

# ANA Content Marketing

Members-Only Conference

at Thomson Reuters

presented by A+E Television Networks

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Tuesday, October 22, 2013 | Thomson Reuters — 3 Times Square, 30th Floor | New York, NY

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THOMSON REUTERS



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at Thomson Reuters presented by A+E Television Networks

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# Agenda

## ANA Content Marketing Members-Only Conference at Thomson Reuters presented by A+E Television Networks

### Breakfast (8:15am)

#### General Session (9:00am)

##### **CHARLES SCHWAB AIMS TO ENHANCE CONSUMER ENGAGEMENT THROUGH NATIVE ADVERTISING**

Traditionally, advertising is designed to interrupt and get consumers to pay attention to what we have to say instead of reading or watching what they are originally interested in. Expanding on this traditional model to engage today's consumers, Charles Schwab started testing a new approach: leverage branded, editorial content in paid media to enhance consumers' experience and engage them with the brand. Charles Schwab will share its learnings in distributing branded content, and how it works compared to traditional digital advertising.

##### **Helen Loh**

Vice President, Content and Digital Marketing  
**Charles Schwab & Co., Inc.**

##### **GE EMBRACES PUBLISHER MODEL TO DELIVER RELEVANT CONTENT ACROSS CHANNELS**

See how GE has turned its approach to digital advertising upside-down with a series of branded content programs aimed to deliver meaningful thought leadership to business leaders around the world. With a particular focus on GE's partnership with *The Economist*, this session will reveal how GE manages a daily editorial program staffed by working journalists on three continents, and how the program is paying off in terms of engagement with the brand

dubbed "the world's oldest start-up."

Paid, earned, and owned channels come together with tips for any marketer looking to take on the role of publisher.

##### **Jason Hill**

Director, International Advertising & Content  
**GE**

##### **THOMSON REUTERS DISTINGUISHES THEIR BRAND THROUGH THOUGHT LEADERSHIP**

For business-to-business marketers leveraging content that positions their brand as a thought leader on issues important to its customers is a critical piece of the overall marketing mix. Getting this right requires brands to think and act more like publishers or programmers, choreographing content, social and technology strategies that infuse customer experiences with new levels of brand utility. In this panel discussion you'll hear from a range of leading branding experts on the ins, outs and keys to positioning your brand to achieve thought leadership success.

##### **Robert Davis**

Executive Director, Content Marketing Practice/  
Advanced Video Practice  
**Ogilvy**

##### **Christopher Koller**

Senior Director, Strategy  
**Interbrand**

##### **Jen McClure**

Senior Director, Digital and Social Media  
**Thomson Reuters**

##### **Stephen Sonnenfeld**

Vice President, Corporate Advertising  
and Brand Integration  
**Thomson Reuters**

##### **A&E'S 'DUCK DYNASTY' LEVERAGES CONTENT MARKETING TO DRIVE SUCCESS**

Join us for a look at the making of a hit show as Lori Peterzell, A&E's vice president of marketing & brand strategy shares the innovative strategies that helped create a national cable phenomenon called Duck Dynasty. See how new ways of activating social media create buzz, brand engagement, and ratings. From on-air to online and with the help of key advertisers see why America is quacking up over one of television's biggest hits.

##### **Lori Peterzell**

Vice President of Marketing and Brand Strategy  
**A&E**

#### Luncheon (12:50pm)

#### General Session Cont. (1:50pm)

##### **POST FOODS SHINES THE SPOTLIGHT ON CONTENT CREATION**

Learn why Post Foods views itself as a Billion Dollar Start-Up and sees original content as a marketplace differentiator. Hear details on how the content marketing strategy of such iconic brands as Honey Bunches of Oats, Fruity Pebbles, Honeycomb, and Grape-Nuts cereals is resonating with on-the-go consumer. Post Foods will discuss how this 'start-up' mentality and the formulation of a content studio dramatically altered its brand marketing playbook — for the better!

##### **Dan Curran**

President  
**Manifest Digital**

##### **Jennifer Mennes**

Director of Media  
and Public Relations  
**Post Foods**



# Agenda

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### L'OREAL'S REINVENTS ITS CONTENT MARKETING STRATEGY

By moving away from product-focused to customer-centric content, L'Oreal is reinventing its content marketing strategy to create meaningful stories and a sense of community to connect with today's savvy consumers. L'Oreal will share how they are defining content and the taxonomy around it, measuring the ROI on content marketing and allocating funding.

#### **Rachel Weiss**

Vice President, Digital Innovation  
Content and New Business Ventures

**L'Oreal**

**Conference Adjournment (3:30pm)**



# Speaker Bios

## ANA Content Marketing Members-Only Conference at Thomson Reuters presented by A+E Television Networks



**Dan Curran**  
President  
Manifest Digital

At Manifest, Dan leads an award winning team that has earned accolades as ‘the authority’ on user — centered digital engagement. Manifest is the largest independent digital agency in the midwest with 120 employees, 15 Fortune 500 clients, and is proud to have one of the largest user experience labs in the country. Dan is also president-elect of the AAF AdClub, past president of the Entrepreneurs Organization (YEO) and also is the founder/president of UX Productions — having just produced the documentary *Saving St. Louis*. Manifest was selected as the Digital Agency of Record for Post Foods in 2012 and is responsible for the marketing of such iconic brands as Fruity Pebbles, Honey Bunches of Oats, Alpha-Bits, Grape Nuts, and Honeycomb.



**Jason Hill**  
Director, International  
Advertising & Content  
GE

Jason joined GE in 2011 as director, international advertising and content. He leads brand strategy, creative campaign development, and media channel planning across GE’s key growth markets. Jason seeks out the company’s most compelling stories of impact — from across the portfolio — and brings them to life through an array of media. In the past year, Jason has circled the globe to launch the company’s “GE Works” campaign in Australia, Brazil, Canada, China, Germany, India, Indonesia, Saudi Arabia, Turkey, and Vietnam. Jason has an agency background, with time spent at Saatchi & Saatchi and BBH. As Saatchi’s youngest vice president, managing business development, he added a record amount of new revenue to the agency, from brands including Ameriprise Financial and Wendy’s. At BBH, Jason was a founding member of the ZAG Brand Invention unit, which flipped the agency model on its head by creating products from scratch, and sharing in equity with manufacturers. As director of business development, he added clients including LG, The Coca-Cola Company, and Miller Brewing. He has a B.A. from Northwestern and an M.B.A. from Yale.



