

# MARTECH<sup>®</sup>

MARKETING. TECHNOLOGY. MANAGEMENT.

**01/11/2016**

09:00 - 09:30

**The State of Marketing Technology Today**

Location: Orchard

Scott Brinker, Editor, chiefmartec.com

09:30 - 10:15

**Digital Transformation: Getting It Done and Getting It Right**

Location: Orchard

Vineet Bhalla, Global IT Director of Digital Marketing, Unilever

Vishnu Indugula, Vice President, Global Lead CPG, SapientNitro

10:15 - 10:45

**Break**

10:45 - 11:10

**Left & Right Side Of The Brain: Your Marketing Intelligence In A Digital World**

Location: Orchard

Juanjo Carmena Ayuso, Cloud Apps Lead EMEA, Microsoft

11:10 - 11:35

**6 1/2 Ways to Transform Your Marketing**

Location: Orchard

Paul Gottsegen, Chief Marketing & Strategy Officer, Mindtree

11:35 - 12:00

**Personalisation At Scale: What It Really Takes**

Location: Orchard

Jason Heller, Global Lead, Digital Marketing Operations & Technology, McKinsey & Company

12:00 - 13:15

**Lunch**

Location: Conservatory

**Lunch - RedPoint Global (Invitation Only)**

Location: Orchard Pre-Function Room

Patrick Tripp, VP Product Strategy, RedPoint Global

13:15 - 13:40

**People: The Most Important Martech Integration**

Location: Orchard

Sophie Wooller, Consultancy Lead, iProspect

Brian Harte, Head of Customer Engagement and e-marketing, Tourism Ireland

13:40 - 14:05

**Scaling Experimentation in the Real World**

Location: Orchard

Colin McFarland, Head of Experimentation, Skyscanner

14:05 - 14:30

**Agile Practices for Marketing Teams - Putting Theory into Action**

Location: Orchard

Ulrike Eder, Chief Commercial Officer, drie Secure Systems Limited

14:30 - 15:00

**Break**

15:00 - 15:25

**Digital Disruption Deconstructed**

Location: Orchard

Michael Wade, Cisco Chair in Digital Business Transformation and Professor of Innovation and Strategy, IMD

15:25 - 15:50

**Marketing Ops is a Philosophy, Not a Department**

Location: Orchard

Justin Dunham, Director, Marketing Ops & Digital Acquisition, Urban Airship

15:50 - 16:15

**10 Myths Martech Vendors Perpetuate (And What's The Real Story)**

Location: Orchard

Theresa Regli, Principal, Managing Partner, Real Story Group

16:15 - 16:30

**Break**

16:30 - 17:05

**Industry Perspectives from the Major Marketing Clouds**

Location: Orchard

John Watton, EMEA Marketing Director, Adobe Marketing Cloud, Adobe

Sylvia Jensen, Senior Director of EMEA Marketing, Oracle Marketing Cloud, Oracle

Tom Smith, Product Marketing Lead EMEA, Salesforce Marketing Cloud, Salesforce

Tom Coppock, Director of Solutions Consulting, EMEA, Marketo

17:05 - 17:40

**Industry Perspectives from Marketing Tech Disruptors**

Location: Orchard

David Hurley, Founder, Mautic

Will Senior, Senior Sales Engineer, Google

Patrick Tripp, VP Product Strategy, RedPoint Global

17:45 - 19:00

**Networking Reception - Sponsored by Workfront**

Location: Sentosa

**2/11/2016**

09:00 - 09:25

**Beyond Creative Destruction: Hyper Cannibalism in a Disruptive World**

Location: Orchard

Shawn Kanungo, Senior Manager, Strategy & Operations, Deloitte

09:25 - 09:50

**InterContinental Hotels: Our Transition to Real-Time Marketing**

Location: Orchard

Nick Worth, CMO, Selligent

Charlie Aspey, Email Marketing Manager, Europe, InterContinental Hotel Group

09:50 - 10:15

**The Big Leap: From Data To Insight**

Location: Orchard

Doug Kessler, Director, Velocity

10:15 - 10:45

**Break**

10:45 - 11:10

**Performance Marketing: A Data-driven Journey To B2B Technology Marketing**

Location: Orchard

Ceri Jones, VP Global Marketing Operations, Basware Oyj

11:10 - 11:35

**From Beautifying Marketing To Revenue Marketing - The MarTech Way!**

Location: Orchard

Piotr Golczyk, Marketing Operations Director, Luxoft

11:35 - 12:00

**Data-Driven Customer Experiences - Technology Is An Enabler, Not A Solution**

Location: Orchard

Max Goijarts, Marketing & Technology Manager, OnModus - Nutricia

12:00 - 13:15

**Lunch**

Location: SW7 Restaurant

**Lunch - Sysomos (Invitation Only)**

Location: Orchard Pre-Function Room

Lance Concannon, Marketing Director, Europe, Sysomos

13:15 - 13:40

**Why Are All Marketing Clouds The Same?**

Location: Orchard

Jeremy Waite, Evangelist, IBM

13:40 - 14:05

**Lessons of Digital Transformation in Industrial B2B Marketing**

Location: Orchard

Susan Trast, Head of Marketing Communications, ABB

Henri Syvänen, B2B Strategy Lead, Avas Marketing Innovations

14:05 - 14:30

**Supercharging Engagement In An Unengaging Category**

Location: Orchard

Adam Warburton, Head of Mobile, Travelex

14:30 - 15:00

**Break**

15:00 - 15:25

**How Digital Is Transforming Marketing at Sonova**

Location: Orchard

Alex Mari, Global Director of Digital Marketing & eCommerce, Sonova

15:25 - 15:50

**Scott Brinker presents...**

Location: Orchard

Scott Brinker, Editor, chiefmartec.com

15:50 - 16:15

**Applying Microservices Design To The Martech Stack: Lessons Learned**

Location: Orchard

Steven Moody, Founding Partner, Beachhead

16:15 - 16:40

**How UX Makes Marketing More Effective**

Location: Orchard

Sean McSharry, UX Planner / Architect, Barclaycard

16:40 - 16:45

**MarTech Wrap-Up**

Location: Orchard

Scott Brinker, Editor, [chiefmartec.com](http://chiefmartec.com)