

2006

CMO COUNCIL **SUMMIT**™



THE POWER OF ENGAGEMENT:

Gaining Customer Intimacy, Influence & Inspiration

OCTOBER 4-5



FOUR SEASONS HOTEL
San Francisco

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Welcome to the CMO Summit 2006!

2006 has been an incredible year for the CMO Council. Not only have we strengthened membership in our core sectors of technology and telecommunications, but we have also added many new brand name members in retail, financial services, pharmaceuticals, health care, packaged goods, food service, travel, hospitality, media, entertainment, sports, professional services, manufacturing, and transportation. There are now more than 2,600 senior marketing executive members worldwide, controlling more than \$60 billion in annual marketing spend.

You might call 2006 “The Year of the Partnership” for the CMO Council. We kicked off the year in high style with the naming of three powerhouse companies—AT&T, CMP Technology and Symantec—as our global sponsors. We couldn’t be prouder to have their help in creating the programs and research initiatives that benefit our membership. We also partnered with BearingPoint Japan on an exciting initiative to take the CMO Council into the Asia-Pacific region. I can report that we’re making great progress in that area. Finally, we have truly gone to the dogs, teaming with the National Crime Prevention Council (NCPC) on “Take a Bite Out of Cyber Crime” a public awareness campaign (www.bytecrime.org) on information security, featuring its popular McGruff the Crime Dog character. From the reaction so far, the initiative is a growling success and is being strongly supported by member companies like CNET, Comcast, Intel, McAfee, USA TODAY, and VeriSign.

On the research front, the CMO Council generated several fact-finding market surveys, including “Select and Connect” which offers strategies for customer acquisition and retention, and “Secure the Trust of Your Brand,” which explores the relationship between security breaches and brand trust. We are also nearing the end of our “Define & Align the CMO” research, and hope to have findings out by November. In addition, the Mastering MPM Certificate Program launched its fall semester this month, delivering an interactive online curriculum aimed to further marketers’ knowledge of Marketing Performance Measurement competencies.

Which brings us to our CMO Summit events. Later this month we will have our first Asia-Pacific Summit in Tokyo, followed in November by the second annual European Summit in London. We gather this year in San Francisco at the luxurious Four Seasons Hotel with renewed passion and excitement. This year’s Summit will host more than 200 of our members, including some of the most prominent thought leaders, management figures, and subject matter experts in the marketing and branding field. Our format features interactive discussions and group invention sessions among peers to provide an even greater opportunity for sharing insights, opinions and experiences. We sincerely thank our headline presenters and our group invention session leaders for dedicating additional time and effort in making the 2006 CMO Summit a landmark event.

The CMO Council would also like to recognize the important and valued contributions of our headline sponsors, partners and affiliates, as well as our Summit hospitality hosts and staging partners. All sponsors, collaborative technology partners, solutions showcase exhibitors, and corporate underwriters are featured in our program and have a wide array of exclusive discounts and benefits to pass on to CMO Council Members.

We invite you to take a moment to fill out the evaluation form to review this year’s program and let us know how we can continue to make the CMO Council a resounding success.

Welcome!

Donovan Neale-May
Executive Director
CMO Council



Welcome

Dear Fellow Marketers,

Welcome to CMO Council Summit 2006. This year we go back to basics, addressing the most important constituent in achieving business success: the customer.

The Summit's theme of "The Power of Engagement: Gaining Customer Intimacy, Influence & Inspiration" comes at a time when reaching customers—and keeping the right customers—has become increasingly complex given the level of competitive noise, the multiplying channels for engaging with the market, and the seemingly infinite ways of connecting with the customer. This year's interactive discussions and keynotes will range from marketing's powerful role in selecting, connecting and converting customers to smart ways to aid, sustain and regain key account relationships.

The agenda we've created for this year's Summit addresses a wide variety of customer engagement issues that are imperative to marketing organizations. A stellar lineup of keynoters, presenters and group invention leaders are ready to cover such topics as growing customer equity, exploring new channels of customer engagement, involving partners and customers in co-innovation, and much more. Our goal is to have you take the insights you've collected at this Summit and apply it to your own organization to improve critical customer relationships.

In addition, this year's Summit will conclude with the first annual Yahoo! Big Idea Chair Award presentation ceremony, recognizing exceptional, multi-channel, integrated marketing and advertising campaigns in technology and telecommunications. Submissions for this honor were received from some of the biggest names in the industry — and I certainly do not envy our panel of judges who were tasked with selecting the best of the best. We hope you'll stick around to help us crown the winner.

There's never been a more challenging time to be a marketer, and I hope the CMO Summit 2006 provides you with the ideas and best practices to meet those challenges in your marketplace.

Sincerely,

Jan Soderstrom
CMO Council Advisory Board Chairman

Agenda

Wednesday, October 4

Kick-Off Sessions

- 3:00 - 3:30 pm **Summit Kick-Off: "Information Use & Media Behavior in the Channel"**
Alex Nordlinger, VP Channel Strategy • CMP
- 3:30 - 4:30 pm **"Gaining Channel Mind Share to Improve Market Share"**
Panel 1 - B2C
Moderator: Dave Couture, Principle • Deloitte Consulting LLP
• Kurt Higgins, President • Channelforce
• Vince Talbert, VP Marketing • I4 Commerce
• Bob Thacker, SVP Marketing • OfficeMax
- 4:30 - 5:30 pm **"Gaining Channel Mind Share to Improve Market Share"**
Panel 2 - B2B
Moderator: Shinya Akamine, President and CEO • BlueRoads
• Carolyn Layne, VP of Marketing • Comergent
• Russ Strunk, SVP, Marketing • Tiger Direct
• Eli Singer, CEO • WebCollage

Thursday, October 5

Morning Sessions

- 8:15 - 8:20 am **Welcoming**
Donovan Neale-May, Executive Director • CMO Council
- 8:20 - 8:50 am **Theme Introduction: "The Power of Engagement"**
CMO Council Advisory Board Members
Christine Heckart, GM Marketing • MicrosoftTV
Martyn Etherington, VP Marketing • Textronix
- 8:50 - 9:00 am **Keynote Introduction**
Jan Soderstrom, Advisory Board Chair • CMO Council
- 9:00 - 10:00 am **Keynote Presentation: "Corporate Transition - Brand Transformation"**
Deepak Advani, SVP, CMO • Lenovo
- 10:00 - 10:30 am **SHORT BREAK**
- 10:30 - 11:30 am **"Building a Brand Franchise and Following"**
Moderator: Joe Gillespie, EVP, CNET Division • CNET Networks
• Dean Harris, CMO • Kayak.com
• Shawn Gold, SVP, Marketing & Content • MySpace.com
• Page Murray, VP Marketing • Palm, Inc.

11:30 am - 12:30 pm

“Growing Customer Equity: Creating Converts and Champions”

Moderator: John Giacchella, Principal Tech., Media & Telcom. • Deloitte Consulting LLP

- Alicia Dietsch, Vice President, Business Segment Marketing • AT&T
- Jeff Hayzlett, VP & CMO • Eastman Kodak
- Chris Moloney, CMO • Scottrade, Inc.

Afternoon Sessions

12:30 - 2:00 pm

LUNCHEON

Introduction by USA TODAY

Keynote Presentation: “New Channels of Engagement: Growing the Fan Faithful”

Karen Durkin, EVP, Communications and Brand Strategy • National Hockey League

2:00 - 3:00 pm

“Embracing Partners & Customers in Co-Innovation”

Moderator: Diane Hessian, President & CEO • Communispace

- Nam Vo, VP Marketing - Health Systems • Cardinal Health
- Nancy Bhagat, VP of Marketing • Intel Corporation
- Philip Juliano, VP Global Brand Management & Corporate Communications • Novell

3:00 - 3:30 pm

SHORT BREAK

3:30 - 4:30 pm

“The 3Rs of Customer Return: Retention, Renewal & Reactivation”

Moderator: Rebecca Lieb, Executive Editor • ClickZ

- Anne Marie Miller, SVP Corporate Sales • CMP
- Alan Scott, CMO • Factiva
- Peter Karpas, SVP, CMO and Product Management Officer • Intuit
- Kellie Krug, SVP, Consumer Marketing • Visa

4:30 - 5:30 pm

Concluding Keynote Address:

“Producing Predictable Customer Experiences: Generations of Entertainment Excellence”

Julie Robertson, SVP, Marketing • Ringling Bros. and Barnum & Bailey, Disney On Ice and Disney Live, Feld Entertainment, Inc.

6:30 - 7:00 pm

COCKTAILS & RECEPTION

7:00 - 8:30 pm

Yahoo! Big Idea Chair Awards

Michael Tchong, Trend Analyst • Ubercool, LLC (USA)

Cammie Dunaway, CMO • Yahoo!

Sessions

Wednesday, October 4

Kick-Off Sessions

3:00 – 3:30 pm

“Information Use & Media Behavior in the Channel”**Summit Kick-Off***Alex Nordlinger, VP Channel Strategy, CMP*

CMP Technology's Channel Group recently completed a landmark information and media usage study among solution providers to gauge how and why they gather information, and which media platforms they use for different information needs. In this session, Alex Nordlinger, CMP's VP of Channel Strategy, will present how the lessons learned from this study can educate technology manufacturers to best reach solution providers with the right message. Armed with this vital knowledge, technology manufacturers can better craft their marketing plans and messages so that they reach solution providers with increased effectiveness.

3:30 – 4:30 pm

“Gaining Channel Mind Share to Improve Market Share”**Panel 1 - B2C***Moderator: Dave Couture, Principle • Deloitte Consulting LLP**Kurt Higgins, President • Channelforce**Vince Talbert, VP Marketing • I4 Commerce**Bob Thacker, SVP Marketing • OfficeMax*

4:30 – 5:30 pm

“Gaining Channel Mind Share to Improve Market Share”**Panel 2 - B2B***Moderator: Shinya Akamine, President and CEO • BlueRoads**Carolyn Layne, VP of Marketing • Comergent**Russ Strunk, SVP, Marketing • Tiger Direct**Eli Singer, CEO • WebCollage*

Channels are critical and pivotal to powering customer engagement, closure and satisfaction. Unfortunately, strategic marketers are frequently out of sync with the channel and fail to design campaigns and market positioning strategies that embrace, excite and enable this critical partner constituency. Key channel segments, like distributors, retailers, VARs, integrators and solution providers, are often overlooked and under-valued as a source of knowledge and insight into customer needs, requirements and opportunities. Understanding how to better optimize, individualize and strategize with channel partners can be a key competitive advantage. Growing deeper, more synergistic relationships reduces potential channel conflict issues and furthers more effective and efficient marketing spend. It also ensures more consistent messaging and brings real-time transactional intelligence and market trend data to the mapping, modeling and segmentation process. How should marketers engage with channel to get better mind share and market share? Participate in an open forum with top executives prior to this year's official CMO Summit event.

Thursday, October 5

Morning Sessions

8:20 - 8:50 am

“The Power of Engagement”

Theme Introduction

Christine Heckart, GM Marketing • Microsoft TV

Martyn Etherington, VP Marketing • Tektronix

Two members of the CMO Council Advisory Board, led by Martyn Etherington, VP of Worldwide Field Marketing at Tektronix, will provide an introductory perspective on the Power of Customer Engagement. Etherington joined by Christine Heckart, General Manager of Microsoft TV, will present forceful views why marketers must make customer-centricity their number one priority, or continue to lack respect and relevance in the executive suite. “Much has been written and discussed regarding marketing’s position within organizations. Why is it that our peers spend such a large percentage of their time justifying their position and their budgets? Experience and studies show us that in order for the marketing function and our peers to be successful there is a ‘Need for Greater Marketing Relevance’ if marketing is to become an important and respected part of an organization,” notes Etherington. This year, a milestone CMO Council study, *Select & Connect: Strategies for Targeted Acquisition & Retention*, reveals that marketers are not in significant contact with customers; customer advisory boards and links with online communities are rare; there is no consistent monitoring of churn and retention; and they place a heavy reliance on sales to drive customer conversations. Many organizations and marketers appear to have lost sight of the late Peter Drucker’s simple definition of the purpose of business is to “Create and Keep Customers”. Etherington and Heckart will set the stage for this year’s CMO Summit by providing peer views and observations on the state of customer-centricity in today’s marketing organizations.

