



New Marketing Realities:

The Intersection of Technology and Culture



Agenda

New Marketing Realities *The Intersection of Technology and Culture*

Conference Kick-Off Session

Attendees are welcome to attend Part One, Part Two or both.

Moderated by: **Paul Kurnit**, Pace University and PS Insights

Part One 3:00-3:50 p.m.

Keynote Presentation: **Neal Arthur**, Managing Director, Wieden + Kennedy NY

Part Two 4:00-4:50 p.m.

Panel Presentations and Discussion:

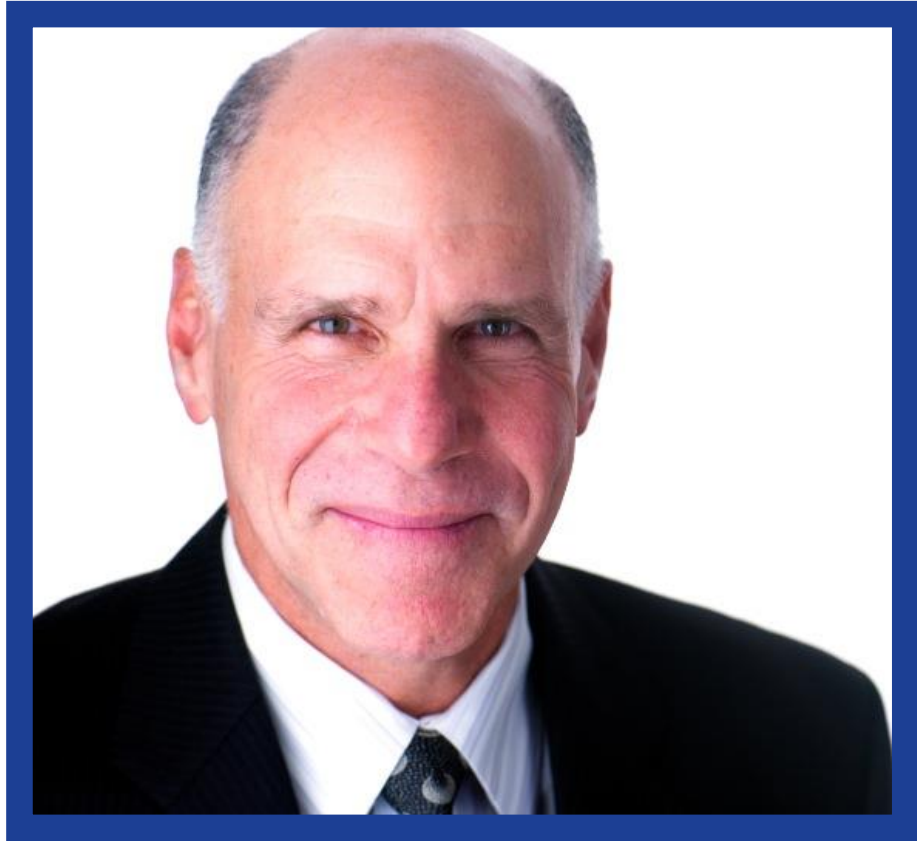
Lee-Ann Finlay, Managing Director North America, Acceleration, A Wunderman Thompson Company

Kai Wright, Lecturer, Columbia University

Carole Irgang, Executive Partner, IBM iX

Husani Oakley, EVP, Director of Technology and Innovation, Deutsch

Moderator: Paul Kurnit



Clinical Professor of Marketing, Pace University President, PS Insights

Paul Kurnit is Clinical Professor of Marketing at Pace University and President of PS Insights. As a veteran of the advertising industry Paul has managed businesses in virtually every product and service category. He was also Executive Vice President of Sunbow Entertainment, a leading producer of quality children's television programming. As founder of Kurnit Communications, KidShop and PS Insights, Paul has been dedicated to delivering customized marketing solutions for companies seeking dramatic new initiatives to drive their businesses.

At Pace Paul teaches marketing and advertising and serves as university advisor for the National Student Advertising Competition (NSAC) sponsored by the American Advertising Federation (AAF). He is also an instructor for the ANA School of Marketing where he runs workshops on Consumer Centricity, Integrated Marketing Communications and Marketing Planning. Paul is a long-standing board member of AEF (The ANA Educational Foundation).

