2013 ANA Social & Mobile Members Only Conference

@ Electronic Arts

February 20, 2013 | Electronic Arts | Redwood City, Calif.

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Agenda

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Agenda

Breakfast (8:15 a.m.)

General Session (9:00 a.m.)

ELECTRONIC ARTS: PLAYING IN THE MOBILE SPACE

The world will soon have more mobile devices than people which will create a major global advertising opportunity. Video games represent nearly 40% of smartphone and nearly 70% of tablet use with an average of five hours spent playing per week! Electronic Arts has invested and uncovered ways for marketers to add value to gameplay while increasing ad effectiveness and brand recall. Learn more about how brands can reach a large global audience in a scalable and measurable way while becoming a part of the gaming experience.

Dave Madden
Senior Vice President of Global Media Solutions
Electronic Arts

HP LEVERAGES SOCIAL MEDIA TO REACH BUSINESS-TO-BUSINESS CUSTOMERS

Social media is an important tool for business-to-business marketers, especially for gathering product information and for short-listing vendors. In this session, HP and their agency Doremus will share their views on how business-to-business customers behave differently in social media than their consumer counterparts as well as discuss the importance of developing a social media influencer strategy. You'll also learn ways HP measures social media success and how they recruit subject matter experts.

Alex Flagg
Director, Customer Market and Intelligence
Hewlett-Packard

Rebecca Hill
Director, Social Media
Doremus

LYTRO TURNS PHD CONCEPTS INTO COCKTAIL CONVERSATIONS

Lytro, the world's first light field camera for consumers, will discuss how they have crafted a compelling story about their new technology to excite the average consumer. You will also hear how social media and word of mouth is embedded in everything Lytro does and learn how this has translated to meaningful business results.

Kira Wampler
Vice President, Marketing
Lytro

Agenda

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Luncheon (12:00 p.m.)

General Session Cont. (1:00 p.m.)

DEL MONTE'S RECIPE FOR SOCIAL MEDIA SUCCESS

Del Monte Foods is one of the country's largest and most well-known producers, distributors and marketers of premium quality, branded food and pet products for the U.S. retail market. In this session, discover how Del Monte leverages social media to build their brands.

Gina Squara
Digital Strategy Director
Del Monte Foods

Mac Tillman
Vice President of Marketing and Creative Services
Del Monte Foods

QUALCOMM: BORN MOBILE

Mobile has become the largest technology platform in human history. It's changing the way we interact with the world and build brands. Marketers must embrace this new mobile consumer (Generation M) if they want to stay on the leading edge. Hear from the Chief Marketing Officer of Qualcomm, the world's largest supplier of wireless chips, about what's possible in mobile — and how marketers can take advantage of this growing "digital sixth sense." Qualcomm is a company that was born mobile, and its story is a symbol of the speed at which mobile is evolving.

Anand Chandrasekher
Senior Vice President and Chief Marketing Officer
Qualcomm, Inc.

VISIT ELECTRONIC ARTS COMPANY STORE

At the end of this conference, there will be an opportunity to visit the private EA store and purchase games at a discount.

Adjournment (3:00 p.m.)

Speaker Bios

2013 ANA Social & Mobile Members Only Conference
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Anand Chandrasekher
Senior Vice President and
Chief Marketing Officer
Qualcomm Incorporated

As senior vice president and chief marketing officer of Qualcomm Incorporated, Anand Chandrasekher oversees global marketing and external communications. Prior to joining Qualcomm, Chandrasekher was senior vice president at Intel Corporation in charge of the Ultra Mobility Group and the Intel Atom™ processor family. During his 24 year tenure at Intel, Chandrasekher held a variety of roles including co-head of Intel's Mobile Platforms Group; Worldwide Sales and Marketing Group; and, the Workstation Platforms Group. He is best known for his pioneering efforts on the Intel Centrino™ platforms which helped usher in the modern era of mobility. Chandrasekher received his bachelor's degree in computer science from Cornell University, his master's in operations research from Cornell University, and his Master of Business Administration from Cornell University Johnson Graduate School of Management. Chandrasekher is a board member on Cornell's College of Computing and Information Sciences, a member of the advisory board for Rutberg Wireless, and a Charter Member of The Indus Entrepreneurs (TiE).