9:00 – 10:00 am

“Corporate Transition - Brand Transformation”

Keynote Presentation

Deepak Advani, SVP, CMO • Lenovo

“Effective Strategies for Retaining & Gaining Customers During Business Realignment”

Acquisitions, divestitures and buy-outs are a common occurrence in the ever-evolving tech sector. Typically, these business events put strain on marketing organizations to orchestrate communications, manage messaging and reassure key stakeholders, most importantly, customers and the channel. Among the most visible and sensitive global tech deals – attracting extensive media attention and intense government scrutiny -- was the purchase of IBM’s personal computer division by China’s Lenovo Group Ltd. Now the third largest personal computer manufacturer in the world, Lenovo has revenues of \$13 billion and more than 19,000 employees worldwide. Based in Purchase, New York, Lenovo paid \$1.25 billion for IBM’s PC business and the use of certain brand assets (like ThinkPad) for a period of five years.

The Lenovo story of cross-cultural integration success, category innovation, rebranding (previously known as Legend in its contract manufacturing days), and customer retention and growth is the subject of the CMO Summit’s opening keynote by Deepak Advani, senior vice president and chief marketing officer of Lenovo. Previously, vice president of marketing with IBM’s Personal Computing Division, Advani has been leading Lenovo’s global branding and market development efforts since the deal closed in May, 2005.

Hear more from Advani on how Lenovo orchestrated its global rebranding and cultural assimilation program, boosted relationships with channel partners and customers, as well as launched aggressive new product offerings and demand generation programs across multiple market sectors in the Americas, Europe and Asia. This is a unique and insightful keynote that will set the stage for the Power of Engagement Summit.

Thursday, October 5

Morning Sessions

10:30 – 11:30 am

“Building a Brand Franchise and Following”*Moderator: Joe Gillespie, EVP, CNET Division • CNET Networks**Dean Harris, CMO • Kayak.com**Shawn Gold, SVP Marketing & Content • MySpace.com**Page Murray, VP Marketing • Palm, Inc.*

Delivering a predictable, trademark consumer experience has enabled many power brands to endure and market innovators to gain traction and intrusion in crowded market sectors. Many companies have defined brand identities by introducing new models for meeting and addressing consumer needs or by continuously and diligently improving a hallmark service offering, stringently examining and refining every facet of the customer experience has become essential to optimizing performance and market relevance. Meeting demands for greater convenience, selection, value, and personalized attention are essential to building a brand franchise and following. Marketers that embrace customer lifecycle marketing strategies and continuously evolve and refine their product and service mix are the ones driving business value. Panelists in this interactive session will present valuable best practice thinking on ways to craft and implement effective customer engagement strategies that result in enduring, profitable relationships and recurring, sustained business. They will speak to the tools and techniques for profiling and understanding customers, utilizing transactional and trend data, and increasing brand attachment and affinity. In addition, panelists will speak to how they segment and target audiences with customized messages and special services to further their franchise and following.

11:30 am – 12:30 pm

“Growing Customer Equity: Creating Converts and Champions”*Moderator: John Ciacchella, Principal Tech., Media & Telcom. • Deloitte Consulting LLP**Alicia Dietsch, VP, Business Segment Marketing • AT&T**Jeff Hayzlett, VP & CMO • Eastman Kodak**Chris Moloney, CMO • Scottrade, Inc.*

In any complex procurement cycle or high-valued purchasing decision, third party validation, referral and reference rules. Taking a customer through consideration, conversion and close is typically a complex and time-consuming process for marketers. The next challenge for the fully aligned sales and marketing organization is even more daunting as vendors seek to take customers from satisfied purchasing and procurement partners to becoming active and influential evangelists of their brand. Visible testimonials and active word-of-mouth comes from careful and considerate customer handling strategies and smart approaches to evidencing the upside of case studies to customer contacts and decision makers. Active relationship networks, affinity groups, customer councils and advisory boards have become channels and vehicles for peer-level interaction and exchange of vendor experiences. Growing these channels of insight, access and influence is often done in concert with strategic account management teams to further penetrate customer organizations, multiply contacts and relationships, as well as uncover and optimize business opportunities. Find out what it takes to build and leverage customer equity from some of the foremost brands. Learn the techniques for gaining customer confidence, trust, and willingness to assume powerful brand advocates roles from senior marketers in the professional service, banking, IT and digital imaging sectors. Rate your effectiveness and audit your competencies in this critical area of sales and marketing integration and business value building.

Thursday, October 5

Afternoon Sessions

12:30 – 2:00 pm

“New Channels of Engagement: Growing the Fan Faithful”

USA TODAY Luncheon Introduction

Karen Durkin, EVP, Communications and Brand Strategy • National Hockey League

After enduring a strike shortened season, and threats of never being able to recover its fan base, 2006 was one of the National Hockey League’s most successful seasons ever. 2006 saw the National Hockey League revenues soar, and its fan base grow, both in demographic as well as in numbers. How did the NHL stay engaged with its audience? What were the changes that will ensure the longevity and vitality of the league? When it comes to sponsorships, and corporate alliances, the league saw a few long-standing relationships give way to upstarts and yet the support of the fans did not waiver. Tapping into the psyche of the avid fan, while appealing to the indifference of the casual fan is an enigmatic challenge, yet, the 2006 NHL season did it. Changing rules, offering fans more control, options, and opportunities to watch increased the reach of the sport and expedited the recovery of the season.

2:00 – 3:00 pm

“Embracing Partners & Customers in Co-Innovation”

Moderator: Diane Hessian, President & CEO • Communispace

Nam Vo, VP Marketing - Health Systems • Cardinal Health

Nancy Bhagat, VP of Marketing • Intel Corporation

Philip Juliano, VP Global Brand Management & Corporate Communications • Novell

“Co-innovation refers to extending the scale and scope of external partnerships and alliances to access and exploit new technologies, knowledge and markets.” - Henley Management College, England

The need for co-innovation is legend in the technology sector where platforms, architectures, standards, protocols, and categories are contingent on driving partner, developer, or channel alignments and support. Bringing customers, industry ecosystems and even competitors into the process of building products faster, better and more efficiently has never been the forte of technology companies. According to the CMO Council, tighter budgets and escalating R&D costs are encouraging many marketers to use the Internet to form Virtual Customer Environments (VCEs) to drive “Product Ingenuity from Closer Community™.” A good example is SAP, which recently launched an “Enterprise Services Community” with 60 charter customers and partners and a promise to create the first cross-industry community to define enterprise services. It expects the ESC will directly impact the business requirements and architecture of the SAP platform by fostering business-focused feedback from community members. With 32,000 customers in more than 120 countries there is an awful lot of customer insight to be tapped. With new product failures rates now as high as 80 percent (reports New Product News), there is a need to get things right from the start with more meaningful, accurate, timely and relevant input into design, engineering and product development. Embracing customers and other key constituencies into the process of conceiving and refining product features, functions and values reduces the risk of market rejection, hastens adoption rates, and improves customer satisfaction, loyalty and retention. Brand leaders in customer co-innovation will lead this discussion drawing on real-world examples of where and how communities are changing the way companies research, identify and modify their product ideas and innovations.

Thursday, October 5

Afternoon Sessions

3:30 – 4:30 pm

“The 3Rs of Customer Return: Retention, Renewal & Reactivation”*Moderator: Rebecca Lieb, Executive Editor • ClickZ**Anne Marie Miller, SVP Corporate Sales • CMP**Alan Scott, CMO • Factiva**Peter Karpas, SVP, CMO and Product Management Officer • Intuit**Kellie Krug, SVP, Consumer Marketing • Visa*

The Internet today makes it quicker to shop but easier to hop whenever the best deals or offers come up or “pop-up” during surf or search sessions. Holding on to the customers you have has become more essential than ever as new account acquisition costs and churn rates take a bigger bite out of marketing budgets. Competition for customers has never been greater as smarter, more intrusive and creative online marketing programs reach and access an estimated 40 million broadband-connected households in America. With digital channels, marketers can quickly, efficiently and effectively modify, adjust and fine tune campaigns in real-time, optimizing spend and increasing accountability and yield. Concurrently, intelligent segmenting, targeting, profiling and personalization of sophisticated offline direct marketing campaigns is improving response rates and pipeline opportunities. With billions spent on acquiring, why are companies not doing more to assure deeper intimacy, attention, as well as proper care, handling and up-selling of valued accounts? Studies have shown that customer longevity is directly linked to business profitability, but many marketers do little to understand when, where, why and how customers depart, disconnect or defect. Gathering better customer intelligence and having real-time visibility into touch points, interactions and experiences are essential to retaining, renewing or reactivating accounts. Category leaders in financial services, online travel, retailing, communications and media will provide insightful and provocative perspectives on how to improve the 3Rs of Customer Return.

4:30 – 5:30 pm

“Producing Predictable Customer Experiences: Generations of Entertainment Excellence”**Concluding Keynote Address***Julie Robertson, SVP, Marketing • Ringling Bros. and Barnum & Bailey, Disney On Ice and Disney Live, Feld Entertainment, Inc.*

For nearly 40 years, Feld Entertainment has provided families with live action entertainment. Over the span of that time, Feld Entertainment has grown its properties from Ringling Bros. and Barnum & Bailey Circus, known as “The Greatest Show on Earth” to include Ice Follies and Holliday on Ice, which ultimately became Disney On Ice. Appealing to families in 47 different countries, and appearing on six different continents, Feld Entertainment has managed to provide a consistent customer experience, despite cultural differences, language barriers, and technology’s impact on family entertainment options. How does Feld Entertainment measure and track its effectiveness? How do they segment their customer base? What is the secret to creating generational brand awareness and loyalty? Julie Robertson will share with us the value of a consistent reliance on legacy principles for effective customer engagement. Through this session we will learn the value of continuing to employ marketing basics, and strategically implementing new ideas, without compromising the integrity of your product offering.

Speakers



Donovan Neale-May
Executive Director
CMO Council

Donovan Neale-May, 54, heads Neale-May & Partners, one of the largest independent technology marketing and communications firms in the U.S., with offices in Silicon Valley and New York. He is also the founder and managing partner of GlobalFluency, the Independent Network of Influence, which consists of more than 40 agencies in over 70 countries. Collectively, GlobalFluency members have billings of \$60 million and employ 650 professionals servicing scores of technology clients across the Americas, Europe, Asia-Pacific, Africa and the Middle East.

During his 30 years as a marketing and brand strategist, Neale-May has consulted with more than 200 leading multinationals, new venture starts and emerging growth companies. Neale-May has designed innovative, award-winning programs for prominent international brands and companies such as HP, Computer Associates, IBM, Sun, McAfee, Dell Computer, Fujitsu, E*TRADE, Entrust, Ernst & Young, Borland, Hyundai, ComputerLand, Del Monte, Kraft-General Foods, Nestle, CPC Best Foods, Beatrice Foods, Samsonite, Subaru, Kawasaki, Avis, and many more.

A native South African and former rugby professional in Italy, Neale-May held senior public relations agency positions in London and New York before moving to Silicon Valley in 1982. He formed Neale-May & Partners in 1987 after running Ogilvy & Mather's West Coast PR operations in San Francisco and Los Angeles for five years. He serves on the board of Travelzoo, Inc., the parent company of Travelzoo.com and Weekend.com.

[Thursday, Oct. 5, Morning Session: Welcoming]



Jan Soderstrom
Chairman of the Board
CMO Council

Jan Soderstrom most recently held the position of senior vice president of global marketing and brand management for 3Com Corporation. Soderstrom was responsible for overseeing all advertising, promotion, customer relationship marketing, public relations, analyst relations, research and all brand identity programs for 3Com during her tenure there.