**Helen Loh**  
Vice President, Content  
& Digital Marketing  
The Home Depot

As vice president of content and digital marketing, Ms. Loh oversees Schwab’s brand publishing organization, focusing on creating useful content to influence the digitally and socially empowered investor. Ms. Loh is also responsible for Schwab’s owned-media channels reaching millions of consumers each month, including Schwab.com, mobile content properties, branded publications, client reviews and Facebook. Ms. Loh has 20 years of marketing experience with Fortune 500 brands and Silicon Valley startups, from consumer brand management to B-to-B software. Ms. Loh earned a bachelor’s degree and a M.B.A. degree from Stanford University.

# Speaker Bios

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**Jennifer Mennes**  
Director of Media and  
Public Relations  
**Post Foods**

Jennifer Mennes leads channel strategy for the Post Foods portfolio of brands in the U.S. and for all other active markets excluding Canada. She is responsible for managing the media strategy and activation across channels including traditional, digital, social, branded entertainment, public relations, and new media for both General Market and Hispanic. Her role includes digital communication strategist and creative across all digital advertising, corporate websites, and Facebook. Prior to joining Post Foods, Jennifer was senior vice president group account director at Havas Media. Her responsibilities included leading media strategy and activation including traditional and digital channels for General Market and Hispanic for the Dannon portfolio of brands. Jennifer holds a Bachelors of Science in Business Administration degree from American University. She currently lives in Glen Rock, New Jersey with her husband and two daughters.



**Lori Peterzell**  
Vice President  
of Marketing  
& Brand Strategy  
**A+E Television  
Networks**

Lori Peterzell was named vice president of marketing and brand strategy for A&E Network in September 2010. An award-winning marketing executive, Peterzell directs all aspects of brand strategy and media for the flagship A+E Network, including integrated marketing and social media, as well as overseeing external media and promotional partners. Previously, Peterzell had served as vice president of consumer marketing for A&E Network since 2005. In that role, Peterzell was responsible for overseeing all facets of the network's consumer marketing. Peterzell spearheaded a comprehensive marketing and promotions campaigns for the launches of A&E's signature real-life series including Storage Wars, the Emmy-nominated Intervention, and the most-watched series in network history, Duck Dynasty, among others. Peterzell also ushered in a new era of social media for the network, creating industry leading, award-winning social media campaigns that have resulted in increased ratings across the board. Under her leadership, Duck Dynasty earned the title as the #1 most social television show on Facebook for 2012. Prior to A&E, Peterzell held positions at several cable networks including Bravo and AMC. Peterzell holds a B.A. in fine arts from Rochester Institute of Technology. Peterzell currently resides in Westchester, NY with her husband Marcus, son Lance and Wheaton terrier, Maxi.



**Stephen Sonnenfeld**  
Vice President, Corporate  
Advertising & Brand  
Integration  
**Thomson Reuters**

Stephen is the vice president, advertising & brand integration at Thomson Reuters, leading the strategic development and creative execution of global marketing communications and branding activities. A veteran agency executive, Stephen logged over 20 years at Havas, Ogilvy, JWT, and Dentsu, prior to joining Thomson Reuters, helping to bring marketing creativity to brands like Merrill, Lynch, IBM, Intel, Nestle, and Dell.

# Speaker Bios

**ANA Content Marketing Members-Only Conference**  
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**Rachel Weiss**  
Vice President, Digital  
Innovation, Content and  
New Business Ventures  
**L'Oréal USA**

Rachel Weiss is an award-winning digital professional and recognized thought-leader with vast experience in emerging technology and digital marketing practices. Currently, she is responsible for creating digital marketing and innovation strategy focusing on mobile, social, content, and disruptive technologies across all L'Oréal USA. She is also responsible for new digital business ventures and partnerships at the company. Weiss leads relationships with venture capitalist firms and entrepreneurs to identify first-to-market opportunities for the beauty industry. Weiss is the founder of one of L'Oréal USA's key initiatives – Women in Digital. This program supports women in the digital space by identifying and celebrating female entrepreneurs advocating digital and IT careers for women along with mentorship programs and testing opportunities. Weiss started her career at L'Oreal USA six years ago, in the professional products division where she worked on such brands as Redken, Pureology, Kérastase and Matrix. Prior to L'Oréal, Weiss was vice president, eBusiness, at Citi Cards where she developed new customer acquisition strategies via emerging digital opportunities for all consumer portfolios. While there she was responsible for creating the first mobile and social platforms. Previously at Wiley Publishing, Weiss oversaw online consumer marketing, brand optimization, advertising revenue development, and online retail marketing programs for the publisher of Frommer's, Cliff's Notes and For Dummies. Weiss is a self-taught digital maven who began blogging to promote a stand-up career in comedy in the mid '90s. Weiss is a featured speaker on msnbc, OMMA (Online Media, Marketing & Advertising), Internet Week, Adtech and has participated in many other conferences and events as both a speaker and panelist. She was recently named one of Brand Innovator's Top 50 Women in Brand Marketing.