Alex Flagg
Director, Customer
Market and Intelligence
HP

At HP, Alex Flagg is the director of customer and market insights for HP's Worldwide Enterprise Segment. Alex leverages data, research and social media to provide insights to HP's businesses. In his previous role, Alex led a unique organization dedicated to increasing HP's influence and participation in key conversations with customers through social media channels. Over Alex's 18 years in B2B marketing, Alex has held positions managing everything from advertising to product development to sales at startups and large companies such as HP and Sun Microsystems. In his advertising career, Alex was among the first to buy online media in 1995 and helped shape the industry by proposing the first Internet advertising standards. Alex has a deep understanding of how to create engaging B2B editorial content, how to leverage social media to maximize content reach and how to utilize search engine optimization to ensure content find-ability and relevance. Alex earned his BA in Italian from Vassar College and his MBA from Santa Clara University.

Rebecca Hill
Director, Social Media
Doremus

Rebecca has over 14 years of experience as a digital marketer, leading integrated communications and marketing programs for a variety of clients in technology and financial services including Apple, Adobe, Verizon, HP, Intel and Microsoft, Capital One and BankRate.com. She has an astute understanding of and mastery of tools and platforms in the rapidly evolving social media space, and is using her expertise to help Doremus clients develop deeper and more relevant relationships with their customers. Hailing from Razorfish, she's developed and executed successful integrated campaigns for Capital One, building awareness and purchase intent for the brand's savings products and solutions, and has created the strategy, insights and user testing optimization approach for Bankrate.com's re-launch. For Verizon small business, her work was instrumental in defining a new marketing and communications approach around SaaS products and solutions. For Apple, she produced a strategic launch campaign program designed for the small business prosumer marketplace.

Speaker Bios

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Dave Madden
Senior Vice President of Global Media Solutions
Electronic Arts

Dave Madden joined EA in April of 2011 as the senior vice president of global media solutions. In his role at EA, Mr. Madden oversees all media sales related activities in and around EA's game properties across all platforms including console, online, social and mobile. EA operates the largest media sales organization in the video games space, helping brands build beneficial relationships with its over 230 million connected users through dynamic media, engagement solutions, deep integrations, sponsorships and cross promotions. Prior to joining EA, Mr. Madden ran business operations at WildTangent Inc., as its executive vice president of sales, marketing and business development. During his tenure there, WildTangent emerged as an industry leader with its distributed games service and its unique BrandBoost advertising platform. Before WildTangent, Mr. Madden was the executive vice president of sales and marketing at News Digital Media, the internet division of News Corporation and prior to that, got his start in media as the associate publisher of Runner's World Magazine. Mr. Madden currently serves on the Board of the Interactive Advertising Bureau (IAB).

Gina Squara
Director, Digital Strategy
Del Monte Foods

With over 13 years of marketing experience, Gina has taken her passion for brands, emerging technologies and big ideas to lead cross-functional teams in the development of strategic campaigns that connect brands with customers by utilizing an optimal mix of creative, media and technology platforms. Currently, she is director, digital strategy at Del Monte Foods. In her role, she runs all digital programs across Del Monte's Consumer and Pet lines of business; developing strategic digital marketing plans and ensuring online programs are driving results against brand goals and objectives, while connecting with target consumers. Gina has spent most of her career on the agency side, where she spent time at DDB Worldwide and iCrossing, as well as helping grow two San Francisco start-ups to expand into full service Digital agencies. Her experience covers major national and international CPG clients, technology, retail and financial services brands. She is passionate about the digital space, and is always looking for new opportunities to grow her brands' presence and connections with the consumer.

Kira Wampler
Vice President, Marketing
Lytro

Kira lives for adventure, whether it's in the great outdoors or the early stages of a startup. She launched her own travel business straight out of undergrad at Georgetown, ran the international division of a handbag company and spent six years leading integrated marketing efforts for Intuit's small business division. Before joining Lytro, Kira was a principal at the customer experience consultancy Ant's Eye View. Her keen insights into what engages and delights consumers have led to numerous accolades for innovative marketing, including the WOMMA Grand Prix Prize and Forrester Groundswell Award. She holds an M.B.A. from Duke University.

Attendees

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Rose Marie Abella
Senior Specialist
Marketing Communications
Agilent Technologies

Lynn Adrian
Vice President, Brand Strategy Manager
Wells Fargo Bank

Paul Albright
Marketing
Safeway Inc.

Steve Aldrich
Strategic Sourcing Analyst
Gap Inc.

Syed Ali
Marketing Manager
Cisco Systems, Inc.

