

# North American CMO Conference

Nov. 17, 2011 | The Museum of Modern Art, New York | [www.cmo-conference.org](http://www.cmo-conference.org)



**Register  
now!**

*Driving Growth  
in the Digital Age*

# About

## The Davos for Marketers

The *North American Chief Marketing Officer Conference (CMO)* brings leading CMOs and top marketing executives together in one place for discussion and networking. Those who attend will hear the latest strategic thinking and insights in marketing, offering inspiration and vital information for their organisation's success in the future.



The *North American CMO Conference* at the Museum of Modern Art in New York on November 17, 2011, is part of a global series of CMO events including the *European CMO Conference* in Zurich, Switzerland, on September 29 & 30, 2011. For more information visit: [www.cmo-conference.org](http://www.cmo-conference.org)



***"This is a great group of people here representing wonderful brands. I'm impressed with the seniority of the people, the intelligence and the desire to do things differently."***

Jim Stengel, former Global Marketing Officer, Procter & Gamble, at the *CMO Conference 2010*.

# Theme

## Driving Growth in the Digital Age

Technological innovation has been changing and is going to change fundamentally the way people live, interact with one another and communicate. In this faster and more challenging business world, CMOs must step up their game even more to leverage the power of the marketing function to contribute to business success. The technological shift changes how global brands are built and managed, how media messages are effectively and efficiently communicated, how breakthrough innovations are generated and how high-performing marketing organizations need to operate.

### Learning Areas:

#### **CMO Leadership**

Cultivating CMO leadership in changing organizations

#### **Global Brands**

Building and managing outstanding (global) brands

#### **Innovation**

Facilitating breakthrough Innovations

#### **Organization & Capability**

Creating high-performing marketing organizations

#### **Media Strategies**

Developing effective and efficient media strategies

#### **Creative Excellence**

Nurturing creativity and delivering creative excellence

➔ For more details visit: [www.conference.org](http://www.conference.org)

# Program

08:00 – 09:00 Registration & Breakfast

09:00 – 09:10 Welcome

09:10 – 09:50 **Antonio Lucio**  
Chief Marketing Officer,  
Visa Inc.



How to Orchestrate  
Global Brand Growth

09:50 – 10:30 **Arun Sinha**  
Chief Marketing Officer,  
Zurich Financial Services Group



How to Build a Global  
Brand in the Digital Age

10:30 – 10:50 Networking Break

10:50 – 11:30 **Marc Mathieu**  
SVP of Marketing,  
Unilever



The Role of Brands  
in the Digital Age

11:30 – 12:10 **David Edelman**  
Partner & Co-Leader,  
Global Digital Marketing  
Strategy, McKinsey & Co.



Branding and Growth  
in the Digital Age

12:10 – 13:45 Networking Lunch

13:45 – 14:20 **Tom O'Toole**  
SVP & COO, Mileage Plus  
Holdings LLC, United Continental  
Holdings, Inc.



How to Create Loyalty  
in the Digital Age

14:20 – 14:50 **Rob Malcolm**  
Former President of Global  
Marketing, Sales and  
Innovation, Diageo



Characteristics of Winning  
Global Brands

14:50 – 15:20 **Marc de Swaan Arons**  
Co-Founder & Chairman,  
EffectiveBrands



What it Takes to Win  
in Global Marketing

15:20 – 15:55 Networking Break

15:55 – 16:30 **Cheryl Max**  
SVP of Marketing,  
North America, TNS



Understanding different  
Digital Behavior around  
the World

16:30 – 17:00 **Dev Patnaik**  
CEO, Jump Associates



The Role of Innovation  
as Growth Driver

17:00 – 17:30 **Claire Alexander**  
VP Digital Strategy,  
Biz Development & Social  
Media, Discovery Communications



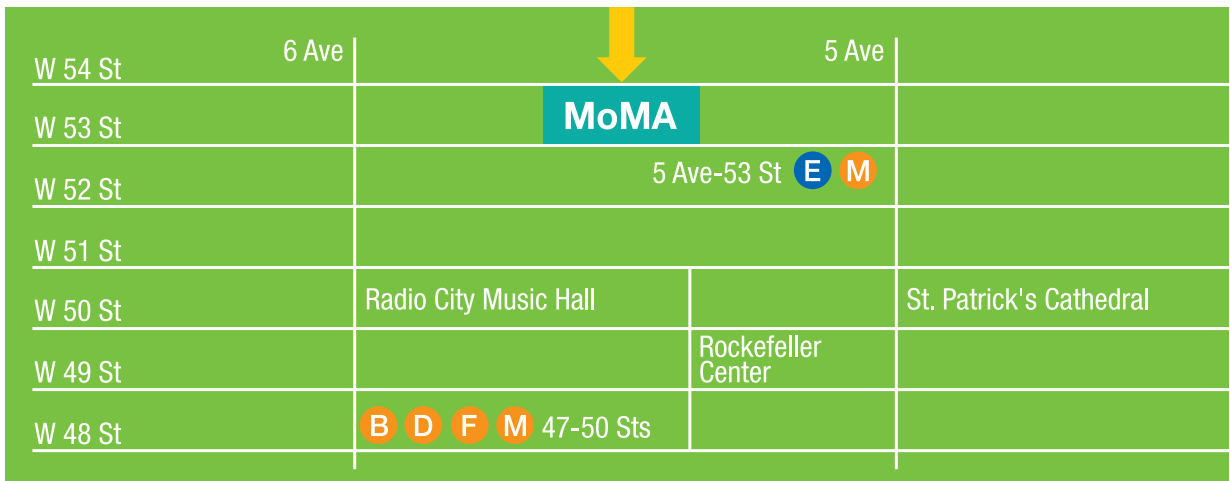
Winning Business Strategies  
in the Digital Age

# Direction

## Address:

The Museum of Modern Art  
Education and Research Center  
4 West 54th Street  
New York, NY

## Map:



|         |                                     |                    |                         |
|---------|-------------------------------------|--------------------|-------------------------|
| W 54 St | 6 Ave                               |                    | 5 Ave                   |
| W 53 St |                                     | <b>MoMA</b>        |                         |
| W 52 St |                                     | 5 Ave-53 St        | <b>E</b> <b>M</b>       |
| W 51 St |                                     |                    |                         |
| W 50 St | Radio City Music Hall               |                    | St. Patrick's Cathedral |
| W 49 St |                                     | Rockefeller Center |                         |
| W 48 St | <b>B</b> <b>D</b> <b>F</b> <b>M</b> | 47-50 Sts          |                         |

# Registration & Contact

**Online:** [www.cmo-conference.org](http://www.cmo-conference.org)  
**Phone:** (202) 657-4190  
**Email:** [registration@cmo-conference.org](mailto:registration@cmo-conference.org)  
**Fax:** (914) 462-3784  
see below registration form

On one line:  
Fee: USD 1,450.-



## Fax Registration: North American CMO Conference 2011

Last Name

First Name

Position

Company

Street

Street Number

City

Zip Code

Country

Registration Code (Optional)

Email

Phone

Payment:  VISA  MC  AMEX

Credit Card # \_\_\_\_\_

Expiration date \_\_\_\_/\_\_\_\_/\_\_\_\_ Security Code \_\_\_\_\_ Total Amount \$ \_\_\_\_\_

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