

## Better Marketing Transformation

This Forum is a client-only event for marketing leaders and is part of WFA's Global Marketer Week. In this session, the Forum will continue its transformative focus: addressing how global marketing organisations have delivered in terms of sustainable growth: enabling creativity and innovation within a framework of responsibility. The session will be held under the Chatham House rule.

**When:** Wednesday May 15 9:30am – 3pm EST  
**Where:** Park Hyatt, 4 Avenue Rd, Toronto, ON M5R 2E8  
**Questions/register:** [events@wfanet.org](mailto:events@wfanet.org)

## Registered members include:



**RAJA RAJAMANNAR**  
Chief Marketing & Communications Officer



**JANE WAKELY**  
Chief Consumer & Marketing Officer



**MARCEL MARCONDES**  
Global Chief Marketing Officer



**AUDE GANDON**  
Global Chief Marketing Officer



**ALLYSON WITHERSPOON**  
Corporate VP, Global Chief Marketing Officer



**MATHIEU LACOMBE**  
Global Integrated Marketing & Communication Director



**DALE GREEN**  
Global Director – Purpose Marketing



**RICARDO PEREZ BAEZ**  
Global Marketing Communications Director



**ALISON PAYNE**  
Global Marketing Director (SVP) Zero Alcohol Beverages



**NUNO PENA**  
Global Marketing Director



**EUGENIA ZALIS**  
Global Head of Brand, OREO



**KIM DIRCKX**  
Global Head of Digital Sustainability & DE&I



**SUSAN AKKAD**  
SVP, Local & Cultural Innovation, Corporate Innovation



**JOHN RUDAIZKY**  
Global Brand & Marketing Leader



**PRASANNA KUMAR**  
Global Connections Planning Lead



**GAEL DE TALHOUET**  
VP Brand Building



**SUSAN O'BRIEN**  
VP Global Brand



**EDWARD BELL**  
General Manager Brand, Insights, & Marketing Communications

# CMO-Marketing Forum

Wednesday May 15 9:30am – 3pm EST Park Hyatt, Toronto

## Agenda

9.30 **Networking Coffee**

10.00 **Welcome**

Welcome from **Stephan Loerke (CEO, WFA)** with an update on WFA's global agenda and stimulus from WFA's recent work.

Guest speaker and AI maven **Marina Petrova (CEO, Intentful)** will play the role of futurologist; sharing on the potential impact of AI on marketing, marketing leaders and their people.

**Leadership & Company Culture in an AI world**

Generative AI “as exciting as it is terrifying”. This session will seek to review how WFA members can create a framework for AI success which enhances, rather than threatens their people and culture.

**Edward Bell (General Manager Brand, Insights & Marketing Communications, Cathay Pacific)** will build on the stimulus by focusing on his experiences so far from Cathay Pacific's global marketing organisation.

This will be followed by a unique workshop approach designed to identify people-positive steps members can take whilst embracing artificial intelligence within their marketing organisations.

12.30 **Leadership Lunch**

13.30 **Where in the World? Identifying and Amplifying Creativity and Innovation**

Global marketers know that creativity can come from the most unexpected places. Whilst navigating a VUCA world, how do we ensure we grasp the potential of our talented marketers from around the world to help drive our global growth agendas?

**Alison Payne (Global Marketing Director, SVP Zero Alcohol Beverages, The Heineken Company)** will share on their journey around creative transformation and lifting and shifting great work from around the world.

This will be followed by leadership round-tables to uncover potential solutions to become better conductors of their global creators – as well as potential actions to be taken as a marketing community.

15.00 **Close**

19.00 **VIP Dinner. Invite-only, details to be shared separately**