# Attendees

## ANA Content Marketing Members-Only Conference at Thomson Reuters presented by A+E Television Networks

**Jane Ackerman**

Executive Director, Advertising  
and Brand Communications  
**J.P. Morgan Asset Management**

**Jo Ann Anderson**

Marketing Communications Manager  
**Vistaprint**

**Erin Ang**

Senior Vice President Digital Channels  
**Citibank, N.A.**

**Anne Angeles**

Vice President, Branding  
**Prudential Insurance Company  
of America**

**Rich Angevine**

Public Relations Consultant  
**Liberty Mutual Group**

**Alexandra Atkins**

Director, Strategic Marketing  
**Educational Testing Service (ETS)**

**Carinna Babyak**

Director, Integrated Marketing  
**Fidelity Investments**

**JR Badian**

Vice President of Digital Marketing  
and Social Media  
**MasterCard Worldwide**

**Bruno Bagala**

WW GB MM Business Solutions  
and M2BP Program Delivery Mgr  
**IBM Corporation**

**Carissa Bailey**

Coordinator, Conferences  
**ANA**

**Linda Bandith**

Manager, Digital Advertising  
**Xerox Corporation**

**Trey Bandy**

Interactive Marketing Specialist  
**Realogy Corporation**

**Toni Banuelos**

Hispanic Advertising Specialist  
**IKEA North America**

**Marisa Bartning**

Manager  
**NASCAR**

**Susan Battista**

Marketing Manager  
**Travelers Insurance**

**Paul Belle Isle**

Vice President, Customer Strategy  
and Integrated Marketing  
**Fidelity Investments**

**Alice Bello**

Vice President  
**Bank of New York Mellon**

**Michael Berberich**

Manager, Marketing Knowledge Center  
**ANA**

**Brian Berkenstock**

Director of Content Services  
**Aetna Inc.**

**Allison Billingsby**

Retail Trade Marketing Manager  
**BP Lubricants**

**Livia Binks**

Vice President, Integrated Marketing  
**Fidelity Investments**

**Len Blaifeder**

Vice President, Director of Advertising  
**Bank of New York Mellon**

**Michael Blaney**

Senior Vendor Specialist  
**National Grid**

**Jonathan Blank**

Social Media Manager  
**WellPoint, Inc.**

**Grant Blecher**

Manager, Global Beverages Group  
**PepsiCo, Inc.**

**Nicola Blue**

Director  
**American Express Travel Related  
Services Company, Inc.**

**Jeffrey Boorjian**

Regional Vice President of Marketing,  
Eastern Division  
**Caesars Entertainment Corp.**

