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## CDM Media Announces Details for Inaugural Customer Experience Summit

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**CHICAGO, February 19, 2014** – CDM Media is pleased to announce details for the first Customer Experience Summit, March 16-18<sup>th</sup>, 2014 at the Intercontinental Hotel in Chicago, IL. This will be a forum for innovative senior executives focused on creating the best customer experience within their organizations, across all industries.

The summit's format acts as a platform for networking, education, one-on-one meetings and relationship building. The Customer Experience Summit is an opportunity for the country's most forward thinking executives to collaborate on the latest industry topics and trends, and how it relates to their customer relationships. Attending senior executives will have the chance to share their own insights and learn from peers, while learning about the leading-edge products and services.

CDM Media is partnering with the Chief Customer Officer Council on the Customer Experience Summit, and the Founder and Executive Director, Curtis Bingham, will begin the summit by moderating the opening Think Tank. This closed-door interactive session will allow attendees to introduce themselves, discuss their current challenges and objectives for the summit.

"We are very excited to be hosting our first Customer Experience Summit this year," said Ross Abbott, VP North America Sales. "We have exceptional attendees coming down, from some of the biggest brands across multiple industries. All of the summit content we have received has been spot on with industry trends, and is sure to be an extremely beneficial event for all involved."

The Customer Experience Summit has recently added the following attendees:

- Bryan Yuris, Vice President, Marketing/CRM, Victoria's Secret
- Mark Hollyhead, SVP Americas Agencia Business Travel, Expedia, Inc.
- Pavandeep Kalra, Head of Consumer Data & Insights, Nokia
- Timothy Teran, SVP, Consumer Insights & Strategy, Macy's Inc.
- Donna Peoples, Chief Customer Experience Officer, AIG

- Ibrahim Jackson, Executive Director of Business Relationship Management (BRM), The Estee Lauder Companies Inc.
- Heather Magaha, SVP, National Client Services Manager, Wells Fargo

The Customer Experience Summit agenda creates opportunities for critical exchanges through visionary Keynote presentations, Think Tanks, Thought Leadership sessions, Roundtable discussions and much more. Some topics to be discussed at the Customer Experience Summit will be:

- Exceptional Customer Experiences by Combining Social and Commerce Best Practices
- Achieving Excellence with Data and Analytics
- Customer Experience Management: Earning Customers for Life
- How Big Data Will Change the Way Organizations Connect with Customers
- Long-Term Strategies for Implementing Effective Customer Experiences

For more information about the Customer Experience Summit, please visit [www.cxsummit.com](http://www.cxsummit.com). If you are interested in participating in this event, please contact Ross Abbott, VP North America Sales at [ross.abbott@cdmmedia.com](mailto:ross.abbott@cdmmedia.com) or by phone at +1.312.374.0840.

### **About Customer Experience Summit**

The Customer Experience Summit is a chance for senior executives focused on improving their organization's customer experience, to meet with their peers from various industries, including retail, finance, insurance, telecoms, travel, transportation, entertainment, and more. This summit features engaging Keynote presentations, Thought Leadership sessions, Think Tanks and other educational sessions on the latest topics and trends. Open discussions and networking time give attending executives the opportunity to discuss common problems and discover new and innovative solutions. Attendees will leave the event with new business contacts and new ideas on how to move their businesses forward.

### **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 a second office in Cardiff, U.K. To learn more, visit [www.cdmmedia.com](http://www.cdmmedia.com).

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