Prior to her appointment with 3Com, Soderstrom was the executive vice president of marketing for Visa International (1996 to 1999), where she was responsible for global brand management including branding strategies, market intelligence, advertising, promotion, website and partnership marketing.

Soderstrom joined Visa USA in 1985 as director of advertising and marketing. Before her appointment to executive vice president in September 1996, she served as senior vice president of advertising and marketing where she was responsible for Visa USA's brand development, advertising and promotion programs.

Soderstrom has also served as senior vice president of marketing for The Gap (1983 to 1984), where she reorganized her department to bring in new thinking, and developed the initial phase work to change The Gap's image to meet evolving demographic trends. She has also held various positions in marketing and advertising at Atari, Hughes Airwest, Levi Strauss, and Sunkist Growers.

Soderstrom is currently a member of the board of directors for the Women's Tennis Association and Illuminations.

[Thursday, Oct. 5, Morning Session: Keynote Introduction]



lenovo

Deepak Advani
Senior Vice President, Chief Marketing Officer
Lenovo

Deepak Advani is senior vice president and chief marketing officer of Lenovo. Previously, he was the vice president of marketing for IBM's Personal Computing Division. His experience includes a strong blend of technology and business. With IBM for 12 years, Advani was part of the team that built a \$1 billion supercomputer business in four years; as the vice president of Strategy and Market Development, he crafted IBM's early strategies around Linux. He was the general manager for the high-end Intel server business, where, under his leadership, IBM went from third in market share to first in two years.

Advani has a bachelor's degree in computer science and a master's degree in computer engineering, as well as an M.B.A. from the Wharton School of the University of Pennsylvania. He is on the advisory board at Michigan State University. He has lectured at several universities on the topics of business strategy, brand management and personal leadership.

[Thursday, Oct. 5, Morning Session: Keynote Presentation]



Karen Durkin
Executive Vice President
Communications and Brand Strategy
National Hockey League

Karen Durkin, executive vice president of communications and brand strategy of the National Hockey League, joined the NHL in early 2006 and was immediately charged with overseeing the public relations, media relations, corporate communications and community relations programs along with league diversity efforts and player promotional initiatives. Most important was Durkin's role to shape and unify brand strategy for the NHL across all NHL business functions to bring a united and cohesive brand message to a growing and reinvigorated fan base.

Prior to joining the NHL, Durkin enjoyed a successful tenure with the Ladies Professional Golf Association, where she served as executive vice president and CMO. She spearheaded the "Fans First" business plan, a precedent-setting initiative including public relations, brand strategy and development, advertising and market research that significantly increased television viewership, tournament attendance and the LPGA's profile in sports entertainment.

Durkin has been cited by Sports Illustrated as the No. 3 most influential woman in golf, thanks in part to her creation of the first-ever formal brand positioning of the LPGA, culminating in the successful "These Girls Rock" campaign.

[Thursday, Oct. 5, Afternoon Session: Keynote Presentation]



Julie Robertson
Senior Vice President Marketing
Ringling Bros. & Barnum & Bailey,
Disney on Ice & Disney Live, Feld Entertainment

Julie Robertson is a versatile marketing executive with more than 20 years of product marketing, advertising and sales experience. An executive staff member of Feld Entertainment since 2002, Robertson is committed to blending innovative business and brand strategy with current and emerging trends to continually vitalize the Feld family of brands.

Robertson's emphasis is on enhancing the value of Feld Entertainment's three core brands, Ringling Bros. and Barnum & Bailey Circus, Disney on Ice and Disney Live. Since becoming senior vice president of marketing, Robertson's vision has led to implementing a fully integrated marketing plan that optimizes advertising, public relations, promotions and media. Innovative advertising campaigns have gained national attention and earned Feld Entertainment several Addie Awards.

Under Robertson's direction, an aggressive Ringling Bros. re-branding effort was launched that shifted consumer perceptions from a traditional and nostalgic circus to a pre-eminent and contemporary family entertainment experience. These efforts have resulted in a revitalized brand and increased revenue. Recognizing the application for building customer loyalty, Robertson created a Relationship Marketing and Consumer Research department that has enjoyed double-digit revenue growth.

Prior to her tenure with Feld Entertainment, Robertson was instrumental as a senior executive in the brand marketing of several major companies including Burger King, Dr Pepper/7UP, MasterCard International, Coca-Cola and Turner Broadcasting.

[Thursday, Oct. 5, Afternoon Session: Concluding Keynote Address]



Alex Nordlinger
Vice President
CMP Channel Strategy
CMP Media

Alex Nordlinger brings 16 years of publishing experience to the role of vice president of channel strategy for the CMP Channel Group, where she is focused on driving the long-term direction of the group—from “Access to Execution.” In her role, Nordlinger is responsible for working closely with research, marketing, sales and corporate to deliver the CMP Channel Group’s sales and marketing message to both readers and advertisers on a macro level.

Nordlinger’s expertise in the channel stems from a long and successful career with the CMP Channel Group that spans 14 years. At CMP Media, she has held a variety of management roles including managing director of ChannelWEB, national sales manager of CRN and Enterprise Partner.

During her tenure, Nordlinger has had responsibility for the development and execution of the group’s online strategy, diversification of revenue streams, management of day-to-day operations for sales, marketing, technical development and business development.

In her role, Alex brings a unique perspective on the needs of the channel, and a vast knowledge of the products, services and capabilities that drive revenue for channel.

[Wednesday, Oct. 4, Summit Kick-Off Session: “Information Use & Media Behavior in the Channel”]



David Couture
Principal
Deloitte Consulting LLP

Dave Couture leads Deloitte Consulting LLP’s Marketing Effectiveness service line. He has over 17 years of experience helping companies maximize shareholder value through use of a variety of strategic and operational levers, including portfolio shaping, innovation, and sales & marketing effectiveness.

Couture is a leading authority on the evolving dynamics of marketing in today’s world of increasing customer empowerment. In addition to his work with Deloitte Consulting, he has served as vice president of operations at a national B2B company, where his responsibilities included company positioning, product marketing, and sales.

[Wednesday, Oct. 4, Summit Kick-Off Session: Panel 1 - B2C]

Speakers



Kurt Higgins
President
ChannelForce

Kurt Higgins has the vision, knowledge and experience to help clients define and develop a successful roadmap in direct and indirect channels by focusing on high-impact and cost-efficient solutions. He builds partnerships and works closely with clients on a strategic level right from the start to help evolve and optimize their presence in the marketplace.

With over 18 years of sales, marketing and business development experience in the technology industry, Higgins joined and purchased a majority of ChannelForce in 2002. Throughout his career, he has successfully introduced and managed hundreds of products and services into domestic and international markets through nearly every channel. As an executive manager, he developed many companies, brands, products, and channels from scratch with leading consumer technology manufacturers such as OmniSky Corporation, Telocity, Central Point Software and Apple Computer.

[Wednesday, Oct. 4, Summit Kick-Off Session: Panel 1 - B2C]



Vince Talbert
CMO
I4 Commerce

Vince Talbert brings 14 years of marketing, Internet and credit card experience to I4 Commerce. Prior to joining I4 Commerce, Talbert was chief marketing officer at Talk.com, an Internet telecommunications provider.

His previous positions include CMO for First USA's Wingspanbank.com. Also at First USA, Talbert oversaw the bank's Internet initiatives, landing him Internet Advertising Bureau's 1999 "Marketer of the Year" award.

Talbert's career includes over 10 years in the credit card industry, where he was instrumental in managing some of the industry's largest co-branded programs.

[Wednesday, Oct. 4, Summit Kick-Off Session: Panel 1 - B2C]



OfficeMax®

Bob Thacker
Senior Vice President Marketing & Advertising
OfficeMax

Bob Thacker serves as senior vice president of marketing and advertising at OfficeMax.

In this role, Thacker is responsible for the OfficeMax brand and all marketing efforts directed to the company's business and consumer customers.

Thacker was vice president of marketing for Target Corporation from 1989 through 1998. He led highly successful brand and marketing initiatives, including creating the relationship with designer Michael Graves and launching the Target brand in major metropolitan areas including New York, Chicago, Washington, D.C. and Philadelphia.

Thacker subsequently served Sears Roebuck & Company as senior vice president of creative services, and then held the post of CEO and president of BBDO Advertising in Minneapolis.

[Wednesday, Oct. 4, Summit Kick-Off Session: Panel 1 - B2C]



BlueRoads

Shinya Akamine
President and CEO
BlueRoads

Shinya has held executive and CEO positions in several high tech companies having worked most recently in the Software-as-a-Service (SaaS) space.

Currently, Shinya serves on the board of directors of Core Security and was a board member of LiveCapital (acquired by D&B) and Postini. Most recently, Shinya co-founded and served for 5 years as chief executive officer of Postini, one of the world's largest and most profitable email security firms. Postini pioneered email security as an on-demand service and was awarded fundamental patents covering the email security managed service business model.

Previously in his career, Shinya was a consultant with McKinsey & Company and also held vice president and general management positions at Cygnus Solutions (acquired by RHAT) and other high-tech companies. Shinya is the inventor of ten patents and was honored in 2004 with an Outstanding Inventor award by Stanford University. He was previously recognized by NTT in 1994 for the best research within NTT Worldwide.

[Wednesday, Oct. 4, Summit Kick-Off Session: Panel 2 - B2B]



Carolyn Layne
Vice President Marketing
Comergent

Carolyn Layne heads up marketing for e-business software company Comergent. Layne's responsibilities include product marketing, demand generation, marketing communications, press, analyst relations and overall market strategies.

She has over 10 years of marketing experience in the enterprise software market. Prior to joining Comergent, Layne was senior vice president of marketing at Sabrix, a leader of global transaction tax software. Previously, Layne was vice president and general manager at Ascential Software and Informix Corporation, where she ran worldwide marketing for their business intelligence solutions and a business unit that grew to become a global leader in enterprise content management for media companies. She has also held leadership roles at Tele-TV, Pacific Telesis and Hewlett-Packard.

Layne earned a bachelor's degree in computer science and mathematics from the University of California, Davis.

[Wednesday, Oct. 4, Summit Kick-Off Session: Panel 2 - B2B]



Eli Singer
Chief Executive Officer
WebCollage

Eli Singer is currently CEO of WebCollage Inc, the leading Web content integration network for manufacturers and their channel partners—retailers, VARs and distributors.

His experience and expertise includes building high-growth software and Internet businesses and launching innovative technology products. Singer has an impressive mix of entrepreneurial success, business acumen and technology leadership, as illustrated in his previously held position as president of Memco Software, Inc. There, he founded Memco's North American business, directed the company's sales and marketing activities, grew revenues from zero to more than \$50 million in just four years and oversaw its successful IPO. He led Memco's growth from a small startup to one of the largest information security software companies in the world until its acquisition by Platinum Technology in 1999.

Prior to joining Memco in 1995, Singer served five years as a senior IT consultant for major Wall Street banks. He has a B.S. in computer science and M.I.S. from Pace University in New York.

[Wednesday, Oct. 4, Summit Kick-Off Session: Panel 2 - B2B]



CNETNetworks®

Joseph Gillespie
Executive Vice President, CNET Division
CNET Networks

Joseph Gillespie is executive vice president of CNET Networks' CNET division, which includes CNET.com, Download.com and News.com. CNET is a leading resource for information on the latest digital trends, products and services. As head of CNET, Gillespie is responsible for vision and execution, ensuring that CNET continues to develop engaging, authentic brand experiences that satisfy the needs and interests of its influential audience.

Gillespie brings more than 20 years of sales, marketing and operations experience spanning online, television, events, and print media. Previously, he was CNET Networks' chief marketing officer, responsible for leading the company's corporate sales and marketing departments. As CMO, Gillespie developed successful brand management and sales strategies that attracted new advertisers in such diverse categories as consumer packaged goods, hospitality, finance and entertainment.

