



Speaker Contact Book

Wednesday	Name (LinkedIn Profile)	@Twitter	Position	Company	Company Twitter
The Talent Disconnect: Building the Next Generation of Marketers	Paul Kurnit	@paulkurnit	CEO	PS Insights	@PSInsights
	Chris McDonald	--	President	McCann North America	@McCann_WW
	Ravi Dhar	--	Professor of Management & Marketing	Yale School of Management	@YaleInsights
	Renetta McCann	@RenettaMcCann	Chief Talent Officer	Leo Burnett	@LeoBurnett
Martech Essentials: The Latest on How People, Processes & Creative Messaging Are Meeting the Marketing Stack	Alan Schulman	--	National Director of Brand Creative & Content Marketing	Deloitte Digital	@DeloitteDigital
	Nick Reggars	--	Director of Content Strategy	HEAT	@sfheat
Discovering Programmatic for Real World Application	Rich Wing	--	Global Director of Sales Training	Quantcast	@Quantcast
	Kate Lord	--	Senior Sales Trainer	Quantcast	@Quantcast
Insights2020 Workshop: Using Insights to Drive Customer Centricity	Pandora Lycouri	@Pandora_Lycouri	Partner	Kantar Vermeer	@KantarVermeer
	Arifa Sheikh	--	Associate Director	Kantar Vermeer	@KantarVermeer

Thursday	Name (LinkedIn Profile)	@Twitter	Position	Company	Company Twitter
Breakfast	Tyler Mathisen	@TylerMathisen	Co-anchor, Power Lunch	CNBC	@CNBC
General Session	Bob Liodice	--	CEO	ANA	@ANAmarketers
Raising the Bar on Creativity	Mark S. Pritchard	--	Chief Brand Officer	Procter & Gamble	@ProcterGamble
Marketing in the Age We Live In	Gary Vaynerchuk	@garyvee	CEO	Vanyermedia	@VaynerMedia
General Session	Pio Schunker	--	SVP and Global Head of Marketing	Samsung Electronics	@samsung
Building a Better and More Relevant Brand	Deborah Wahl	@DeborahWahl	U.S. CMO	McDonald's Corp.	@McDonaldsCorp
The Power of Collaboration	Diego Scotti	--	EVP and CMO	Verizon Communications	@verizon
Lunch: From Handset to TV Set. Building for Today's Video Viewing Audience	Tara Walpert Levy	@tarawlevy	VP, Agency & Media Solutions	Google	@google
Building a Sustainable Brand: Activating Purpose at CVS Health	Norman de Greve	@ndegreve	SVP and CMO	CVS Health	@CVSHealth
Engaging Global Audiences 24/7 - Anytime and Anywhere	Stephanie McMahon	@StephMcMahon	CMO	World Wrestling Entertainment, Inc. (WWE)	@WWE

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Breakfast	Christopher Karpenko	--	Executivbe Director, Brand Marketing	USPS	@USPS
General Session	Bob Liodice	--	CEO	ANA	@ANAmarketers
Storytelling is Dead - Long Live Storymaking	Raja Rajamannar	--	Chief Marketing and Communications Officer	MasterCard	@Mastercard
Barbie's Back: The Story Behind the Story of the Iconic Brand's Resurgence	Juliana Chugg	--	EVP and Global Core Brands Officer	Mattel, Inc	@Mattel
Ambidextrous Marketing: Embracing the Power of Ambiguity	Alison Lewis	--	CMO	Johnson & Johnson Consumer Companies	@JNJNews
Art to Burgers: Building Worldwide Community Engagement	Edward Bragg	--	VP Marketing & Communications	Shake Shack	@shakeshack
Once Upon a Time	Douwe Bergsma	@douwebergsma	CMO	Georgia-Pacific	@GeorgiaPacific
Lunch: The Future of Communication	Michelle Klein	@mklein_NYC	Head of Marketing, North America	Facebook	@facebook
Things I Wish My Father Told Me About Creativity	Jim Speros	--	EVP Corporate Communications	Fidelity Investments	@Fidelity
CMO Roundtable: The Power of Women in Advertising	Shelley Zalis	@ShelleyZalis	CMO and Founder	The Girls' Lounge	@TheGirlsLounge
	Gregg Revelle	@RevelleGreg	CMO	Best Buy	@bestbuy
	Kathy Ring	@KathyORing	DEO	Starcom USA	@Starcom_USA
	Stephen Quinn	--	Chairman	ANA Alliance for Family Entertainment	@ANAmarketers
	Aline Santos	--	EVP Global Marketing	Unilever	@Unilever
Marketing Makes a World of Difference: Afternoon Tea with The Internationalist 1000 and the ANA	Deborah Malone	--	Founder	The Internationalist	
	Amanda Brinkman	--	Chief Brand and Communications Officer	Deluxe Corporation	@deluxecorp
	Jill Cress	@jillcress	EVP Global Products and Solutions	MasterCard	@Mastercard
	Mirella A. Vitale	--	SVP Group Marketing, Communications and Public Affairs	ROCKWOOL International A/S	@ROCKWOOLInt
	Benjamin S. Jankowski	--	SVP Media	MasterCard	@Mastercard

Saturday	Name (LinkedIn Profile)	@Twitter	Position	Company	Company Twitter
Transparency Toolkit for the Data-Driven CMO	Denise Kardos	--	CMO	TD Ameritrade	@TDAmeritrade
	Wes Nichols	@wesnichols	Co-founder	MarketShare, a Neustar Solution	@MarketShareCo
Activate Purpose For a Distinct Advantage in a Sea of Sameness	Susan Somerville Johnson	--	Corporate EVP and CMO	SunTrust Banks, Inc	@SunTrust
How Sherwin-Williams, At 150, Continues to Drive Category Innovation	Ellen Moreau	--	SVP Marketing Communications, Americas Group	The Sherwin-Williams Company	@SherwinWilliams
	Kelly Mooney	--	CEO	Resource Ammirati, an IBM Company	@Resource
The Best Kept \$850 Billion Secret: The Marketing Re-awakening of TIAA	Connie Weaver	--	EVP and CMO	TIAA	@TIAA

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