

FOR IMMEDIATE RELEASE

## CDM Media Announces KPMG'S CMO, Brian Miske, to Keynote CMO Summit U.S.

*Call for Speakers Officially Underway for CMO Thought Leaders*

Chicago- April 4, 2016: CDM Media, a leading B2B marketing and media firm, announced that Brian Miske, the CMO at KPMG, will be keynote speaker for CMO Summit U.S., taking place in New York, New York on May 17, 2016. Additionally, CDM Media has officially opened its "Call for Speakers" for this summit, seeking to add enterprise thought leaders to its already iron-clad roster of knowledge experts.

Miske, who has been CMO at KPMG for over three years, will present his keynote presentation on "The Responsive Enterprise" at the summit.

Key Topics & Takeaways for this presentation include:

- Shaping Differentiated Experiences
- Connected Organization – Linking the Value Chain to True Customer Value
- Responsive Experiences Require Connected Data
- Proliferation of Titles – Lack of Understanding the Customer
- Integrated View – How Digital is Transforming the Potential for a Connected Organization

Top-tier delegates confirmed to participate in this year's summit include:

- Andrea Zaretsky, Vice President, Head of Marketing & Customer Experience, Digital Partnerships, **American Express**
- Aniko DeLaney, CMO, **BNY Mellon**
- Geoff Fellows, Director, Digital Marketing, **Mattel**
- Lauren Haffer, Global Marketing Director, **L'Oreal**
- Julia Geffner, Vice President Marketing, **Barnes & Nobles**
- Todd Purcell, Vice President, Global Digital Marketing Strategy, **MetLife**

Unlike typical tradeshows designed to attract hundreds of individuals of all different levels of seniority, from various industries, CDM Media's events host a more exclusive event limited to 40-50 leading senior executives. This targeted and intimate event design yields strong collaboration, innovation and discussions key to individual success.

To learn more about the events and register today visit:

CMO US: <http://www.cmosummit.us/>



\* \* \*

## About 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, together with major technology solution providers. These events are driven by industry, region, organizational role and current hot topics, enabling 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, U.K. To learn more, visit [www.cdmmedia.com](http://www.cdmmedia.com).