Prior to joining CNET Networks, Gillespie served as executive vice president, chief operating officer, and acting chief executive officer of Vulcan Ventures' TechTV. Before working at TechTV, he was an executive vice president of corporate sales and marketing for Ziff-Davis, Inc., when it was a Softbank company. Gillespie spent his early career in sports media with companies such as CBS Sports, National Broadcasting Company and Sports Information Database, Inc. He earned his B.A. in journalism/communications from Rutgers College and is a current member of its advisory board.

[Thursday, Oct. 5, Morning Session: "Building a Brand Franchise and Following" Panel]



KAYAK™

Dean Harris
Chief Marketing Officer
Kayak.com

As chief marketing officer at travel search engine site Kayak.com, Dean Harris is responsible for the creation and communication of the Kayak brand.

Previously Harris was CMO of Vonage, heading all marketing efforts, including customer acquisition, branding and all offline and online communications. Prior to Vonage, Harris served as CMO at CarDay.com, a bricks-and-clicks used car exchange, and as senior VP of marketing at HotJobs.com, managing a \$50 million budget.

After training on traditional packaged goods (Procter & Gamble and Johnson & Johnson) at two large New York ad agencies, Harris founded and ran a full-service ad agency with clients that included Coca Cola, Citibank, Nestle, Sotheby's and M&M Mars.

Harris has served as an adjunct professor of marketing at Fairfield University and the University of Bridgeport, and has lectured extensively at both universities and industry groups.

Harris holds a bachelor's degree in sociology and anthropology from Carleton College, a master's in international affairs from the Columbia School of International Affairs, and a master's in business administration from Columbia Business School.

[Thursday, Oct. 5, Morning Session: "Building a Brand Franchise and Following" Panel]



Shawn Gold
Senior Vice President Marketing
MySpace.com

Shawn Gold is SVP in charge of marketing and content for the social networking Web site, which has over 100 million registered members. MySpace.com focuses on personal expression, human connection and the discovery of popular culture, and has become an internet phenomenon.

Gold joined MySpace.com earlier this year with 14 years of experience in digital marketing and content strategy, including serving as publisher of WeblogsInc, the largest publisher of professional blogs on the Web. He was president and chief strategist of Intermix – bringing the online entertainment network to profitability and making it the most popular on the Web. Additionally, he headed marketing and communications for WHN, an ecommerce company that provided marketing services to the 2002 Olympics, ABC, NBC, Comedy Central, MTV and Fox.

Prior to WHN.com, Shawn served as head of strategic planning at Rare Medium where he created the inaugural interactive communication strategies for P&G, General Foods, Mattel and Nestle. In 1995, Shawn was GM and founder of Icon New Media’s advertising division, publishing Word.com and Charged.com. There he created the first interstitial ads on the web and an industry-leading advertising system based on time rotation and contextual integration. He started developing interactive content in 1992 as a partner with TouchTunes Interactive, a telecommunications music marketing service in the USA, Japan and New Zealand.

[Thursday, Oct. 5, Morning Session: “Building a Brand Franchise and Following” Panel]



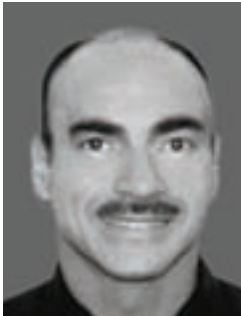
Page Murray
Vice President Marketing
Palm, Inc.

As vice president of marketing, Page Murray manages all Palm marketing worldwide, including channel and carrier programs, advertising, public relations, marcom, Web and partner marketing.

Prior to joining the company in 2001, Murray held marketing vice president positions with Flycode and with Riffage.com, a leading member of an online music startup backed by AOL, BMG and Real. At Riffage.com, he drove the development of all products, including a recommendation engine based on collaborative and associative filtering, radio streaming, eCommerce operation and webcasts, and led the marketing efforts for the website, performance venue and record label.

Earlier, Murray served as a vice president and management supervisor for DMB&B, during which time he won and managed the company’s largest account, Hewlett-Packard. Murray expanded the account to encompass all North American promotions for consumer products, launching advertising and PR-driven efforts. Earlier in his career, Page was an account director for FCB San Francisco, responsible for the Pacific Bell and Epson accounts, including advertising and the re-branding of Pacific Bell. While at TBWA Advertising in New York, his accounts included Absolut Vodka, Bombay Gin, Evian Mineral Water, NEC Electronics, Motorola, Chock ful ‘o Nuts coffee and Steuben Crystal.

[Thursday, Oct. 5, Morning Session: “Building a Brand Franchise and Following” Panel]



Deloitte.

John Ciacchella
Principal Tech., Media & Telecom.
Deloitte Consulting LLP.

John Ciacchella's 20-plus year career as a technology advisor combines his lengthy tenure in the consulting arena with eight-plus years of direct industry experience in the semiconductor and electronics industry, where he held key positions in marketing, R&D, and manufacturing. He holds two patents in semiconductor processing technology applications. Prior to joining Deloitte Consulting LLP, he led A.T. Kearney's communications and high tech practice for the West Coast region, and before that, he led the high tech practice for the Americas. Recently, Ciacchella served on the board of Joint Venture Silicon Valley Network, a business and community development group for the Silicon Valley region; and, he has also served on several new venture company boards.

Ciacchella has led client engagements across the U.S., Europe, and Asia in new product and business development, marketing strategy, technology management and corporate strategy. Combined with his deep industry knowledge and applied experience at National Semiconductor, Schlumberger Research and Fairchild Semiconductor, he has a strong track record of advising clients on complex business and industry issues. Ciacchella holds a bachelor of science degree in information systems management from the University of San Francisco, and an M.B.A. in technology management from Golden Gate University.

[Thursday, Oct. 5, Morning Session: "Growing Customer Equity: Creating Converts and Champions" Panel]



Alicia A. Dietsch
Vice President, AT&T Business Segment Marketing
AT&T

Alicia Dietsch has been part of AT&T's sales and marketing team since 1991, serving in a number of highly visible, strategic roles.

In 2004, Dietsch was selected to create and lead a new team charged with creating and delivering high-impact channel activation programs. In this current capacity, she supports over 15,000 sales personnel, driving over \$30 billion in annualized customer revenue while leading a wide array of customer programs—from thought leadership to customized customer briefings to AT&T's branded special events. Central to bringing these programs to market is an integrated communications program, leveraging marketing campaigns, events, email, newsletters, websites, intranet portals and other media-rich formats.

With the announcement of the merger of SBC and AT&T, Dietsch also developed the communication plans that would launch "the new AT&T," and was key in the development of the new company's unique value proposition, as well as the design of the associated collateral and marketing plans. In 2003, Dietsch helped form a new Sales & Service Advocacy team, charged with improving efficiency and effectiveness.

Dietsch started her AT&T career as an account executive in White Plains, N.Y., selling voice and data networks to commercial customers such as Kraft General Foods and Philip Morris. Dietsch holds a B.S. in marketing from Lehigh University.

[Thursday, Oct. 5, Morning Session: "Growing Customer Equity: Creating Converts and Champions" Panel]



Jeffrey Hayzlett
Vice President & Chief Marketing Officer
Eastman Kodak

As chief marketing officer and vice president for Kodak's Graphic Communications Group, Jeffrey Hayzlett leads all marketing activities for GCG, including product positioning, segment marketing, branding, marketing communications and customer development. Additionally, Hayzlett actively leads business research, marketing strategy and business development activity for GCG.

Hayzlett has nearly 25 years of international marketing, sales and customer relations management experience in the graphic communications industry. He most recently served as president and chief executive officer of the Hayzlett Companies, Inc., a group of successful firms in the technology and communications industries.

Prior to that endeavor, Hayzlett served as executive vice president for Cenvco (formerly Mail-Well), a provider of commercial print, envelope and label products, where he led marketing and business development.

Before joining Cenvco, Hayzlett was a co-founder and former president and executive vice president for business development, sales and marketing for Webprint, a business to business e-commerce infrastructure provider for the on-demand printing industry. Prior to starting Webprint, Hayzlett was an owner and executive vice president for business development and sales and marketing for Colorbus, Inc., a company that developed, manufactured and marketed network PostScript print servers. Earlier in his career, Hayzlett served as state director and chief of staff for Rep. Tom Daschle and as an issues policy analyst for Sen. George McGovern.

[Thursday, Oct. 5, Morning Session: "Growing Customer Equity: Creating Converts and Champions" Panel]



Chris X. Moloney
Chief Marketing Officer
Scottrade, Inc.

As CMO at Scottrade, Chris X. Moloney leads all marketing, advertising, CRM and research for the leading U.S. online, branch-supported investment brokerage. Scottrade is one of America's leading customer loyalty and referral success stories, winning the J.D. Power Award six consecutive times and a BrandWeek/BrandKeys Customer Loyalty Finalist for 2006. Over the past 10 years, Moloney has established himself as one of America's foremost experts on customer loyalty, satisfaction and retention marketing, with over 250 media appearances in the past 48 months.

Prior to joining Scottrade, Moloney was the corporate vice president of marketing at Charter Communications and previously held the position of vice president and general manager of the loyalty marketing division of Parago, a large promotions marketing agency based in Dallas. As a leading conference speaker, author, strategist and visionary on customer loyalty and customer-centric business management, Moloney was given the title of the "New Voice of Loyalty Marketing" in 2002 by the Institute for International Research (IIR).

[Thursday, Oct. 5, Morning Session: "Growing Customer Equity: Creating Converts and Champions" Panel]



Diane Hessian
President & Chief Executive Officer
Communispace

"If companies really want to engage customers, build loyal relationships and get innovative market ideas, they need to just shut up and listen," says Diane Hessian, president and CEO of Communispace. Hessian has spent her career helping Fortune 500 companies become customer focused—as an executive with the Forum Corporation, co-author of the best selling book "Customer-Centered Growth: Five Strategies for Building Competitive Advantage" and CEO of Real World Consulting.

Hessian leads Communispace's 100-plus employees in developing and managing customer communities for global corporations across a broad spectrum of industries, and in defining customer community best practices and next practices for engaging customers in transparent, two-way dialogues. Since its inception in 1999, Communispace has created over 225 communities for Fortune 500 companies.

Last year Hessian received "Best Boss" award from Fortune Small Business, and has been voted one of the 10 "Women to Watch" in Boston, and one of 20 Visionaries in the Human Resource arena. She is on the boards of the Business Innovation Factory, Horizons for Homeless Children, the Boston Philharmonic, the National Council on Women and Aging, and the Tufts Alumni Council.

She is the co-founder of the Sound Bytes, a cappella group that writes lyrics about business and performs at major conferences. A summa cum laude graduate of Tufts University, Hessian received an M.B.A. from Harvard Business School.

[Thursday, Oct. 5, Afternoon Session: "Embracing Partners & Customers in Co-Innovation" Panel]



Nam Vo
Vice President of Marketing, HealthSystems
Supply Chain Services - Pharmaceuticals
Cardinal Health Inc.

As vice president of marketing, HealthSystems at Cardinal Health Inc., Nam Vo is responsible for strategic marketing initiatives and go-to-market strategies as they relate to Cardinal's Supply Chain Services – Pharmaceutical business targeting the health systems and hospitals market. In this role, Vo is also responsible for the overall messaging and positioning as they relate to SCS-Rx in the said market, along with demand generation strategies and customer life-cycle relationship management marketing. In addition he focuses on strategic solutions business development in support of Cardinal's mission of making healthcare safer and more productive. Vo currently participates on Cardinal's Diversity Executive Council to represent leadership and act as a communication vehicle both internally and externally.

Prior to his appointment with Cardinal, from 2001-2005 Vo was senior vice president of business development and marketing (CMO) at TECSYS Inc. (2001-2005), a leading ERP/SCM software company, where he was responsible for end-to-end marketing strategies.