**Stephanie Borges**

Director, Corporate Alliances  
**Six Flags, Inc.**

**Stefan Borys**

Integrated Marketing Specialist,  
Customer Central  
**SAP America, Inc.**

**Holly Bowers**

**Capital One Services, Inc.**

**Jessica Bowler**

Associate Director  
**Pfizer Inc**

**Nicolle Bowling**

Senior Manager  
**American Express Company**

**Jamie Boynton**

Director, Acquisition Marketing  
**Fidelity Investments**

**Kate Brady**

Manager, Media Strategy  
**PepsiCo, Inc.**

**Stephen Brockelman**

Senior Writer  
**T. Rowe Price Group, Inc.**

**Matthew Brown**

Manager of Global Branding  
**Citigroup Inc.**

**Anthony Bustamante**

**Consumers Reports**

**Elizabeth Butler**

Director, Client Marketing  
**TD AMERITRADE Holding Corp.**

**Melissa Byrd**

Senior Manager, Marketing and Strategy  
**American Express Company**

**Orla Carey**

Manager, Advertising and DM  
**Tourism Ireland**

**Inelee Castro**

Client Manager  
**GreenLight Rights**

**David Chaitt**

Manager, Social Media  
**Live Nation, Inc.**



# Attendees

## ANA Content Marketing Members-Only Conference at Thomson Reuters presented by A+E Television Networks

**Alison Chang**  
Vice President, Advertising and Media  
**Ameriprise Financial, Inc.**

**Kimberly Charles**  
Director, Sales and Marketing  
Communications  
**Choice Hotels International, Inc.**

**Rita Chen**  
Director of Brand Marketing  
**Estee Lauder Companies Inc.**

**Sherry Chiu**  
Senior Marketing Associate  
**UnitedHealthcare Asian Initiatives**

**Keia Clarke**  
Manager, Promotions and Fan Dev.  
**NY Liberty**

**Margarita Clements**  
**American Express Company**

**Louise Coimbra**  
Manager, SEM  
**Consumers Reports**

**Kelly Colbert**  
Head of Advertising  
**WellPoint, Inc.**

**Jared Comess**  
Manager, Media and Strategy  
**Disney Theatrical Productions Ltd.**

**Tricia Conboy**  
Advertising Director  
**Sun Life Financial**

**EJ Conlin**  
Second Vice President - Advertising  
**Travelers Insurance**

**William Connors**  
Vice President, Sponsorship  
**MasterCard Worldwide**

**Michael Coppolo**  
Assistant Vice President  
**MetLife, Inc.**

**Lauren Coulston**  
Vice President  
**JPMorgan Chase & Co.**

**Beth Crawford**  
Senior Marketing Officer  
**Chubb & Son Inc.**

**Katherine Cuevas**  
Senior Manager  
**American Express Travel Related  
Services Company, Inc.**

**Cinella Cuffy**  
Communications Specialist  
**Stryker Orthopaedics**

**Dan Curran**  
President  
**Manifest Digital**

**Michael Dail**  
Vice President Brand Marketing  
Marriott Hotels and Resorts  
**Marriott International, Inc.**

**Sagar Dalal**  
Vice President  
**Citibank, N.A.**

**Shaun Daley**  
Associate Director  
**KPMG LLP**

**Shavonne Dargan**  
Vice President, Account Management  
**Live Nation, Inc.**

**Suzie Davidowitz**  
**L'Oréal USA**

**Robert Davis**  
Executive Director, Content Marketing  
Practice/Advanced Video Practice  
**Ogilvy**

**Rebecca Day**  
**Verizon Wireless Inc.**

**Annamarie De La Cruz**  
Director, Member Marketing  
**Weight Watchers  
International, Inc.**

**Jason De Simone**  
Senior Manager, Customer Central,  
SAP Marketing  
**SAP America, Inc.**

**Jeannine DeFoe**  
Manager, Individual Thought Leadership  
**TIAA-CREF**

**Laura DeKostic**  
Senior Marketing Manager  
**Fidelity Investments**

**Simon Dermer**  
Managing Director  
**Essential Accessibility**

**Jason DeSimone**  
Senior Manager, Customer Central  
**SAP America, Inc.**

**Louise DiFilippo**  
Marketing Production Manager  
**Vanguard Group, Inc.**

**Alexandra Dimodica**  
**Deloitte**

**Allison Dobson**  
Vice President, Business Development  
**Random House**

**Kelly Dolan**  
Senior Manager  
**American Express Company**

**Terry Dolan**  
Senior Associate  
**Bank of New York Mellon**

**Stacey Dunn**  
Senior Manager, Brand Marketing,  
Hawthorn Suites  
**Wyndham Worldwide**

**Lauren Dzura**  
Researcher  
**ANA**

**Uyi Edebiri**  
**Ernst & Young LLP**

**Darian Ee**  
**Ernst & Young LLP**

**Jennifer Effgen**  
Marketing Manager  
**Vanguard Group, Inc.**

**Jon Ellenberg**  
Senior Vice President, Brand Delivery  
**Bank of America**

**Meredith Ellin**  
Vice President, Digital Marketing  
**Citibank, N.A.**

**Jaime Endick**  
Social Media Content Developer  
**HumanaVitality**

# Attendees

## ANA Content Marketing Members-Only Conference at Thomson Reuters presented by A+E Television Networks

**Pamela English**  
Creative Associate  
**Greater Philadelphia Tourism  
Marketing Corp.**

**Barbara Ernst**  
Vice President, Marketing  
**Prudential Insurance Company  
of America**

**Samantha Falk**  
Member Relations Coordinator  
**ANA**

**Marianna Farag**  
Senior Specialist, Global Marketing  
**Merck Consumer Care**

**Gerald Farro**  
Business Development Manager  
Digital Publishing  
**Adobe Systems Incorporated**

**Kristin Fassler**  
Marketing Director  
**Random House**

**Jamie Favata**  
Coordinator, Member Relations  
**ANA**

**Jesse Feldman**  
Manager, Marketing Knowledge Center  
**ANA**

**Debra Feresten**  
Marketing and Strategy  
**Chubb Corporation**

**Lou Figurito**  
Mailing Solutions Specialist  
**United States Postal Service**

**Sandy Fink**  
Marketing Director, Innovation  
**Pinnacle Foods Group LLC**

**Robert Flynn**  
Business Insurance Marketing  
**Travelers Insurance**

**Emily Foerster**  
Multicultural Marketing  
**Humana Inc.**

**Jorge Fontanez**  
Marketing Manager  
**JPMorgan Chase & Co.**

**Julie Foor**  
Media Specialist  
**IKEA North America**

**Newsville Foster**  
Vice President  
**Bank of New York Mellon**

**Ilya Melissa Franchy**  
Senior Consultant  
**Verizon Communications**

**John Fraser**  
Director of Marketing, Edibles  
**Central Garden & Pet Company**

**Susan Friedman**  
Senior Manager  
**Juniper Networks**

**Kristin Fritz**  
Content Director, Digital Channel  
and Marketing Development  
**Random House**

**Megan Gagnon**  
Marketing Manager  
**PepsiCo, Inc.**

**Candice Gallagher**  
Marketing Manager  
