

Digital Transformation: Leading Marketing's Revolution



18th Annual
Digital Marketing:
A FROST & SULLIVAN EXECUTIVE MINDXCHANGE

July 10 - 12, 2017*

East Coast Locale*

**Date & Location Subject to Change*

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#FrostMAR

"An opportunity to network with fellow marketing colleagues on current trends, challenges and issues in our markets that will allow us to **generate value** to the C-suite conversations." — Vertical Marketing Manager, PENTAIR |

"Energy packed with passionate marketers and experts who are united by their desire to **solve today's business challenges.**" — Director, Brand Marketing & Communication, STANDARD TEXTILE | "Great interactive sessions along with high impact keynote presentations." — Director, THE BANK OF NEW YORK MELLON CORPORATION |

"It's a great platform to discuss marketing topics with peers in different industries." — Marketing Manager, YOKOGAWA EUROPE |

"The **interactive format** allowed exchange of ideas and ability to meet other participants. I have already shared information and **insights** from the event with colleagues at work on my first day back!" — Manager, DUPONT

WHY YOU MUST ATTEND

- Compelling Content:** At Frost & Sullivan, we know all about digital disruption: of industries, markets, business disciplines, and careers. Drawing upon that expertise and the deep insight of an esteemed Advisory Board of marketing professionals, we have created an event that addresses the most critical issues surrounding digital marketing to empower you and your company to succeed in a time of reinvention and transformation.
- Great Minds:** You will be an integral part of a powerful assembly of North American digital marketing decision-makers from a broad range of B2B and B2B2C industries. All in one place, at one time. Take a break from your daily responsibilities, and step outside of your four walls into an exquisite resort guaranteed to stimulate creative thinking!
- An Experience to Remember:** An environment and format uniquely designed to foster collaboration and innovative thinking among those great minds, candid discussion, and open sharing of insights, best practices, tools, and lessons learned in transforming into a truly digital marketing enterprise.
- Immediate Returns:** You will walk away with concrete ideas, tools, techniques, and action items – a guaranteed Return On Investment.
- Non-stop Networking:** We make it easy for you to expand your network of professional contacts through informal and fun activities, including our very lively Participant Meet 'n' Greet, Welcome to Asheville! Networking Reception and Event Kickoff and our Digital Marketing Olympics and Country-Side Cookout.

AN INTERACTIVE EXPERIENCE LIKE NO OTHER...

Collaborate, Collaborate, Collaborate: Engage in strategic conversations with digital marketing executives, guaranteed to generate new ideas!

Relax, Have Fun and Make New Friends: Keep your contact list building and engines at high rev, while enjoying half a dozen unique networking events!

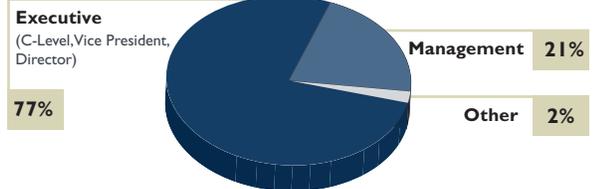
Find New Solutions to Today's Challenges: Play the Interactive Solutions Wheel to find out which of the industry's products and services will help you solve your challenges. It is a series of rapid fire, one-on-one meetings with leading solution providers – both intense and fulfilling. Yes, there are prizes!

Learn What to do With All of That Content: Join us for the Interactive Top Take-Away's Panel where our distinguished Advisory Board will highlight the most important themes, key take-aways and lessons learned from the event that you should action when you get back to the office.

THANK YOU TO OUR 2016 SPONSORS



Executive Profile



*please note this profile is based on past Executive MindXchange events

Digital Marketing Advisory Board

An Event Shaped by a Community of Your Peers!

Frost & Sullivan extends its appreciation to the following Advisory Board Members for their expertise and support in ensuring the agenda delivers relevant and valuable content.

Andy Burtis
Senior Vice President,
Marketing & Communications
McKesson

Kristy LoRusso
Vice President,
Direct Marketing
Kaiser Permanente

Ashwin Iyer
Senior Director, Digital
Transformation Practice
Frost & Sullivan

Kirti Srikant
Vice President,
Brand & Advertising
Oppenheimer Funds

Craig Cooperman
Director, Integrated
Digital Strategy
Eisai

Peter Gold
Chief Marketing Officer
Market America, Shop.com

Paramita Bhattacharya
Director, Content
Marketing and Digital
Hitachi Data Systems

Paula Puess
Global Market
Development Manager
Rockwell Automation

Kristen Sisson
Global Vice President,
Media Strategy
Schneider Electric

Teresa Caro
Senior Vice President, Marketing
Atlanticus

WHO WILL YOU NETWORK WITH

Everyone within an organization with a vested interest in transforming its marketing enterprise; Chief Marketing Officers and their digital marketing teams including Directors and Vice Presidents of:

- Digital Marketing and Media
- Global Marketing
- Corporate Marketing
- Marketing
- Marketing Communication
- Market Intelligence
- Marketing Operations
- E-Business/E-Commerce
- Sales and Marketing
- Strategy: Content, Social Media, and Web

MORE CONTENT THAN ONE PERSON CAN HANDLE!

91% of surveyed participants recommend sending 2 or more team members based on the amount of networking opportunities and the range of content being delivered.