Vo joined IBM Corporation in 1991 as a client executive in the direct sales organization focusing on financial services, manufacturing, and distribution market segments. He grew his direct sales career as senior client executive (1991-1998) during the IBM transformation into an integrated sales and marketing business model.

He holds a B.S. degree in electrical engineering from the University of Minnesota with masters work in the area of digital computer systems design, and completed IBM's Executive Development Program.

[Thursday, Oct. 5, Afternoon Session: "Embracing Partners & Customers in Co-Innovation" Panel]



Nancy Bhagat
Vice President Direct Marketing
Intel Corporation

As vice president, direct marketing at Intel, Nancy Bhagat handles all global agency relationships as well as media, creative, Web, events and retail functions. She reports to CMO Eric Kim.

Previously, Bhagat served as SVP, corporate marketing for Macromedia, where she directed brand management and positioning, integrated marketing, creative development and communications. Prior to Macromedia, Bhagat served as SVP, global marketing for Computer Associates, where she is credited with leading the team in the re-branding and corporate identity efforts that took place in 2001. She handled brand communications, integrated marketing and event management around the world.

Bhagat began her career at leading advertising agency J. Walter Thompson. From there, she was involved in the startup of a marketing agency, serving business and technology clients. Bhagat holds a bachelor's degree in business administration and political science from Gettysburg College.

[Thursday, Oct. 5, Afternoon Session: "Embracing Partners & Customers in Co-Innovation" Panel]



Philip L. Juliano
Vice President, Global Brand Management & Corporate Communications
Novell

Phil Juliano currently serves as vice president, global brand management & corporate communications at Novell. Novell is one of the world's largest enterprise software companies serving customers in corporate, government, health care and education around the world. Juliano is responsible for the creation of all messaging, brand identity, and both internal and external communications, and marketing communications for Novell. Prior to Novell he served as chief marketing officer for Symbol Technologies, a world leader in enterprise mobility computing.

From 1996 to 2003 Juliano held a variety of global marketing positions at IBM. These included leading marketing for IBM Global Services, the world's largest IT services organization. He also led marketing for the IBM Software Group, and later headed up strategy and marketing behind IBM's push into open source software, particularly around the Linux operating system.

Prior to getting into the technology industry Juliano spent 15 years in advertising. During that period he held a variety of account management roles at Dancer, Fitzgerald, Sample and later on at Ogilvy & Mather. He handled the advertising accounts for clients such as Campbell Soup Company, Procter & Gamble, DowBrands and Duracell. He also was president of his own advertising agency from 1990-1995.

Juliano received his M.B.A. in 1978 from the F.W. Olin Graduate School of Business at Babson College and is a 1975 graduate of Boston College.

[Thursday, Oct. 5, Afternoon Session: "Embracing Partners & Customers in Co-Innovation" Panel]



Rebecca Lieb
Executive Editor
ClickZ Network

Rebecca Lieb is executive editor of the ClickZ Network (www.clickz.com), the world's largest and most comprehensive source of news, opinion and information about interactive marketing and advertising.

Lieb has held executive marketing and communications positions at strategic e-services consultancies, including Siegel & Gale. She worked in the same capacity for global entertainment and media companies, including Universal Television & Networks Group (formerly USA Networks International) and Bertelsmann's German network, RTL Television.

As a journalist, Lieb has written on media for numerous publications, including *The New York Times* and *The Wall Street Journal*, and spent five years as *Variety*'s Berlin-based German/Eastern European bureau chief. She's also a member of the graduate faculty at New York University's Center for Publishing, where she also serves on the Electronic Publishing Advisory Group.

[Thursday, Oct. 5, Afternoon Session: "The 3Rs of Customer Return: Retention, Renewal & Reactivation" Panel]



Anne Marie Miller
Senior Vice President Corporate Sales
CMP Media

As senior vice president of corporate sales, Anne Marie is responsible for sales initiatives across the company and management of the Global Accounts Group, including CMP's largest customers.

Anne Marie spent 15 years in the advertising marketplace and joined CMP in October 1995 as account director on Network Computing. Anne Marie moved to account director on InformationWeek and was elected sales director of the year on both these brands. In 1999, Anne Marie joined the Global Accounts group and in 2003 she then became vice president, managing the Global Accounts team. In 2005, she was promoted to senior vice president of CMP Corporate Sales. She currently oversees Global Accounts, the Priority Account pilot program, and the Sales Management Council.

Prior to joining CMP, Anne Marie was in TV broadcast sales management, marketing at MGM/United Artists, and Systems Consulting at Arthur Andersen & Co. Anne Marie holds an M.B.A. from the University of Southern California and a B.A. in Economics from the University of California/San Diego

[Thursday, Oct. 5, Afternoon Session: "The 3Rs of Customer Return: Retention, Renewal & Reactivation" Panel]



Alan Scott
Chief Marketing Officer
Factiva

As Chief Marketing Officer, Mr. Scott is responsible for Factiva's overall go-to-market strategy including market planning, branding, positioning, advertising, channels, communications, segmentation, lead generation, media relations, customer training, competitive intelligence and customer retention.

An information industry veteran, Mr. Scott brings over 17 years of executive-level marketing and sales experience in the technology and venture capital industries. Before joining Factiva, Mr. Scott was vice president of marketing at Giga Information Group. He also spent over 13 years at Gartner Group in various sales and marketing roles, including group vice president of marketing. Mr. Scott also worked for Spencer Trask & Co., a New York-based venture capital concern and Prescients, a strategic marketing consultancy.

Mr. Scott is a regularly featured speaker at industry events such as: the Reputation Forum, the European Business and Information Conference, the Public Relations Society of America and the Software Information Industry Association.

Mr. Scott earned a bachelor's degree in East Asian Studies from Wittenberg University, Springfield, Ohio, and a language certificate from Shanghai Jiaotong University, Shanghai, China.

[Thursday, Oct. 5, Afternoon Session: "The 3Rs of Customer Return: Retention, Renewal & Reactivation" Panel]



Peter Karpas
Senior Vice President
Chief Marketing & Product Management Officer
Intuit

As Intuit's chief marketing and product management officer, Karpas has overall responsibility for ensuring that Intuit's marketing and product management organizations are world class. He is also responsible for Intuit's Financial Institution Group and one of its New Ventures Groups.

Previously, Karpas served as vice president and general manager of the Quicken Solutions Group, where he oversaw established products like Quicken Personal Finance Software as well as new efforts that included offerings in the health care, financial advisor and rental property sectors. Prior to this role, Mr. Karpas was general manager for QuickBooks Industry Specific Solutions, where he was responsible for the entire industry-specific line of QuickBooks products.

Karpas joined Intuit in April 2000 from Activision, where he was director of global brand management. Prior to Activision, he was a brand manager in Procter & Gamble's Laundry & Cleaning Products division. Mr. Karpas earned his B.A. from Wesleyan University and his M.B.A. from the Fuqua School of Business, Duke University.

[Thursday, Oct. 5, Afternoon Session: "The 3Rs of Customer Return: Retention, Renewal & Reactivation" Panel]



Michael Tchong
Trend Analyst
Ubercool, LLC (USA)

Michael Tchong analyzes changes in consumer lifestyle and is the founder of five successful media and technology companies, including MacWEEK (desktop publishing), CyberAtlas (Internet research), ICONOCAST (online marketing) and Ubercool (consumer insights and consulting). His uncanny knack for riding emerging waves early has earned him a reputation as one of the savviest conceptualizers of the information age.

[Thursday, Oct.5, Afternoon Session: Yahoo! Big Idea Chair Awards]



Cammie Dunaway
Chief Marketing Officer
Yahoo!

Cammie Dunaway joined Yahoo! in June 2003 as chief marketing officer, responsible for leading Yahoo!'s worldwide branding efforts and driving the company's product marketing initiatives. A seasoned executive with nearly 20 years of marketing experience, Dunaway oversees all of Yahoo!'s consumer, enterprise and partnership marketing initiatives, from product planning and positioning to execution of customer acquisition and retention strategies for Yahoo!'s premium and subscription services.

Prior to joining the company, Dunaway spent 13 years at Frito-Lay Company, holding such positions as regional vice president of the Pacific Northwest Division and vice president of national accounts. In her last position as vice president, kids and teen brands, she managed volume and profit growth on a \$3.5 billion portfolio, including such prominent brands as Doritos and Cheetos. In this position she leveraged the Internet to reach this enigmatic demographic. Dunaway rebuilt Doritos.com and redirected the brand's Super Bowl media funds toward interactive marketing to fuel increased sales. The Doritos "Bold and Daring" advertising campaign was named the top campaign for 2001 by American Advertising Association.

Named one of the 100 Top Marketers by Advertising Age, Dunaway holds a B.S. in business administration from the University of Richmond and an M.B.A. from Harvard Business School.

[Thursday, Oct.5, Afternoon Session: Yahoo! Big Idea Chair Awards]

CMOC Advisory Board



Melissa Dyrdaahl
Senior Vice President of Corporate Marketing and Communications
Adobe Systems

As senior vice president of corporate marketing and communications and a member of Adobe's executive team, Melissa Dyrdaahl is responsible for overall corporate positioning, branding and identity, and driving an integrated communication strategy worldwide. Dyrdaahl oversees public relations, advertising, market research, marketing communications, customer and partner marketing, user education and training, and Adobe's community relations efforts.

Before joining the executive staff, Dyrdaahl oversaw worldwide marketing for Adobe's consumer and small and medium business products, managing product direction and strategy.

Dyrdaahl joined Adobe in 1994 as a founding member of the Home and Office Product Division. Prior to joining Adobe, Dyrdaahl was director of worldwide sales operations at Claris Corp., the software subsidiary of Apple Computer Inc., and held several marketing management positions at Hewlett-Packard Company.

Dyrdaahl is an active member for WOMEN Unlimited and is a member of Women in Technology International and Women's High Tech Coalition. She currently sits on the board of directors for the San Jose Museum of Modern Art and attended San Jose State University where she majored in advertising.



Anne H. Chow
Senior Vice President
AT&T Business Marketing

As Senior Vice President of AT&T Business Marketing, Anne Chow spearheads AT&T's marketing strategy for winning in the competitive business marketplace. Anne's leadership transcends the complete range of core marketing functions and includes portfolio management, market positioning and messaging, sales support, customer communications, and channel strategy. She also has overall business ownership for the revenue and profitability streams of AT&T's business markets.

Most recently, Anne had overall responsibility for leading the AT&T/SBC Sales and Marketing integration effort. In this role, Anne was responsible for the integration of the two companies' Sales and Marketing organizations across all customer segments. Prior to her merger role, Anne was vice president of AT&T's Signature Client Program, a sales and support program for the company's largest, multinational customers. Anne was responsible for worldwide opportunity management, operations, field engineering, and portfolio-wide technical support for AT&T's Signature Clients.

Throughout her nearly 20 years in the telecommunications industry, Anne has held leadership positions in hardware and systems engineering, sales, customer care, international operations, and product management, as well as strategic planning. Her responsibilities have ranged from managing advanced product portfolios, such as Voice over IP and Contact Center Solutions, to driving quality and process management initiatives for AT&T's premier international satellite services worldwide.



AVAYA

Jocelyne Attal
Chief Marketing Officer
Avaya

Jocelyne Attal is Chief Marketing Officer for Avaya. Avaya is a leading global provider of business communications software, systems and services.

Attal leads the company's corporate marketing and communications including strategy, product and services, and channel enablement. She is responsible for building a leading global brand and helping customers understand how the strength of Internet Protocol telephony can improve their competitive advantage.

With more than 20 years of marketing leadership in the technology industry, Attal has a proven track record of growing revenues by delivering customer value. Her career includes leadership positions at IBM, Novell, and Gateway. At IBM, she was Vice President of Marketing for WebSphere® and was the driving force in establishing WebSphere® as a leading brand in the industry. As general manager for Novell across Europe, Middle East and Africa, she had full line responsibility for the region. Most recently, Attal was executive vice president, Gateway, Inc., where she led the company's marketing, sales and strategy for business and public sector customers.