**Macy's East**

**Gayathri Ganesh**  
**Johnson & Johnson**

**Ellen Garber**  
Director, Marketing  
**Fidelity Investments**

**Steve Garner**  
Director, Field Programs  
**Stryker Orthopaedics**

**Justin Garrett**  
Vice President, Marketing Optimization  
**JPMorgan Chase & Co.**

**Jacqueline Geyfman**  
Marketing Manager, B-to-B  
**Choice Hotels International, Inc.**

**Justin Gillmar**  
Director of Social Media  
**DeVry Inc.**

**J.J. Gilmartin**  
Group Creative Director - Interactive  
**Fidelity Investments**

**Juanita Glenn**  
Print Advertising Coordinator  
**Vanguard Group, Inc.**

**Frank Golden**  
Senior Vice President Investor Relations  
**Thomson Reuters**

**Lauren Goldsand**  
Associate Product Manager  
**Merck Consumer Care**

**Claire Goldwitz**  
Director, Marketing Partnerships  
**HarperCollins Publishers**

**Alicia Gomez**  
Director, Premium Sales and New Media  
**Universal Music Group**

**Marni Gordon**  
Vice President, Conferences  
and Committees  
**ANA**

**Elise Gordon**  
Second Vice President  
Creative Services  
**Travelers Insurance**

**Jessica Gordon**  
Manager, Global Brand Management  
**Westin Hotels & Resorts**

**Cheryl Gorski**  
Strategic Marketing Brand Manager  
**Educational Testing Service (ETS)**

**Erika Greber**  
Marketing Manager  
**Random House**

**Steve Grech**  
Mailing Solutions Specialist  
**United States Postal Service**

**Kate Gunning**  
Vice President, Global Brand  
Development Director  
**JPMorgan Chase & Co.**

**Danielle Gustafson**  
Vice President, Director, Digital  
and Social Media  
**CIT Group, Inc.**



# Attendees

## ANA Content Marketing Members-Only Conference at Thomson Reuters presented by A+E Television Networks

**Dustin Guzowski**  
Manager, Business Development  
**Talent Partners**

**Michael Hajek**  
Manager, Communications  
**Collegiate Church Corporation**

**Kevin Hale**  
Advertising and Media Manager  
**JPMorgan Chase & Co.**

**Susan Hammes**  
Director, International Media  
**American Express Travel Related  
Services Company, Inc.**

**Mark Hance**  
GTS, Marketing, Data Center  
Optimization Demand Program  
**IBM Corporation**

**Katie Haniffy**  
Senior Manager  
**PepsiCo, Inc.**

**Julia Hardy**  
Content Marketing Manager  
**Verizon Wireless Inc.**

**Diana Harkins**  
Media Planner  
**Vanguard Group, Inc.**

**Jennifer Harmer**  
Marketing Manager  
**Vanguard Group, Inc.**

**Gail Harmon**  
Associate Product Manager  
**Merck Consumer Care**

**Larry Harris**  
Marketing Communications Manager  
**Bank of New York Mellon**

**Wayne Hartunian**  
Vice President, Marketing  
**Pernod Ricard USA**

**Laura Hartz**  
Marketing Communications Manager  
**MetLife, Inc.**

**Nancy Hegarty**  
Head of Mobile Product Delivery  
**Thomson Reuters**

**Tammy Heller-Bezalel**  
Senior Manager of Digital Strategy  
Global Merchant Servicing  
**American Express Company**

**Brittany Hennessy**  
Director of Digital Marketing  
and Strategic Partnerships  
**Lucille Roberts**

**Rachel Herskovitz**  
Manager, Global Advertising  
and Brand Management  
**American Express Company**

**Jonathan Heuser**  
Managing Director - Head of Global  
Trade Strategic Marketing  
**JP Morgan Chase TS Unit**

**Lisa Hicks**  
Content Strategist  
**IBM Corporation**

**Jason Hill**  
Director, International Advertising  
and Content  
**GE**

**Liz Ho**  
Director, Marketing Communications  
**Healthfirst**

**Ryan Hollborn**  
Global Markets Marketing Administrator  
**Bank of New York Mellon**

**Christine Horgan**  
Online Marketing Manager  
**Weight Watchers  
International, Inc.**

**Lee Horigan**  
Vice President, Marketing - Carswell  
**Thomson Reuters**

**Laura Hou**  
Senior Marketing Associate  
**Stroz Friedberg**

**Jason Hoyle**  
Lead Marketing Manager - Mutual Funds  
**T. Rowe Price Group, Inc.**

**Vickie Hsi**  
Director - Marketing Procurement  
**Revlon, Inc.**

**Daphne Huang**  
Senior Manager, Marketing Analysis  
and Implementation  
**UnitedHealthcare Asian Initiatives**

**Kevin Husson**  
Director, Account Management  
**Live Nation, Inc.**

**Rosemarie Iannucci**  
Senior Manager, Media Strategy  
**PepsiCo, Inc.**

**Jon Inerfeld**  
Manager, Advertising and Media  
**Ameriprise Financial, Inc.**

**Peter Isaia**  
Category Director, Advertising  
and Ideation Agencies  
**Diageo North America, Inc.**

**Karla Jarzyniecki**  
Research Director  
**Aetna Inc.**

**Jessica Jeanblanc Gunther**  
Marketing Strategist  
**Edward D. Jones & Co., L.P.**

**Paul Johns**  
Global Head, Marketing Communications  
FandR  
**Thomson Reuters**

**Emily Johnson**  
Web Marketing Manager  
**National Grid**

**Melisa Johnson**  
Marketing Manager  
**Verizon Communications**

**Janae Jones**  
Senior Marketing Analyst  
**National Grid**

**Carla Jones**  
Senior Vice President, Office of the CEO  
**Thomson Reuters**

**Isabella Josefsberg**  
**Starwood Hotels & Resorts  
Worldwide, Inc.**

**Sangeeta Joseph**  
Brand Systems Manager  
**IBM Corporation**



# Attendees

## ANA Content Marketing Members-Only Conference at Thomson Reuters presented by A+E Television Networks

**Phyllis Joseph**  
Senior Lead, Communications  
Manager - Foods  
**Unilever**

**Jinah Ju**  
Senior Marketing Associate  
**UnitedHealthcare Asian Initiatives**

**Mariola Kalinska**  
Senior Client Manager  
**GreenLight Rights**

**Brad Karmioli**  
Vice President of Sports and  
Entertainment Marketing  
**JPMorgan Chase & Co.**

**Claudia Kelley**  
Brand Manager  
**LEGO Systems, Inc.**

**Edward Kensinger**  
Director of Creative Strategies  
**Siemens Corporation**

**Vicki Keogh**  
Director, Brand Marketing  
**Capital One**

**Matt Khoury**  
Mobile Product Manager  
**Thomson Reuters**

**Joshua Kidd**  
Web Marketing Specialist  
**Siemens Corporation**

**Ken Kim**  
Director, Integrated Marketing  
**Prudential Insurance Company  
of America**

**Sarah Kleinhandler**  
Director, Digital Strategy and Marketing  
**Weight Watchers  
International, Inc.**

