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PRESENTING SPONSORS



SOLUTIONS TRACK

Digitally Transforming CX - Meeting Clients at THEIR Moment of Need

Matt Tredinnick, Global Director, Product Marketing, Pitney Bowes



Solving The Stack: Building A MarTech Portfolio That Transforms Your Marketing

Brian Warrick, General Manager, North America, Magnolia



Marketing Technology Today and Tomorrow: Pipe Dreams and Boiled Oceans

Matthew Mobley, Chief Technology Officer, Merkle



Inspiring a Data-First Culture Through Internal Activism

Dave Lucas, Head of Data, Fracture



The Truth About Personalization - Using a CDP to Personalize Marketing

Erick Archer Smith, Head of ABM, Arm Treasure Data



ABM And Modern B2B Advertising: Reaching The Buying Committee At Your Target Accounts

Peter Isaacson, CMO, Demandbase



B2B Account Based Tactics at Enterprise Scale

Bence Gazdag, Sr. Director, Global Marketing Demand Center & Technology, Oracle



Take the Leap: Moving from Random Acts to Impactful Marketing ROI - Allocadia

Marcia Trask, Director of Business Operations - Marketing, New Relic



Solving the Content Crisis: Unlocking the True Power of Big Content in Omnichannel Marketing

StyleLabs, a SiteCore Company



Intelligently Activating Your Customer Data with AI

Alexei Yukna, Director of Marketing Technology Research, The Agora Companies

Vijay Chittoor, Co-Founder & CEO, Blueshift



The Five Tensions of Marketing Orchestration

Noah Brier, Co-Founder and CTO, Percolate



Closing the CX Gap: Making Sense of MarTech Sprawl

Lynne Capozzi, CMO, Acquia



Forget B2B and B2C; The Future of Marketing is P2P

Joe Hyland, CMO @ ON24



DISCOVER MARTECH THEATER

The New Omni-Channel Stack - Real Story Group

Tony Byrne, Founder, Real Story Group



The Secret to More Effective Marketing

David Johnston, Sales Engineer at Workfront



The Right Way to Buy Marketing Technology

Tony Byrne, Founder, Real Story Group



How Marketing Technology Helped Lands' End Double Revenue And Streamline Marketing Processes

Dan Rosenthal, Sr Director, Channel Strategy, Lands' End

Kyle Henderick, Sr Director, Client Services, Yes Marketing



The New Omni-Channel Stack

Tony Byrne, Founder, Real Story Group



Webify Everything: How to Gain More Control Over Your Customer Journey

Chris Schreiber, Chief Marketing Officer at Broadcast



Driving Growth with AI-driven Segmentation, Personalization, and Optimization

Christina Ellwood, CMO, Scaled Inference



How to Use Akkroo to Connect Events With Your MarTech Stack

Ben Hartley, Head of Sales, Akkroo



Get the Right Vendor Short List

Tony Byrne, Founder, Real Story Group



The Day Marketing Held Sales Accountable

Darryl Prail, Chief Marketing Officer, VanillaSoft



Myths Vendors Tell

Tony Byrne, Founder, Real Story Group



Transform into a Modern B2B Marketing Powerhouse

Russell Leonard, Senior Product Manager, Oracle Marketing Cloud, Oracle



Meeting the Omni-channel Requirement

Stylelabs, a Sitecore Company



Visualize Your Martech Stack

Tony Byrne, Founder, Real Story Group



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