Attal has a master's degree in business and administration from the Institut Supérieur de Gestion in Paris. She is a member of the Global Leaders of Tomorrow for the World Economic Forum.




CardinalHealth

Nam Vo
Vice President Marketing
Cardinal Health, Inc.

As vice president of marketing, HealthSystems at Cardinal Health Inc., Nam Vo is responsible for strategic marketing initiatives and go-to-market strategies as they relate to Cardinal's Supply Chain Services – Pharmaceutical business targeting the health systems and hospitals market. In this role, Vo is also responsible for the overall messaging and positioning as they relate to SCS-Rx in the said market, along with demand generation strategies and customer life-cycle relationship management marketing. In addition he focuses on strategic solutions business development in support of Cardinal's mission of making healthcare safer and more productive. Vo currently participates on Cardinal's Diversity Executive Council to represent leadership and act as a communication vehicle both internally and externally.

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He holds a B.S. degree in electrical engineering from the University of Minnesota with masters work in the area of digital computer systems design, and completed IBM's Executive Development Program.



Dave Laverty
Senior Vice President,
Global Marketing and Chief Marketing Officer
Cognos Corporation

Dave Laverty, senior vice president of global marketing, has more than 25 years of marketing experience. He joined Cognos, the world leader in business intelligence and corporate performance management, in 2002.

Reporting directly to president and CEO, Rob Ashe, Mr. Laverty is a member of Cognos' global management team and responsible for worldwide marketing execution, encompassing marketing communications, sales support, product marketing, industry marketing, public relations, and analyst relations. Over the past two years, Mr. Laverty has become the glue that cements communications across Cognos' global organization and out to key constituencies. Mr. Laverty has also worked with a variety of hardware and software companies including Surebridge Inc. and Lotus Development Corporation, a subsidiary of IBM. He earned his degree in Business Administration from Bryant College.



Gail Rigler
Vice President Global Marketing
EDS

Gail Rigler is corporate vice president of global marketing for EDS and a member of its business development council. She manages marketing worldwide and has responsibility for marketing and marketing communications across all 13 regions, EDS' lines of business and service lines. She also oversees all aspects of marketing including brand strategy and image management, market and competitive analysis, conferences and events, marketing centers, marketing communications and client relationship management.

Rigler joined EDS in 1980 as a marketing analyst in the federal government division. Before assuming her current position, she served as vice president of marketing and strategic planning for EDS' rapidly growing communications industry group. Her responsibilities included business development, marketing planning, research and analysis, marketing communications, and public relations. Rigler serves on the board of advisors of the Information Technology Services Marketing Association and on the Corporate Executive Board's Marketing Leadership Council. She is listed in Who's Who of American Women and Who's Who in the World.

Rigler has received several awards for creative work, including the "Addy" and the "Clio." Rigler graduated magna cum laude from State University of New York at Albany. She earned a master of business administration (M.B.A.) degree from the University of Maryland. While studying for her M.B.A., she taught management science and statistics at the University of Maryland. Gail Rigler lives with her husband and two children in Plano, Texas.



Alan Scott
Chief Marketing Officer
Factiva

As Chief Marketing Officer, Mr. Scott is responsible for Factiva's overall go-to-market strategy including market planning, branding, positioning, advertising, channels, communications, segmentation, lead generation, media relations, customer training, competitive intelligence and customer retention.

An information industry veteran, Mr. Scott brings over 17 years of executive-level marketing and sales experience in the technology and venture capital industries. Before joining Factiva, Mr. Scott was vice president of marketing at Giga Information Group. He also spent over 13 years at Gartner Group in various sales and marketing roles, including group vice president of marketing. Mr. Scott also worked for Spencer Trask & Co., a New York-based venture capital concern and Prescients, a strategic marketing consultancy.

Mr. Scott is a regularly featured speaker at industry events such as: the Reputation Forum, the European Business and Information Conference, the Public Relations Society of America and the Software Information Industry Association.

Mr. Scott earned a bachelor's degree in East Asian Studies from Wittenberg University, Springfield, Ohio, and a language certificate from Shanghai Jiaotong University, Shanghai, China.



Gary Elliott
Vice President, Brand Marketing
HP

Gary Elliott is responsible for establishing HP as a leading worldwide brand. In this role, he oversees brand development, global advertising, corporate sponsorships, direct and online marketing, messaging architecture, and other marketing communications activities for HP. Elliott leads HP's Global Brand Alliances initiative creating long-term strategic partnerships with companies such as Starbucks, Time Warner, DreamWorks, eBay, Disney, The Sundance Institute, The Sydney Opera House, and Yahoo! among others.

Elliott was instrumental in merging the HP and Compaq brands when the companies joined in May 2002. In the year that followed the merger, the HP brand jumped 18 percent in BusinessWeek/Interbrand's annual ranking of the world's most valuable brands, marking one of the largest year-over-year gains by any company. He has garnered several prestigious awards during his tenure for HP, most recently the prestigious Art Directors Club 2004 Vision Award.

Elliott also oversees Operation One Voice, a cross-company initiative to establish a world-class integrated brand for HP. Prior to the merger Elliott was Vice President, Worldwide Integrated Marketing Communications at Compaq. Before joining Compaq in May 2000, Elliott was President, IBM Services Asia Pacific for Ogilvy Mather, headquartered in Tokyo.

Elliott is a frequent lecturer at industry events and holds board seats on The Association of National Advertisers (ANA), The Advertising Council, and the San Jose/Silicon Valley Chamber of Commerce. Elliott holds a BA in Psychology from Allegheny College.



Nancy Bhagat
Vice President, Direct Marketing
Intel Corporation

As vice president, direct marketing at Intel, Nancy Bhagat handles all global agency relationships as well as media, creative, Web, events and retail functions. She reports to CMO Eric Kim.

Previously, Bhagat served as SVP, corporate marketing for Macromedia, where she directed brand management and positioning, integrated marketing, creative development and communications. Prior to Macromedia, Bhagat served as SVP, global marketing for Computer Associates, where she is credited with leading the team in the re-branding and corporate identity efforts that took place in 2001. She handled brand communications, integrated marketing and event management around the world.

Bhagat began her career at leading advertising agency J. Walter Thompson. From there, she was involved in the startup of a marketing agency, serving business and technology clients. Bhagat holds a bachelor's degree in business administration and political science from Gettysburg College.



William H. Brewster, Jr.
Vice President, Marketing
Konica Minolta

William H. Brewster, Jr. (Bill) is vice president, marketing overseeing Konica Minolta's overall marketing initiatives. He is responsible for developing effective product strategies and marketing tactics that will directly impact revenue growth and profitability.

Brewster joined Konica Minolta in 2002 as vice president, marketing, with more than 16 years of experience in software, internet, office equipment, and business services marketing and product management. Prior to Konica Minolta, Brewster served as director, imaging and eDocument solutions for Pitney Bowes Management Services, Inc., where he was responsible for product management, technical sales and solution P&L.

Brewster holds a master's degree in management of technology from the University of Pennsylvania's Wharton School and Moore Engineering School, a Master's of business administration from the University of Connecticut, and a Bachelor's of Science in engineering from the University of Connecticut. Brewster is also a holder of eight United States patents.



Christine Heckart
General Manager of Marketing
Microsoft TV

Christine Heckart is currently the general manager of Microsoft TV, the Microsoft Corp. division working on IPTV and television stream-management software.

Previously, Heckart was vice president of worldwide marketing for Juniper Networks, responsible for all areas of corporate, field and partner marketing. Heckart was brought to Juniper in 2002 to develop and drive innovative and unconventional market strategies as the company aggressively grows its global business. Prior to Juniper Networks, Heckart was president of strategic consulting firm, TeleChoice Inc. During her nine-year tenure at the company, she worked with leading vendors and service providers worldwide on business and marketing strategy, differentiation and positioning, and new service creation.

Heckart began her career at WiiTel (now part of WorldCom), where she was responsible for development and marketing of the company's data services. There she defined and launched the industry's first frame relay, managed internetworking and ATM services. She is the author of "The Guide to Frame Relay Networking" and co-author of "ATM for Dummies." An acknowledged industry thought leader, Heckart was named one of the "Top 10 Power Thinkers" and one of the "50 Most Powerful People in the Industry" by Network World.

Heckart graduated magna cum laude from the University of Colorado at Boulder in 1988 with a degree in economics.



Patrick Rogers
Vice President, Partners and Solutions
Network Appliance

Patrick Rogers is vice president of Partners and Alliances at Network Appliance. In this role, he is responsible for managing the company's application partners and strategic business alliances.

Prior to joining Network Appliance, he served as chief operating officer for Scale Eight Inc., a startup focusing on file storage solutions, where he spent three years building its storage service and product business. Rogers also spent 17 years at Hewlett-Packard Company in a variety of marketing roles spanning product marketing, business development, vertical markets, and marketing communications. One of his key roles was Worldwide Marketing manager for the Enterprise Computing business unit. Earlier, he led the Product Management team for HP's line of high-performance UNIX® OS-based computer systems, and he was also a member of the design team for the first PA-RISC CPU developed by HP.

Previous to his career with HP, Rogers was an academic associate at the IBM Research Labs, assisting in the development of superconducting technology for computer applications. Rogers received both a bachelor of science and a master of science in electrical engineering from the Massachusetts Institute of Technology. He also earned a master's degree in business administration from Harvard University in marketing and entrepreneurial management.



Novell®

John Dragoon
Senior Vice President, CMO
Novell

John Dragoon serves as Novell's senior vice president and chief marketing officer. Mr. Dragoon brings over 21 years of high technology operations experience to his role, and is responsible for all aspects of Novell's marketing strategy and activities worldwide, including corporate marketing, field marketing, partner and channel marketing, industry marketing and marketing operations functions. He was most recently vice president of worldwide field marketing for Novell. Mr. Dragoon is a member of Novell's Worldwide Management Committee.

Prior to joining Novell, Dragoon was the senior vice president of marketing and product management at Art Technology Group where he was responsible for all aspects of ATG's product plans and strategy, product marketing, and corporate marketing. Before ATG, Dragoon spent more than 16 years at IBM, where he held a number of marketing and sales positions, including director of marketing, IBM Supply Chain Management Solutions. After IBM, Dragoon served as vice president, operations, Internet Capital Group, where he was on the board of nine partner companies providing guidance on strategy, marketing, business development, financing, and product development.

Dragoon holds an MBA from Cornell University and a bachelor of science in computer science and economics from Union College.



Ken Wirt
Former Senior Vice President, Worldwide Marketing
Palm, Inc.

As senior vice president, Worldwide Marketing, Ken is responsible for all Palm marketing activities, including product marketing.

Prior to joining the company, Ken was the founder and chief executive officer of Riffage.com, a venture capital funded music media company backed by Mayfield Fund, Bertelsmann and AOL. The management team he recruited built Riffage into a popular music site on the Internet, with 1 million unique visitors per month, signing major sponsors including Sony, Sega, Lipton's and Telocity.

Before founding his own company, Ken was vice president of corporate marketing for Diamond Multimedia Systems, a leading PC peripherals company, where he managed all worldwide marketing functions, tech support, customer service and Internet marketing. Ken also led the introduction of the Rio portable MP3 player, which established the MP3 market and maintains a leading share today after the entry of Sony, Compaq, Philips, Samsung and Intel, among others. Previously, Ken headed marketing for Apple Computer's PIE (Personal Interactive Electronics) division, overseeing all Newton marketing programs. Ken also has held key marketing roles at NEC Technologies, Cognitive Systems and Atari.