Michael Amortegui
Manager, Marketing Planning
and Operations
Nintendo of America, Inc.

Lesley Andrews
Group Marketing Manager
Intuit Inc.

Franck Ardourel
Director, Online Marketing
24 Hour Fitness

Lisa Arroyo
Senior Digital Marketing Manager
Plantronics, Inc.

Christine Arthur
Enterprise Marketing
Brand Management
Wells Fargo & Co.

AnnMarie Baba
Adobe Systems Incorporated

Carissa Bailey
Coordinator, Conferences
ANA

Charles Bathel
Gaming Social Media
and Marketing Coordinator
Logitech

Urvi Bhandari
Director, Chief of Staff
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Landin Biggers
ABM
Del Monte Foods

Karen Brady
UX Lead
Cisco Systems, Inc.

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Director, Integrated
and Strategic Partnerships
AT&T AdWorks

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Manager, Account Management
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Corporate Marketing
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Social Media Brand Strategist
Blue Shield of California

Eileen Butler
Channel Marketing Specialist
Plantronics, Inc.

Clara Caruthers
Product Marketing Manager
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Jon Cervino
Brand Consultant
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Nap Chan
Marketing
State Farm Mutual
Automobile Insurance Co.

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Senior Vice President
and Chief Marketing Officer
Qualcomm, Inc.

Fred Chang
Manager, Digital Marketing
and Promotions
Jamba Juice Company

Lesley Chen
Old Navy

Emily Chen
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Marketing Coordinator
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Symantec Corporation

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IKEA North America

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DoubleClick

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2013 ANA Social & Mobile Members Only Conference
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Espetus Churrascaria

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Juniper Networks

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Jesse Van Hiller
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Charles Schwab & Company, Inc.

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Visa Inc.

May Vathanasaynee
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Avery Dennison Office Products North America

Angelique Vega
Media Director
Kaiser Permanente

Mary Verducci
Global Marcom Specialist
Symantec Corporation

Veronica Viray
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Kira Wampler
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Jaclyn Watling
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Old Navy

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Attendees

2013 ANA Social & Mobile Members Only Conference
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Amanda Whichard
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Central Garden & Pet Company

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Johnson & Johnson - LifeScan, Inc.

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California Closets

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Senior Manager, Digital Marketing
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Janine Yanagawa
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Autodesk, Inc.

Sue Yun
Loyalty Retention Manager
LifeLock, Inc.

Alana Zamora
Product Marketing Manager
DoubleClick

Ronalee Zarate-Bayani
Global Marketing Innovation
Visa Inc.

Rosa Ziebell
Vice President, Marketing
Meyer US

ANA MEMBERS BENEFIT FROM

the **extensive** experience of

500 companies

& **10,000** brands

that collectively **spend more than**

$250 billion

on marketing & advertising **each year**.

Founded in **1910** the ANA

is more than the **most experienced marketing and advertising association** in the U.S.

It is a community of the **masters of marketing**, the cream of the industry's crop.

No agencies

No media

...just the **best marketing practitioners**

from many of the country's most prestigious organizations.

ANA

www.ana.net

ANA Member Benefits

The ANA is committed to helping you improve your marketing skills, increase your team's marketing effectiveness, and boost your company's marketing investment.

Expand Your Marketing Horizons

> Exclusive Industry Content

If knowledge is power, then the ANA's Marketing Knowledge Center is a supercharged source of proprietary marketing material. The center offers members more than 5,000 battle-tested insights, actionable best practices, and illuminating case studies covering all aspects of the communications process. We also publish 12 research surveys throughout the year, giving you essential insight on emerging trends and issues identified by members. If you have a vital marketing question or challenge, our team of research experts provides complimentary customized reports to give you the know-how you need to be successful. www.ana.net/mkc

> Career Enrichment

In a fast-changing marketing landscape, ongoing professional development is a requirement to meet the challenges of tomorrow. The ANA School of Marketing provides you with the core skills necessary to stay current and advance your career. Courses are taught by practicing marketing professionals with hands-on business experience and success, ensuring a real-world experience. If you're pressed for time, our complimentary webinars will get you up to speed quickly on critical industry topics. www.ana.net/schoolofmarketing

> Peer-to-Peer Networking

We offer extensive peer-to-peer networking opportunities throughout the year. You can join one of several ANA committees, which tackle a variety of hot-button industry issues by tapping into the collective intelligence of both members and outside experts. For executive-level marketers, we offer our exclusive "CMO Connections" series, which facilitates peer-to-peer networking with unparalleled access to fresh thinking and new insights. www.ana.net/events & www.ana.net/community

We're dedicated to helping you get the most out of an ANA membership. Our membership team is comprised of seasoned marketers with years of experience across a broad range of industries. To learn more about the benefits of an ANA membership, please visit www.ana.net/membership.