**Christopher Kloeblen**  
Associate Director, Marketing  
Communications  
**Verizon Wireless Inc.**

**Suzanne Knoll**  
Individual Investor Group  
**T. Rowe Price Group, Inc.**

**Christopher Koller**  
Senior Director, Strategy  
**Interbrand**

**Dana Komar**  
**MarketShare Partners**

**Renee Korus**  
Senior Marketing Manager  
**Weight Watchers  
International, Inc.**

**Shepard Kramer**  
Vice President, Member Relations  
**ANA**

**Kathleen LaFave**  
Director  
**American Express Company**

**Betty Lam**  
Marketing Director  
**UnitedHealthcare Asian Initiatives**

**Lindsey LaManna**  
Social and Reporting Manager,  
Global Marketing  
**SAP America, Inc.**

**Germaine Lang**  
Marketing Manager  
**Travelers Insurance**

**Marcos Largaia**  
Strategic Marketing Manager  
**Thomson Reuters**

**Corinne Lau**  
Local Marketing Specialist  
**IKEA North America**

**Kevin Laughlin**  
Project Manager - Digital  
Measurement Analytics  
**Vanguard Group, Inc.**

**Trish Lawry**  
Research Director  
**UBS Financial Services Inc.**

**Elaine Lawson**  
Vice President/Business Leader,  
U.S. Consumer and Digital Marketing  
**MasterCard Worldwide**

**Deborah Leach**  
Project Manager  
**Vanguard Group, Inc.**

**Teri Lee**  
Associate Brand Manager - Ore-Ida  
**H. J. Heinz Company**

**Katy Lee**  
Marketing/Ad Specialist  
**IKEA North America**

**Dale Lehman**  
Local Marketing Specialist  
**IKEA North America**

**Toni Lepone**  
Director, International Marketing  
Communications  
**Raytheon Company**

**Cathleen Licero**  
Project Director  
**IBM Corporation**

**David Liemer**  
Vice President, Creative Director  
**Prudential Insurance Company  
of America**

**Helen Loh**  
Vice President, Content  
and Digital Marketing  
**Charles Schwab**

**Ronald Lombardi**  
Assistant Vice President  
**New York Life Insurance Company**

**Deborah LoPiccolo**  
Director of Marketing  
**KPMG LLP**

**Eileen Lynch**  
Senior Vice President,  
Global Brand Marketing  
**Thomson Reuters**

**Marisa Maffei**  
Manager  
**Lancome**

**Karen Maharaja**  
Marketing Coordinator  
**Time Warner Inc.**



# Attendees

## ANA Content Marketing Members-Only Conference at Thomson Reuters presented by A+E Television Networks

**Julianne Mandrillo**  
Program Manager  
**TD AMERITRADE Holding Corp.**

**Scott Manuel**  
Head of Mobile Product Delivery  
**Thomson Reuters**

**Mary-Irene Marek**  
Social Media Manager  
**Toys 'R' Us, Inc.**

**Barbara Markfield**  
Director, Member Relations  
**ANA**

**Isabel Marsh**  
Vice President, Display Acquisition  
**Citibank, N.A.**

**Leticia Martin**  
Director, Advertising  
and Creative Services  
**Prudential Insurance Company  
of America**

**Jasmine Martin**  
Assistant  
**TD AMERITRADE Holding Corp.**

**Marie Massa**  
Branding Assistant  
**Prudential Insurance Company  
of America**

**Carolanne McAuliffe**  
Vice President of Marketing  
**NBA**

**Jen McClure**  
Senior Director, Digital  
and Social Media  
**Thomson Reuters**

**Autumn McDonald**  
Senior Director, Global Knowledge  
and Insights  
**Revlon, Inc.**

**Lawrence McGrew**  
Head, Editorial Operations  
**Aetna**

**Jessica McGuinn**  
Greater Philadelphia Tourism  
Marketing Corp.

**Dana McIntire**  
Marketing Director, Microtel  
**Wyndham Worldwide**

**Melissa McLeanas**  
Director, Partnership Marketing  
**Six Flags, Inc.**

**Erin McManmon**  
Marketing Manager  
**United States Tennis Association**

**Beth McNichol**  
Senior Media Specialist,  
Business Class Media  
**Comcast Cable**

**Holly Means**  
Vice President, Corporate Equity  
Strategy and Sponsorships  
**Johnson & Johnson**

**Katherine Mears**  
**Regions Financial Corp.**

**Devi Mehta**  
**TIAA-CREF**

**Yasmin Melendez**  
Director, Committees and Conferences  
**ANA**

**Jennifer Mennes**  
Director of Media and Public Relations  
**Post Foods**

**Diane Milano**  
Associate Product Manager  
**Merck Consumer Care**

**Julia Miller**  
Digital Marketing Manager, E-commerce  
**Benjamin Moore & Co.**

**Melissa Milsten**  
Director, Marketing Partnerships  
**Random House**

**Paige Montgomery**  
National Digital Marketing Manager  
**Deloitte**

**Meg Morgan**  
**JPMorgan Chase & Co.**

**Annalee Morris**  
Principal Brand Associate  
**Capital One Services, Inc.**

**Chris Moseley**  
Senior Vice President, Product  
Management and Brand Oversight  
**Rockettes, MSG Entertainment**

**Emily Moyer**  
Global Head of Marketing Media -  
Reuters  
**Thomson Reuters**

**Amber Munding**  
Senior Manager, Sponsorships  
and Media  
**ANA**

**Maritza Munoz**  
Manager, Strategy and Planning  
**Prudential Insurance Company**

**of America**

**Laine Murdock**  
Marketing Analyst  
**PepsiCo, Inc.**

**Daniella Nabuco**  
Digital Marketing Manager  
**Materne North America**

**Jui Chairit Nasomyont**  
Global Brand Manager Color Cosmetics  
**Avon Products, Inc.**

**Mariana Ng Meyerson**  
Financial Advisor  
**Merrill Lynch & Co., Inc.**

**Kelly Niszczak**  
Catalog and Global Brochures Specialist  
**IKEA North America**

**Jennifer O'Brien**  
Institutional Marketing  
**MetLife, Inc.**

**Rachel O'Malley**  
Senior Marketing Manager  
**Fidelity Investments**

**Marty O'Neill**  
Category Director, Market Research  
**Time Warner Inc.**

**Sasha Odiamar**  
Marketing Specialist  
**Live Nation, Inc.**

**Rochelle Ohring**  
Senior Vice President,  
Global Consumer Insights  
**Citigroup Inc.**



# Attendees

## ANA Content Marketing Members-Only Conference at Thomson Reuters presented by A+E Television Networks

**Joanne Ok**  
Community Outreach Marketing  
Associate  
**UnitedHealthcare Asian Initiatives**

**Mike Okenquist**  
Investments  
**PNC Bank, N.A.**

**Abhishek Parakh**  
Senior Vice President  
**Citibank, N.A.**

**James Pardes**  
Vice President, Marketing and  
Communications  
**New York Organ Donor  
Network, Inc.**

**Kecia Paredes**  
**American Express Company**

**Elizabeth Parent**  
**Capital One Services, Inc.**

**Meridyth Park**  
Senior Vice President, Brand Manager  