Arun Sinha
Chief Marketing Officer and President,
Services & Solutions
Pitney Bowes

Arun Sinha is the Chief Marketing Officer of Pitney Bowes Inc. Arun is also the President of Services & Solutions for Pitney Bowes Management Services. As Chief Marketing Officer, Arun is responsible for integrated marketing communications, brand management, public/media relations, web strategy and development, and marketing research worldwide. As President of Services & Solutions for the Pitney Bowes Management Services worldwide, Arun is responsible for the development of a growth strategy as well as strategic marketing, product, services and solutions development, and vertical market development.

He joined Pitney Bowes from Agorux Inc., a business-to-business supply chain management software solutions company, where he was founder and CEO. Prior to Agorux, Arun worked for 10 years at Philip Morris USA in key marketing, business development and brand management positions. Before joining Philip Morris, Arun was at advertising agency Young & Rubicam as senior account executive. Arun began his career as a journalist and helped launch a major newspaper, The Telegraph, in India.

In 2003, B2B Magazine named him a “Top Marketer of the Year” and received Business Week “Excellence in Corporate Advertising” award in 2005. Arun holds a Masters degree in Advertising/Marketing from Michigan State University, a Masters degree in Journalism from the Indian Institute of Mass Communications in New Delhi, India, and a Bachelor of Arts in Economics from St. Xavier’s College, University of Calcutta, India.



Ellen Minter
Senior Vice President, Solutions Marketing,
Applications and Suite
SAP

Ellen Minter is senior vice president solutions marketing, applications and suite at SAP. Her primary responsibilities are to enable accelerated growth and drive awareness, thought leadership and demand for SAP solutions globally. With more than 25 years in the technology industry Ellen has run product, industry, solutions, field, alliance and corporate marketing organizations.

Prior to SAP, Ellen was vice president of industry strategy and marketing at Oracle. Ellen returned to Oracle in 2003 after leaving in 1998 to join PeopleSoft as vice president of industry marketing. In addition Ellen was vice president of marketing at Citrix and at RightWorks, a start-up acquired by I2 Technologies. Early in her career, she held a variety of marketing management positions at Digital Equipment Corporation.



Jeff Loebbaka
Vice President Global Marketing
Seagate Technology

Jeff Loebbaka is the vice president of Seagate's global marketing organization, with responsibility for Seagate's overall marketing direction, including product marketing, channel marketing, and marketing communications. Loebbaka has been with Seagate since 2003 and is based in Scotts Valley, California.

Loebbaka has over 15 years of senior marketing management experience. Prior to joining Seagate, he was vice president and general manager of Adaptec's desktop solutions. He joined Adaptec in 1999 as vice president of worldwide channel and corporate marketing. Loebbaka was the vice president of global marketing for the life fitness division of Brunswick and has held senior marketing management positions at Zenith Data Systems and Apple Computer. Loebbaka holds a M.B.A. from the Kellogg Graduate School of Management at Northwestern University and a B.S. in mechanical engineering from the University of Illinois.



Janice Chaffin
Chief Marketing Officer
Symantec Corporation

Janice Chaffin is chief marketing officer at Symantec and is responsible for all Symantec worldwide marketing activities. Chaffin brings extensive enterprise solutions and partnering experience.

Prior to joining Symantec, she held a variety of marketing and business management positions during her 21-year career at Hewlett Packard (HP). Most recently, Chaffin served as vice president of HP's Enterprise Solutions and Marketing Group. Her accomplishments included driving marketing efforts to establish the company as the top-of-mind brand for enterprise customers. Prior to this position, Chaffin acted as vice president and general manager of the HP Solutions Organization, dedicated to providing IT infrastructure and business solutions to service providers and enterprise customers.

Chaffin also served as vice president and general manager of HP's Business Critical Computing Business Unit, general manager of the company's High Performance Systems and Enterprise Systems divisions, and executive director of the channels and partners organization within the General Systems Division. Chaffin earned a bachelor's degree from the University of California, San Diego and a master's degree in business administration from the University of California, Los Angeles. She also serves on the board of Informatca Corporation.



Tektronix

Martyn Etherington
Vice President Worldwide Field Marketing
Tektronix

Martyn Etherington currently holds the position of vice president of worldwide marketing. In this role, he provides leadership for marketing programs and initiatives worldwide and is responsible for the successful development of marketing strategies that address customer and market requirements.

With more than 18 years in sales and marketing in the high technology industry, Etherington has brought invaluable marketing leadership and international experience to Tektronix. Originally from the UK, he began his career in 1985 as a UNIX channel marketing manager for Digital Equipment Corporation. In 1990, Etherington joined Sequent, where he worked his way from channels development manager to vice president of marketing and sales operations for IBM's web server division following IBM's acquisition of Sequent in 1998. In his various roles at IBM/Sequent, Etherington was key in developing and leading both the global marketing strategy and Sequent's expansion into Scandinavia, Southern Europe, the Middle East and Africa.

Etherington studied computer science at Northbrook College in the UK. He currently holds a board position on The Q Fund for the AIDS Orphans' Charity.



XEROX

Michael C. MacDonald
President, Global Accounts and
Marketing Operations
Senior Vice President
Xerox Corporation

Michael C. MacDonald is president of Global Accounts and Marketing Operations. He was named to the position October 2004. He is also a corporate senior vice president for Xerox Corporation. MacDonald's organization is responsible for Xerox's largest global accounts; improving the customer experience; marketing; e-marketing; xerox.com; advertising; marketing public relations; and marketing communications.

MacDonald joined Xerox in 1977 and has held various sales and marketing positions, most recently, he was president, for the Xerox Corporation's North American Solutions Group (NASG) where he was responsible for all products, services and solutions sold by the Xerox direct sales force in the United States and Canada.

MacDonald is a member of the Xerox Strategy, Operations and Audit Committee's of Xerox, and is the senior management Asian Champion for Xerox Corporation. MacDonald earned a bachelor of arts degree in political science from Rutgers University in 1975 and attended the John C. Hagen Graduate School of Business at Iona College in 1976-77. He completed the Columbia University Executive Program in business administration in 1992, and the Advanced Management Program and the International Senior Management Program, Harvard Graduate School of Business Administration in 1998. From 1977 through 1989, MacDonald received the Xerox President's Club award for sales excellence.



Cammie Dunaway
Chief Marketing Officer
Yahoo!

Cammie Dunaway joined Yahoo! in June 2003 as chief marketing officer, responsible for leading Yahoo!'s worldwide branding efforts and driving the company's product marketing initiatives. A seasoned executive with nearly 20 years of marketing experience, Dunaway oversees all of Yahoo!'s consumer, enterprise and partnership marketing initiatives, from product planning and positioning to execution of customer acquisition and retention strategies for Yahoo!'s premium and subscription services.

Prior to joining the company, Dunaway spent 13 years at Frito-Lay Company, holding such positions as regional vice president of the Pacific Northwest Division and vice president of national accounts. In her last position as vice president, kids and teen brands, she managed volume and profit growth on a \$3.5 billion portfolio, including such prominent brands as Doritos and Cheetos. In this position she leveraged the Internet to reach this enigmatic demographic. Dunaway rebuilt Doritos.com and redirected the brand's Super Bowl media funds toward interactive marketing to fuel increased sales. The Doritos "Bold and Daring" advertising campaign was named the top campaign for 2001 by American Advertising Association.

Named one of the 100 Top Marketers by Advertising Age, Dunaway holds a B.S. in business administration from the University of Richmond and an M.B.A. from Harvard Business School.

CMO Council Programs

Secure The Trust Of Your Brand



Secure the Trust of Your Brand is a major thought leadership initiative being undertaken by the Chief Marketing Officer (CMO) Council that promises to raise awareness and influence thinking about security among leading corporate marketers, brand managers and other executives. The global research initiative will provide the first comprehensive view of how digital security policies, processes and practices, as well as data and infrastructure integrity are impacting corporate reputations, and brand credibility. The goal is to assess how much security now influences customer consideration, acquisition and retention. Leading brands in banking, insurance, securities, data management, retail, healthcare, technology, transportation, travel, hospitality and professional service sectors are represented on the program's board.

To download the report, visit: http://www.cmocouncil.org/General%20PDF/STreport_072506.pdf

Select & Connect



Strategies for Targeted Acquisition and Retention.

The CMO Council Select & Connect study looks at systems and practices used by companies to identify, profile, activate and retain valued, long-term customers. It examines the marketing organization's level of customer knowledge, insight and visibility, as well as the segmentation methodologies and approaches used to target and acquire the most predisposed prospects and profitable opportunities. The research initiative explores the degree of alignment between selling processes/channels and marketing and business strategies, as well as the effectiveness of relevant messaging delivered to the right audience, in the right way, at the right time. Select & Connect also assesses whether Selective Customer Activation strategies can optimize marketing spend, reduce selling cycles, increase close rates, and maximize revenue and yield. http://www.cmocouncil.org/SUBSECTIONS/programs_select.html

Renovate To Innovate



The concept of Performance-Driven Marketing and the roots of the RENOVATE TO INNOVATE initiative are closely related to the CMO Council's Marketing Performance Measurement (MPM) study launched last year. Results from that study showed that while 90 percent of CMOs polled felt that the ability to measure their marketing results was a significant priority--they wanted to better understand their own organization and initiatives--80 percent were unhappy with their ability to do so. Further, just 17 percent had a comprehensive marketing measurement system in place.

RENOVATE TO INNOVATE goes several steps further than the MPM initiative, examining current realities as well as the internal transformations, new skills and realignments necessary to further the value, yield, and accountability of marketing groups.

http://www.cmocouncil.org/SUBSECTIONS/programs_renovate.html

Market Vigilance, Product Diligence



Gaining greater visibility into the variables that impact product pricing, availability, profitability, and time-to-market has become a strategic imperative for product marketing and management executives. How well companies plan, predict, project, track, and react on a product level can greatly impact business performance outcomes. Access to reliable, real-time data on product inventories, market pressures, sales pipelines, business forecasts and actual results can optimize decision making on how to best allocate spend and resources on a marketing level. "Market Vigilance, Product Diligence" brings together global brand leaders for qualitative dialogs and quantitative assessments of effectiveness. The program will deliver valuable views and perspectives, as well as detailed best practice methodologies for optimizing product marketing performance. <http://www.cmocouncil.org/programs.html>

Yahoo! Big Idea Chair Awards



"Inspired Engagement" is the theme of this year's first annual Big Idea Chair Award, presented at the 2006 CMO Summit and produced by the Chief Marketing Officer (CMO) Council in San Francisco, October 4 and 5. More than 2,000 of the Council's member companies and their agencies are invited to submit entries to showcase the work and results of integrated, multi-channel marketing campaigns that were "exceptional, measurable and remarkable" in driving business outcomes. www.cmosummit.org/2006/sf/yahoo/

Mastering MPM



The CMO Council offers a Mastering MPM Certificate Program to independently assess and certify the marketing performance measurement competencies of marketing practitioners. The program will provide participants with an independent validation of MPM knowledge and expertise and professional qualification to help improve career advancement. <http://www.mpmforum.org/>

FAME



The Forum to Advance the Mobile Experience™ (FAME) is a member advocacy group and strategic authority leadership initiative to accelerate marketing programmes and research around advancing the wireless user experience. FAME promotes the adoption of wireless applications in the best interests of industry players, bringing together influential senior marketing leaders from top mobile technology companies in the pursuit of innovations and best practices tailored towards the advancement of end user wireless applications.

Current advisory board members of FAME include active mobile companies in the CMO Council such as ARM, Alcatel, Autodesk Location Services, BT, Digicel, GSMA, Good Technologies, Google, Intel, Lucent, Nokia, Nortel, Openwave, palmOne, QUALCOMM, Sybase Corporation, Symbian, T-Mobile, Virgin Mobile, Visto Corporation, Vonage, Yahoo! and many others. www.fameforusers.org

BPM Forum



The Business Performance Management (BPM) Forum™ is dedicated to advancing performance accountability, process improvement, operational visibility and compliance in global organisations. It provides support to thousands of senior executives and practitioners representing enterprises with more than \$500 billion in combined annual revenues.

