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## CMO Summit US Draws Leading CMOs from Multiple Industries

*CDM Media-Produced Summit Includes Unprecedented Roster of Thought Leaders from Facebook and Dunkin' Brands to Address Crucial Topics Ranging from Customer Satisfaction to CIO Collaboration*

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**CHICAGO, February 25, 2015** –CDM Media, the leading B2B technology marketing and media firm, today announced the agenda and key participants for its premier CMO Summit US, taking place from April 15 - 16, 2015 at the Hotel Kabuki in San Francisco, CA. With a uniquely designed and intimate format, the CMO Summit will empower attendees to meet the demands of the dramatically changing enterprise landscape from every industry.

The event's all star line-up of participants include Mario Vinasco, Head of Marketing Analytics & Data Science, Facebook; Elaine Hamann, Vice President, Digital Brand & Marketing Services, AAA; Sherri Gilligan, SVP Card Marketing Brand, Capital One; Keith Guilbault, Chief Marketing Officer, Jack in the Box; Xavier Turpin, Director of Multicultural Marketing, Dunkin' Brands Inc.; Art Smith, CMO, Union Bank.

No other c-level marketing event offers such a diverse roster of critical topics, leaving attendees with a solid arsenal of strategies to apply to their organizations and a broadened network of industry peers. Sessions and panels that will take place Integrating Marketing Tools to Improve Performance, Demonstrating Marketing ROI, Embracing the Mobile Wallet, From Online to Mobile - The Next Wave in Digital Retailing, Market Driven Versus Customer Lead: Finding Balance, Overcoming the Data/Privacy Divide and more.

The intersection of evolving technology and blending roles across the C-level means that the CMO role is becoming more challenging than ever, for example with CIOs and CMOs collaborating in ways that put them on the front lines of changes and threats, including mobile device adoption, security concerns, customer demands and business-to-business channels.

"CMOs are becoming increasingly important as organizations adapt to changing buyer trends. And yet, the role is evolving toward encompassing a significant portion of IT responsibility, coupled with leading the digital transformation strategy for enterprises," said **Glenn Willis, Founder, Chairman & CEO of CDM Media**. "These

are the reasons I am especially excited about our upcoming CMO Summit. We are delivering an opportunity for attendees to learn about what's ahead in areas such as new CRM systems, while at the same time gaining unprecedented access to legendary companies like Dunkin' Brands, Facebook and Cisco Systems."

The full CMO Summit agenda schedule can be found here: <http://www.cmosummit.us/agenda.php>

To learn more about CDM Media's C-Suite Summit series, visit:

[http://www.cdmmedia.com/summit\\_calendar.php](http://www.cdmmedia.com/summit_calendar.php)

### **CDM Media**

CDM Media is a leading B2B technology marketing and media firm, producing C-level executive events all over the world. CDM Media specializes in technology summits and custom events for C-level executives from Fortune 1000 companies, and major technology solution providers. These events are driven by industry, region or organizational role, and enable attending delegates to address current issues and trends, learn from one another, network and generate key takeaways. CDM Media is headquartered in Chicago, with offices in New York City and Cardiff, UK. To learn more, visit [www.cdmmedia.com](http://www.cdmmedia.com)

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