**Bank of America**

**Lisa Parkin**  
Senior Director, Marketing  
**Broadridge Financial Solutions**

**Amisha Patel**  
Associate Product Manager  
**Stryker Orthopaedics**

**Harish Pathak**  
**Vanguard Group, Inc.**

**Dany Penn**  
Associate Brand Manager  
**Novartis Consumer Health, Inc.**

**Mary Perez**  
Marketing - Reporting and Analysis  
**Verizon Wireless Inc.**

**Kirk Peterson**  
Institutional Marketing  
**TD AMERITRADE Holding Corp.**

**Lori Peterzell**  
Vice President of Marketing  
and Brand Strategy  
**A+E Networks**

**Marija Petkovic-Cooke**  
Market Research Manager  
**E\*Trade Financial Corp.**

**Lan Phan**  
Vice President, Member Services  
**ANA**

**Paul Piscitelli**  
Senior Writer  
**The Capital Group**

**Katie Polyak**  
Partnership Coordinator  
**Greater Philadelphia Tourism  
Marketing Corp.**

**Amy Pritchard Mercer**  
Senior Account Manager  
**Live Nation, Inc.**

**Greg Radner**  
Vice President, Marketing  
**Fidelity Investments**

**Tenisha Ramsay**  
Marketing Program Manager  
**MasterCard Worldwide**

**Bhavana Rana**  
Marketing Account Management  
**KPMG LLP**

**Lindsay Reinbold**  
Senior Brand Manager  
**Stanley Black & Decker, Inc.**

**Danette Reliford**  
Strategic Marketing Brand Manager  
**Educational Testing Service (ETS)**

**Rolando Ricardez**  
Vice President, Experiential Marketing  
**Citigroup Inc.**

**Keith Ricke**  
Global Head of Marketing Operations  
**Thomson Reuters**

**Meredith Rippey**  
Advertising Manager  
**Xerox Corporation**

**Luis Rodriguez**  
Manager, Business Development  
**Major League Soccer**

**Richard Rodriguez**  
Marketing Communications Specialist  
**MetLife, Inc.**

**Emily Roetzel**  
Global Account Manager  
**Soli United**

**Quinne Rogers**  
Assistant Director of Marketing  
**Random House**

**Rolande Rose**  
Executive Director of Re-Nutriv  
**Estee Lauder Companies Inc.**

**H A Rose**  
Online Marketing  
**Vanguard Group, Inc.**

**Alicia Rosell**  
**Verizon Wireless Inc.**

**Erica Rualo**  
Content Strategist  
**KPMG LLP**

**Lisa Saar**  
**IKEA North America**

**Heide Sacher**  
Corporate Vice President  
**New York Life Insurance Company**

**Lauren Salazar**  
Director, Social Media  
**Weight Watchers International,  
Inc.**

**Kristin Salone**  
**Travelers Insurance**

**Steven Saltzman**  
Managing Editor  
**Consumers Reports**

**Amy Sample**  
**Disney World**

**Karen Wright Sanders**  
Digital Marketing Manager  
**Vanguard Group, Inc.**

**Shani Sandy**  
Creative Director  
**S&P Capital IQ**

**Jake Sargent**  
Copywriter  
**Upromise, Inc.**

**Leslie Schiffer**  
Director - Marketing Strategy  
and Programs  
**KPMG LLP**



# Attendees

## ANA Content Marketing Members-Only Conference at Thomson Reuters presented by A+E Television Networks

**Kate Schneider**  
Marketing Director  
**Cumberland Packing Corp.**

**Robin Schribman**  
Vice President, Customer Insight  
and Content Development  
**Thomson Reuters**

**Rachel Schwartz**  
**Deloitte**

**Miryam Schwartz**  
Marketing Manager  
**TouchTunes Music Corporation**

**Jay Seideman**  
Director, Targeting and Exchange  
**Microsoft Advertising**

**Sonam Shah**  
Interactive Analyst  
**American Express Company**

**Richard Shakarchi**  
Director of Market Research  
**E\*Trade Financial Corp.**

**Betsey Shannon**  
Director, Digital Marketing  
**Travelers Insurance**

**Robin Shapiro**  
Director, Marketing  
**The Depository Trust  
& Clearing Corporation**

**John Shaughnessy**  
Vice President, Communications  
**Thomson Reuters**

**Katherine Sheane**  
Brand Activation Manager  
**Materne North America**

**Ryan Sheppard**  
Vice President, Trademark Assets  
**Thomson Reuters**

**Colleen Sherry**  
Senior Manager - Media  
**Macy's Merchandising Group**

**Melissa Shideleff**  
Digital Strategy and Solutions,  
Associate Director  
**Shire Pharmaceuticals Inc.**

**Rosina Shiliwala**  
Director, North America  
**Netherlands Board of Tourism  
and Conventions**

**Carter Sieck**  
Digital Marketing Manager  
**Stanley Black & Decker, Inc.**

**Heather Siessel**  
Manager Client Services  
**Educational Testing Service (ETS)**

**Carole Smith**  
Vice President of Marketing  
**T. Rowe Price Investment Services**

**Rachel Smith**  
Advertising Production Manager  
**Vanguard Group, Inc.**

**Jeanne Smith**  
Marketing Strategist  
Institutional Marketing  
**Vanguard Group, Inc.**

**Angela Snow**  
Corporate Advertising  
and Brand Senior Advisor  
**ExxonMobil**

**Lynn Solano**  
Senior Manager, Media Finances  
**PepsiCo, Inc.**

**Stephen Sonnenfeld**  
Vice President, Corporate Advertising  
and Brand Integration  
**Thomson Reuters**

**Santhana Souksamrane**  
Associate Producer  
**Random House**

**Jenny Sperling**  
Account Coordinator  
**Live Nation, Inc.**

**Sharon Stockwell**  
Vice President, Customer Marketing  
**Travelers Insurance**

**Janet Streicher**  
Senior Vice President, Market  
and Strategic Research  
**Citigroup Inc.**

**Destene Styles**  
Communication Strategy  
**TD AMERITRADE Holding Corp.**

**Julie Sun**  
Vice President Search  
Marketing Mortgage  
**Citibank, N.A.**

**Alex Tamayo**  
Vice President Global Media  
and Consumer Engagement  
**Combe Incorporated**

**Priyanka Tandon**  
Associate Brand Manager - Ketchup  
**H. J. Heinz Company**

**Christopher Tessier**  
Director, Communications  
**Ingersoll Rand CEES**

**Vivian Thomas**  
Advertising and Marketing Manager  
**Consolidated Edison Co. of New  
York, Inc.**

**Kimberly Tomas**  
Customer Relationship Manager  
**SAP America, Inc.**

**Peter Tovar**  
Managing Director, Global Brand  
Communications  
**Legg Mason & Co., LLC**

**Loan Tran**  
Manager  
**Verizon Communications**

**Larry Trink**  
Vice President, Marketing  
**Merrill Lynch & Co., Inc.**

**David Trites**  
Director, SAP Global Marketing  
**SAP America, Inc.**

**Clinton Tucker**  
Website Marketing Manager  
**Benjamin Moore & Co.**

**David Turkington**  
Associate Director Digital Marketing  