The BPM Forum's C-level members engage in research, thought leadership and knowledge exchange programmes around a variety of strategic issues and challenges. Forum programmes have been underwritten by: IBM Business Consulting, Santeon, A.T. Kearney, Avaya, Aztec, Borland, Cognizant, Hyperion, webMethods, among others. Media partners include: BusinessWeek, The Economist, Fortune, Tech Confidential, Chief Executive, TechTarget, Executive Decision, Red Herring, The Deal, eChannelline, among others. More information is available at www.bpmforum.org.

Grow Who You Know



Strong relationships represent many opportunities for generating revenue and improving competitive advantage: They open doors to new prospects, reduce sales cycles, improve customer satisfaction, and provide critical insight into market trends. But effectively harnessing the power of relationships is only emerging as an art and a science. To explore the challenges and opportunities in leveraging the value of relationships, the Chief Marketing Officer (CMO) Council is undertaking a new research initiative in Q3 to determine how companies can better aggregate, mine and manage Active Relationship Networks (ARNs). Participation and access to program resources is available at no cost to registered program members

Syndicate To Educate: Turning Thought Leadership Into Leads

CMO Council Study to Assess How Buyer Perceptions, Preferences and Actions are Influenced by the Consumption of Syndicated Vendor Content Online. Quarterly Document Download Analytics™ (DDA) will be Supplied by KnowledgeStorm. To what degree is this free downloadable content influencing and shaping buyer opinions and behavior? How is it being used to screen and qualify potential suppliers, contractors and vendors? What topics, content areas and formats are most valuable and enlightening? Which online channels have the most download activity and why? Which type and level of decision makers are downloading content and in what business sizes, industry sectors and geographic regions is this taking place? These and other questions will be answered in the CMO Council's ongoing Syndicate to Educate™ authority leadership marketing program.

Define and Align The CMO



The CMO Council and researchers at Northwestern University's Kellogg School of Management are undertaking a major research effort to define the emerging role of the Chief Marketing Officer in North American corporations. The study, entitled Define & Align the Chief Marketing Officer, will be a 360-degree fact-finding effort conducted by the CMO Council and faculty and post-graduate students at the Kellogg School of Management. It will further empower CMOs and enhance the value of this relatively new position in the executive hierarchy by better defining the role, responsibilities and authority of the top marketing officer in today's technology and telecommunications corporations. The study will gather both qualitative and quantitative insight into the subject, including interviews with 25 CMOs and, where possible, their CEOs, followed by a survey of a broader set of marketing and non-marketing executives.

Staging and Gauging

When it comes to event programs, chief marketing executives seem to be of two minds. On the one hand, they say events are a vital part of overall marketing plans, but on the other, there's a big question mark when it comes to using them as a strategic marketing vehicle. Those are just some of the details from a study fielded the CMO Council and the Computer Event Marketing Association (CEMA). Entitled "Staging & Gauging: Do Events Pay Off?" the study examined the role, value and effectiveness of event marketing from both the CMO and event manager points of view. Staging & Gauging consisted of a quantitative survey of nearly 450 top marketers and event managers. An informative Webinar, featuring event marketing experts from companies such as BearingPoint, Cognos, Symantec and Xerox, attracted close to 400 registrants.

Targeting with Texting

According to professionals across a wide range of industries, text messaging has blossomed into a critical mechanism for enterprises and organizations as a means of instant, effective and affordable messaging alerts. To explore this subject in greater detail, Clickatell and the CMO Council launched a thought leadership initiative, Targeting with Texting: The Value of Just-in-Time Mobile Messaging, to bring greater clarity to the drivers, issues and opportunities with text messaging in the organization. Sponsored by Clickatell, the premier global mobile message carrier, and conducted by the CMO Council and FAME, the study examines how mobile messaging services are being embraced to drive new targeted alert initiatives.

RetailFluency

The CMO Council's Summer RetailFluency Report , commissioned by Yahoo! and fielded in partnership with The ConsumerEdge Research Group, showed that more than half of the 322 post-purchase shoppers polled consulted the Internet before purchasing at an offline location. It was designed to be a study that explored the impact of the Internet on in-store purchasing revealed a shifting landscape of media influence on consumers: The Web's power in shaping in-store sales is growing rapidly. Half of this group reported spending 1-3 hours conducting their online research. The exit poll surveyed retail shoppers exiting BestBuy, CompUSA and Circuit City stores during Dads and Grads season in 2005. Shoppers were asked about the products they purchased, how their purchase was influenced by various information sources, how much time they spent researching their purchase on the Web, and whether or not their purchase decision was changed after they entered the store. The results were presented in a comprehensive report that generated articles by media outlets such as CNET News, The Wall Street Journal Radio Network, MediaPost and Internet Retailer

Crunch The Global Competitiveness Audit

Media scrutiny, public awareness and customer concern about security threats and failures are on the rise across every sector of business, public and consumer life. As a result, security has become an issue with significant implications for the relationship between businesses and their customers, suppliers, partners and investors. In response to this still-emerging business and marketing issue, the CMO Council is conducting the first major global study that catalogues the experiences and perceptions of consumers, corporate marketers and business executives worldwide, to provide a 360 degree view of how security and IT integrity influence brand assurance, confidence and value. The study underscored the dramatic realignment of global competition, including the rapid rise of China and India as important new centers of competition. In fact, U.S. executives point to China as a source of competition over the next two years nearly as often as they do other U.S. companies.

Improve the Return on Resource Burn

Improve the Return on Resource Burn is a new thought leadership initiative that studies business performance in one of the most critical areas of endeavor for the modern commercial enterprise, business demand acquisition. Creating and managing the new business pipeline – the process of generating, capturing, qualifying and converting business opportunities – is essential to the growth and profitability of companies across every industry and geographic market. As this study shows, business demand acquisition is a mission-critical process in which companies invest heavily, but generally are dissatisfied with the results. Put positively, it is a business process ripe for performance improvement.

The Digital Marketing Dialog

The Digital Marketing Dialog is an Intelligent Market Engagement™ program commissioned by Responsys, Inc., a premier provider of email marketing solutions, and sponsored by the CMO Council, BtoB Magazine and USA TODAY . The thought leadership initiative delved into questions such as: To what extent are national advertisers using rapidly emerging eMarketing channels to optimize and measure campaign success, access and engage with customer markets, and increase acquisition and retention rates? Are digital channels eclipsing or complementing traditional media? What are the benefits and trade-offs? What are the drivers and motivators? What are the risks and roadblocks? And what are the experiences and results? These and other topics were explored in this timely assessment of the trend towards more personalized, relevant and continuous market interaction through Internet web sites, e-mail, instant and short messaging services, and online viral communications. The program produced a compelling survey results report, strong media attention, intellectual capital around marketing imperatives, and thought leadership for a highly attended web conference led by top executive marketing leaders from companies such as Blue Cross, Cendant, Salesforce.com, and others.

To learn about these programs, download reports or to learn about upcoming events and programs, please visit www.cmocouncil.org

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CMP Media



A subsidiary of UK-based United Business Media (formerly United News & Media), CMP Media is one of the world's top technology publishers. Its stable of offerings includes controlled-circulation magazines distributed free ("CRN") and subscription-based ("InformationWeek"). The company is active online through its CMP Web sites, which offer Web versions of its print publications and portals such as ChannelWeb (for computer resellers and VARs) and TechWeb (technology news). CMP also offers hardware and software testing services, events and forums hosting, custom research and consulting, mailing list services, and custom publishing. www.cmp.com

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Symantec is the world leader in providing solutions to help individuals and enterprises assure the security, availability, and integrity of their information. Headquartered in Cupertino, Calif., Symantec has operations in more than 40 countries. More information is available at www.symantec.com.

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USA TODAY



USA TODAY is the nation's top-selling newspaper. It is published via satellite at 36 locations in the USA and at four sites abroad. With a total average daily circulation of 2.3 million, USA TODAY is available worldwide. USA TODAY is published by Gannett Co. Inc. (NYSE: GCI). www.usatoday.com

WebCollage



WebCollage is the leading Web content integration network for manufacturers and their channel partners -- retailers, VARs and distributors. Using WebCollage's patented, turnkey solution, manufacturers can extend their Web product marketing content to all of their channel partners and address the challenge of how to optimize the joint marketing and selling of products via the Web. WebCollage benefits manufacturers and channel partners alike with measurable bottom-line results including higher conversion rates and larger overall order sizes. Founded in 2000, WebCollage is a privately-held company headquartered in New York, NY. For more information, please visit: www.webcollage.com.

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Yahoo! Inc. is a leading global Internet brand and one of the most trafficked Internet destinations worldwide. Yahoo! seeks to provide online products and services essential to users' lives, and offers a full range of tools and marketing solutions for businesses to connect with Internet users around the world. Yahoo! is headquartered in Sunnyvale, California. www.yahoo.com

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BtoB, the magazine for marketing strategists, is the only publication dedicated to integrated business-to-business marketing. Read by more than 100,000 B2B marketers, every issue is filled with the game-changing strategies and tactics they need to exceed. Every page and pixel is packed with substance - news, cases, special reports, technologies, benchmarks, best practices - served up by the most knowledgeable journalists to ever work this burgeoning beat. www.BtoBonline.com

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Scriptum



SCRIPTUM INC. is located in Berkeley, California, close to the University of California. The Company specializes in Japanese Prints, established Shin-Hanga and Sosaku-Hanga Modern Prints. SCRIPTUM Director Margrit Schurman also enjoys representing contemporary Japanese Artists and seeks to introduce their Work in the USA, thus building a bridge between contemporary Limited Edition Prints East and West.

About Artists



DAVE CUTLER

A freelance illustrator for over 25 years, Dave Cutler is a member of the Society of Illustrators and Graphic Artists Guild. Cutler's clients include major national publications such as Time, Business Week, Forbes, New York Times, LA Times, Glamour, Playboy, Newsweek, Washington Post, US News & World Report, and many more. His corporate clients include AT&T, IBM, Microsoft, UPS, COMPAQ, Ford, GM, GE, ADP, NETCOM, Bank of America, HBO, EDS, ITT, SPRINT, IPG and many others.

In 2000 Cutler was chosen as one of only six international artists to have his work used as a large-scale graphic for the entrance to EPCOT's Millennium Village in Florida. In the same year, he was commissioned by Sony Music to do the illustration cover for their annual All-Star Holiday CD. In 2003 his first children's book, "When I Wished I Was Alone," was named "Best of 2003 Read to Me Picture Book" by Borders.



TAKAHIKO HAYASHI

Born 1961, resides in Japan. Inspired by philosophy, poetry and natural phenomenon, his Prints are abstract compositions of swirling lines and spatial elements in bold, yet subtle color combinations.

Hayashi is a Master in the intaglio technique of Etching with Chine Colle, which results in fine line and pattern combined with deep, soft, bright and varied color. He prints on a custom designed press, invented with his Engineer father, and is thus able to print Works of large dimension. A special paper - thick and luxurious - adds much to the rich effect of his wonderful Works.

The Artist's color etching and paintings are widely shown in Japan and he has exhibited in several countries. Hayashi is represented in the US by SCRIPTUM Fine Japanese Prints.



ROWAN CHASE

Multimedia artist Rowan Chase is inspired by the unspoiled nature that surrounds his home on California's Central Coast. His vibrant abstract paintings and colorful aluminum-and-mylar mobiles express his positive, energetic approach to life. Largely self-taught, Chase was raised to freely explore his abilities without feeling bound by any tradition. He never asks "Can I do it?" but instead simply makes it happen.

The brilliant swirling colors of his original acrylics are the perfect expression of his uninhibited creativity. The young artist has developed a kinetic painting technique that results in a uniquely liquid look. "These aren't academic exercises or disguised representations of actual objects," says Chase. "They're more of a conduit for good feelings, a way to share the vibe."