

AEF Digital Innovation @ Fordham University

Innovation and transformation are crucial to any company's long-term success. It is not solely defined by their ability to develop new breakthrough products and services for customers, but also uncovering new ways to reach customers and creative approaches to revive existing marketing efforts. This is true for global marketers and start-ups alike!

When:

Start: Thursday, February 7, 2019 at 8:45am

End: Thursday, February 7, 2019 at 3:30pm

Where:

Gabelli School of Business

140 West 62nd Street

Suite 454

New York, NY 10023

Agenda

TIME	EVENT DETAILS
8:00am	Breakfast
8:25am	General Sessions
8:45am	Opening Remarks
9:00am	Achieving Digital Excellence Through Marketing Transformation How agile methods, client centricity and data driven practices can transform even top of funnel activities to ensure end to end digital excellence. Ann G. Rubin Vice President, Corporate Marketing IBM

TIME	EVENT DETAILS
9:45am	<p data-bbox="375 296 760 327">Transform or Be Transformed</p> <p data-bbox="375 369 1393 447">The Transforming Modern Marketing Landscape and the Skills needed to succeed as a Marketer.</p> <p data-bbox="375 478 540 510">Denis Sison</p> <p data-bbox="375 516 1292 583">Head of Marketing Excellence and Global Marketing Services Operations Johnson & Johnson</p>
10:30am	<p data-bbox="375 657 724 688">Networking Coffee Break</p>
10:55am	<p data-bbox="375 737 906 768">Future of Retail and Restaurant Marketing</p> <p data-bbox="375 810 1393 930">The fight between brick and mortar versus the internet continues in 2019. We will be talking about how restaurants and retailers can innovate and look to emerging tech to compete against 3rd party delivery system, amazon and other marketplace.</p> <p data-bbox="375 961 597 993">Nabeel Alamgir</p> <p data-bbox="375 999 691 1066">Chief Marketing Officer Bareburger</p>
11:40am	<p data-bbox="375 1150 1409 1228">When Brand, Data and Technology Combine to Create Value while Contributing to Society</p> <p data-bbox="375 1270 1417 1524">Whether you're an established organization or a digitally native startup, there is always conflict between driving brand growth, market share, profitability while also doing good for society. We will be talking about leveraging a top-down approach to use data and an investment-driven mentality to bring together disparate cultures within multiple silos to create proper customer value, company value and societal value.</p> <p data-bbox="375 1556 610 1587">Ryan Bonifacino</p> <p data-bbox="375 1593 987 1661">Investor, Advisor and CMO, Direct to Consumer Serta Simmons Bedding</p>
12:25pm	<p data-bbox="375 1738 521 1770">Luncheon</p>

TIME	EVENT DETAILS
1:10pm	<p data-bbox="386 296 919 331">Digital Transformation in the Sports World</p> <p data-bbox="386 373 1398 449">A snapshot of how the sports landscape continues to evolve, as fans have access to greater content, communication and technology.</p> <p data-bbox="386 480 831 581">Bruce Kalfus Senior Director, Sport Management ESPN</p>
1:55pm	<p data-bbox="386 667 1260 703">Branded Entertainment, Or Just Entertainment? What's the Difference?</p> <p data-bbox="386 745 1398 955">In an ever-evolving consumer and media landscape where the average consumer scrolls the length of the Empire State building each week on their mobile phones and prefers to pay not to see advertising through premium subscriptions and DVR boxes, brands, media companies and platforms have to think differently as they all compete in the Attention Economy.</p> <p data-bbox="386 987 922 1087">Stinson Parks III Global Content and Consumer Engagement PepsiCo</p>
2:40pm	<p data-bbox="386 1171 646 1207">Session Details TBA</p>
3:25pm	<p data-bbox="386 1270 724 1306">Conference Adjournment</p>