**KPMG LLP**

**Zz Twainy**  
Marketing Director  
**S&P Capital IQ**

**Tze Hung U**  
Assistant Brand Manager  
**LEGO Systems, Inc.**



# Attendees

## ANA Content Marketing Members-Only Conference at Thomson Reuters presented by A+E Television Networks

**Pamela Upton**  
Senior Vice President,  
Executive Creative Director  
**Bank of America**

**Mark Uttley**  
Director of Research  
**Bloomberg L.P.**

**Marten Van Pelt**  
Executive Director, Advisory Marketing  
**KPMG LLP**

**James Vanname**  
Mailing Solutions Specialist  
**United States Postal Service**

**Diana Vargas**  
North American Marketing Manager  
**INVISTA**

**Joanna Vargas**  
**KPMG LLP**

**Evangeline Villena**  
Database/Web Administrator  
**Intersections**

**Kate Virdone**  
Director, Corporate Giving  
**Los Angeles County Museum of Art**

**Stefanie Von Beoczy**  
Marketing Manager  
**Random House**

**Kecia Voorhees**  
Senior Manager, U.S. Sponsorships  
**American Express Company**

**Wendy Wahl**  
Head of Digital Marketing  
**Aetna Inc.**

**Jennifer Walsh**  
Marketing Specialist  
**Lifetime Brands, Inc.**

**Diane Walsh**  
Director of Marketing  
**Prager Metis CPAs, LLC**

**Pengfei Wang**  
Senior Associate - Advisory - Risk  
**Ernst & Young LLP**

**Emma Warren-Jones**  
Director, Global Marketing Operations  
**Thomson Reuters**

**Stacey Warwick**  
**JPMorgan Chase & Co.**

**Hailey Weiss**  
Analyst  
**American Express Company**

**Rachel Weiss**  
Vice President, Digital Innovation,  
Content and New Business Ventures  
**L'Oréal USA**

**Esi Wells**  
Marketing Communications Manager  
**Verizon Communications**

**Elizabeth West**  
Senior Director  
**TIAA-CREF**

**Mindy Whang**  
Project Manager  
Global Brand Marketing  
**Thomson Reuters**

**Courtney White**  
Vice President, Brand Strategy  
**Thomson Reuters**

**Kelley Williams**  
Social Media Community Manager  
**JPMorgan Chase & Co.**

**Dave Wozniak**  
Head of Advertising and Sponsorships  
**Lincoln Financial Group**

**Nazerine Yasin**  
Media and Budget Manager  
**Thomson Reuters**

**Holly Yonosko**  
Director, Retail  
**American Express Company**

**Cristina Zahka**  
Manager  
**PepsiCo, Inc.**

**Chao Zhang**  
Vice President  
**Citibank, N.A.**

**Joey Zhong**  
Director, Business Development  
and Network  
**UnitedHealthcare Asian Initiatives**

**Susana Zialcita**  
Associate Marketing Director  
**Random House**

**Joe Ziemer**  
Communications Manager  
**Betterment**

**Brandon Zurlo**  
Manager, E-Commerce  
**Oneworld Management Company**





# 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. [www.ana.net/membership](http://www.ana.net/membership)

## 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 7,000 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](http://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](http://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](http://www.ana.net/events) and [www.ana.net/community](http://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](http://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. [www.ana.net/membership](http://www.ana.net/membership)

## 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](http://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](http://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](http://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](http://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](http://www.ana.net/events)



# ANA Upcoming Events

[www.ana.net/calendar](http://www.ana.net/calendar)

## > October 2013

- 23 | Social Media [Committee Meeting](#) | New York, NY
- 23 | Advertising Financial Management, West Coast Chapter [Committee Meeting](#) | Glendale, CA
- 23 | Top Way To Drive Efficiency Using Corporate Trade (BARTERS) [Webinar](#)
- 24 | Brand Management [Committee Meeting](#) | New York, NY
- 29 | Sponsorship & Event Marketing [Committee Meeting](#) | New York, NY
- 30 | ANA Masters of Marketing Annual Conference Recap: What Marketers Need to Know [Webinar](#)

## > November 2013

- 3-5 | **2013 ANA Multicultural Marketing and Diversity Conference** | Los Angeles, CA
- 5 | ThinkLab [Training](#) | Chicago, IL
- 6 | Media Leadership [Committee Meeting](#) | New York, NY
- 6 | In-House Agency Day [Committee Meeting](#) | Oakland, CA
- 6 | The Marketer's Guide To Game Changing Media Strategy [Training](#) | Chicago, IL
- 6 | Win a Customer in 140 Characters or Less [Webinar](#)
- 7 | ANA Integrated Marketing [Members-Only Conference](#) at Vistaprint | Lexington, MA
- 12 | Digital Marketing [Committee Meeting](#) | New York, NY
- 12 | Business-to-Business [Committee Meeting](#) | New York, NY
- 13 | Legal Affairs [Committee Meeting](#) | New York, NY
- 14 | ANA/Effies: Shopper Marketing Day [Committee Meeting](#) | Chicago, IL
- 14 | Research & Measurement [Committee Meeting](#) | New York, NY
- 19 | Midwest Digital & Social [Committee Meeting](#) | Chicago, IL
- 20 | Production Management [Committee Meeting](#) | New York, NY
- 20 | Best Practices To Drive Direct Mail ROI [Webinar](#)
- 21 | ANA Agency Relations [Members-Only Conference](#) at Microsoft | New York, NY

## > December 2013

- 3 | Assignment Briefing [Training](#) | New York, NY.
- 3 | The Art and Science of Brand Building [Training](#) | New York, NY
- 4 | Digital Leadership Masterclass [Training](#) | New York, NY
- 4 | **2013 ANA Real-Time Marketing Conference** | New York, NY
- 5 | Advertising Financial Management, West Coast Chapter [Committee Meeting](#) | Burbank, CA
- 10 | Mobile Marketing [Committee Meeting](#) | New York, NY
- 10 | Social Media, West Coast Chapter [Committee Meeting](#) | New York, NY
- 11 | ANA ROI [Members-Only Conference](#) at Wells Fargo | New York, NY
- 11 | Advertising Financial Management [Committee Meeting](#) | New York, NY
- 12 | Media Leadership, West Coast Chapter [Committee Meeting](#) | San Francisco, CA
- 18 | ANA Marketing to Millennials [Members-Only Conference](#) at National Education Association | Washington, D.C.

