

ANA B2B PRACTICE

A Welcome Message from the Chairs



Linda Brunner,
Head of Digital,
Siemens Healthineers

Welcome, as [National Chair](#), 2020 promises more opportunity, more growth, and more change for us all and ANA is here to help navigate that. Just a little more than a year ago, Bob Liodice, CEO of ANA asked the new [ANA B2B Practice](#) to: “Elevate B2B.”

In response, the team’s tripled throughput beyond the flagship East Coast Committee, launching the fast growing Midwest Practice led by Kathy Seegebrecht, Chief Marketing Officer, UL and Chris Vitrano, CMO Nelson Schmidt and the start up West Coast Practice Region Kellie leads. It’s all B2B, all the time, as only ANA can.

- [Linda](#), National Chair



Kellie Krug, Head of
Global B2B Marketing,
Wells Fargo

As global head of B2B marketing at Wells Fargo, my time is precious, which is why I make time for ANA.

It’s unique peer sharing with [the ANA’s 1100 corporate client side marketer member companies](#) offer us a unique opportunity to learn what’s new, share best practice, and network as 91% of those member companies have marketers with B2B responsibility in them.

- [Kellie](#), West Chair



Chris Vitrano
Chief Marketing Officer
Nelson Schmidt

I believe the [ANA Masters Circle](#) serves as a proactive organizing principle. It helps marketing leaders come together and address what matters most to drive ongoing economic growth and professional vibrancy for our industry.

ANA’s B2B Practice aligns well with this model. We also focus on strategic capabilities that members need to excel at – such as Account-Based Marketing, sales enablement and attributing marketing’s contribution to business growth.

All-in-all, exciting stuff ahead!

- [Chris](#), Midwest Co-chair



Kathy Seegebrecht,
Chief Marketing Officer,
UL

Kellie, Linda, and I will be leading a panel discussion on “What’s just around the corner?” at the [2020 Masters of B2B Marketing Conference](#) in May in Scottsdale, where we also celebrate B2B’s best with the 2020 ANA “Members Choice” [B2 Awards](#).

Last year’s event was ANA’s highest attended, highest rated B2B event ever. Help make this year’s even better by growing the community of marketers, joining us there, and leveraging the best of B2B.

On behalf of my fellow Chairs, let’s drive B2B forward, together. Thank you.

- Kathy, Midwest Co-chair



REGISTER at www.ana.net

2020 AT-A-GLANCE

ANA BUSINESS MARKETING PRACTICE



18 FEB Midwest COMMITTEE
Grant Thornton | Chicago, IL

25 FEB East COMMITTEE
ANA Headquarters | New York, NY

1 APR West ONE-DAY CONFERENCE
Wells Fargo | San Francisco, CA



12 MAY West COMMITTEE
Scottsdale, AZ

12-14 MAY MASTERS OF B2B MARKETING and 2020 B2 AWARDS GALA
Scottsdale, AZ

23 JUN Midwest COMMITTEE
UL | Chicago, IL



25 JUN East ONE-DAY CONFERENCE
Wells Fargo | New York, NY

22 JUL West COMMITTEE
TBD | West Coast

19 AUG Midwest COMMITTEE
First Midwest Bank | Chicago

17 SEP East ONE-DAY CONFERENCE
LinkedIn | New York, NY



30 SEP West COMMITTEE
Visa | San Francisco, CA

6 OCT East COMMITTEE
ANA Headquarters | New York, NY

5 NOV Midwest ONE-DAY CONFERENCE
Kearney | Chicago, IL

18 NOV East ONE-DAY CONFERENCE
Grant Thornton | New York, NY

17 DEC East COMMITTEE
ANA Headquarters | New York, NY

B2B webinars are held at 3 eastern, first Wednesday each month, except 4/8/20



Updated: 2/5/20. Dates and locations are subject to change.

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