate, thrive, and enjoy the ride.

Keynote: Crystal Washington, *Technology Strategist and Futurist*

11:00-11:30 a.m.

Privacy Trends: Complying Today, Preparing for Tomorrow, and Putting AI in the Right Perspective

Moderator: John Watkins, *Chief Operating Officer and Company Leader, Acxiom*

Jordan Abbott, *Chief Privacy Officer, Acxiom*

11:30 a.m.-1:00 p.m.

Lunch and Networking



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The First Principles of Future Focused (The How of Future Focused)

1:00-1:30 p.m.

The 4 Pillars of Customer Intelligence

Melanie Gerik, *Industry Partner, Retail & Consumer Goods, Acxiom*

1:30-2:15 p.m.

Identity: Important Today and Essential Tomorrow

Kyle Hollaway, *Senior Vice President, Head of Global Identity, Acxiom*

Josh Cappello, *Client Partner, Acxiom*

2:15-2:45 p.m.

CX is Not CX Without Activation

Mike Danley, *Solution Strategist, Acxiom*

2:45-3:30 p.m.

Building the Foundation for Integrated Marketing and AI: Winterberry on "Demystifying the Data Layer"

Bruce Biegel, *Senior Managing Partner, Winterberry Group*

3:30-3:45 p.m.

Break

Future Focused & Partnerships (The Who of Future Focused)

3:45-4:15 p.m.

The Ecosystem Economy Evolution: What It Is and Why It Matters

Steve Schmith, *Client Partner, Acxiom*

4:15-4:45 p.m.

Adobe Real-Time CDP Customer Acquisition in a Cookieless World

Nina Caruso, *Senior Manager, Product Marketing, Real-Time CDP, Adobe*

Justin Wolf, *Director of Consulting, CDP, Acxiom*

4:45-5:00 p.m.

Closing Thoughts

Don Graumann, *Head of Consumer Brands, Acxiom*

6:00 p.m.

Reception in the Crown Foyer

6:30 p.m.

Low Country Reception and Dinner at Boone Hall



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Wednesday, April 17

9:00-11:30 a.m. Historic Charleston Tour (Optional Morning Activity)

Departures