

ADVANCING CUSTOMER ACQUISITION



Soho House Chicago • Tuesday, November 19 • 1:30-4:30 p.m. for Content; and 4:30-6:30 p.m. for Networking

Host: Mike Gray, SVP Growth, Acxiom

1:40 – 2:10 pm

Harness Data to Deliver Exceptional CX

MODERATOR:

Courtney Keating

Chief Marketing Officer, Acxiom

PANELISTS:

Amy Adams

Head of Media COE, Discover

Jesse Blount

Vice President CX, eCommerce and Consumer Insights, National Vision

2:15 – 3:00 pm

Is Your Martech Helping You Acquire New Customers?

PRESENTERS:

Christina Melton

Senior Director, Experience, Acxiom

Dustin Raney

Director of Identity Innovation, Acxiom

3:05 – 3:45 pm

Digital Transformation and Tech Modernization Trends

PRESENTERS:

Stephanie Liu

Senior Analyst, Forrester

Richard Cavallaro

Sr. Consultant, Team Lead-Total Economic Impact, Forrester

3:45 – 4:15 pm

Digital Transformation Tech Trends and Challenges

MODERATOR:

Lorel Wilhelm Volpi

VP Partner Marketing, Acxiom

PANELISTS:

Harry Radenberg

Multi-Cloud Solutions, RafterOne

Greg Kirk

Director of Digital Enablement and Analytics, Motorola