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ANA Member Benefits

The ANA is committed to helping you improve your marketing skills, increase your team's marketing effectiveness, and boost your company's marketing investment.

Increase Your Team's Marketing Effectiveness

> Onsite Growth Opportunities

The ANA School of Marketing will come straight to your doorstep to help you resolve your most pressing pain points. Led by some of the brightest minds in marketing, each training program is designed to increase your team's marketing effectiveness, reduce marketing waste, and drive ROI. Participants enjoy a hands-on experience customized to fit your specific business needs and culture. www.ana.net/schoolofmarketing

> National and Regional Conferences

Our content-rich national industry conferences take you inside the minds of today's smartest brand marketers, providing your team with the motivation it needs to take that giant step forward. We host nine national and 25+ regional invitation-only events on the most timely and relevant industry topics, including digital, mobile, and social marketing; procurement and sourcing; multicultural marketing; branding; and creativity. www.ana.net/events

> Masters of Marketing

Our signature annual conference is like no other in the industry, bringing together the world's most senior marketers and industry thought leaders for three inspiring days. Your team will learn firsthand how these highly skilled brand mavens drive exponential sales, profitability, and share-of-market results. As one attendee noted, "It is the premier event for marketers to learn and recharge." www.ana.net/events

Boost Your Company's Marketing Investment

> A Voice in Washington

In Washington, D.C., where industry-altering decisions are made, the ANA is a leading voice for the marketing community at both the state and national levels. We work on your company's behalf to address key legislative and regulatory issues, promote industry policies and practices, and protect the ability of all marketers to communicate effectively with consumers. Our government affairs team leverages its leadership to underscore the immense economic value that your marketing investment contributes to individuals and society at large. www.ana.net/advocacy

> Industry-Wide Connections

Our national industry conferences, including the Masters of Marketing, offer the perfect venue for your company to not only network with peers and forge business opportunities, but also discover difference-making ideas. You will have numerous opportunities to connect with thought leaders across the entire marketing ecosystem, including peer marketers, agencies, media companies, associations, consultants, and academicians. www.ana.net/events

ANA Upcoming Events Calendar

2013 ANA Social & Mobile Members Only Conference
@ Electronic Arts

> February 2013

21 | ANA Multicultural Marketing & Diversity Committee Meeting | Santa Monica, CA
21 | ANA Midwest Digital & Social Committee Meeting | Chicago, IL
24 | **2013 ANA Media Leadership Conference presented by YouTube | Miami, FL**
28 | ANA Advertising Financial Management Committee Meeting | New York, NY

> March 2013

5 | ANA Shopper Marketing Committee Meeting | Chicago, IL
6 | ANA Agency Relations Committee Meeting | New York, NY
7 | ANA Media Leadership West Coast Chapter Committee Meeting | San Francisco, CA
7 | ANA Research & Measurement Committee Meeting | New York, NY
12 | ANA Production Management & Advertising Financial Management Committee Meeting | Beverly Hills, CA
13 | ANA Digital & Social Members Only Conference @ Brown-Forman | Louisville, KY
14 | ANA Sponsorship & Event Marketing Committee Meeting | New York, NY
19 | ANA Integrated Marketing Members Only Conference presented by USPS | San Francisco, CA
19 | **2013 ANA Advertising Law & Public Policy Conference | Washington, DC**
21 | ANA Social Media Committee Meeting | New York, NY

> April 2013

3 | ANA Agency Relations West Coast Chapter Committee Meeting | San Francisco, CA
10 | ANA Integrated Marketing Committee Meeting | Chicago, IL
11 | ANA Social Media West Coast Chapter Committee Meeting | Los Angeles, CA
17 | **2013 ANA Brand Masters Conference presented by The New York Times | Palm Beach, FL**
23 | ANA Innovation Day Members Only Conference @ MillerCoors | Chicago, IL
24 | ANA Legal Affairs Committee Meeting | New York, NY
24 | ANA Multicultural Marketing & Diversity Committee Meeting | New York, NY
30 | ANA Mobile Marketing Committee Meeting | New York, NY