

# AGENDA

The Strategic Advantage of Omnichannel Approaches Across Industries

## Executive Dinner

### SPEAKERS



**Nick Antoniadis**  
VP Marketing  
IPSY



**Wayne Simmons**  
Global Customer  
Excellence Lead  
Pfizer



**Todd Donohue**  
Director Brand  
Partnerships  
Shell



**Priscilla Ledesma**  
Director Retail Tech  
Chanel



**Theresa Block**  
CMO  
Sonas



**Sylvia Thomas**  
Director, Global  
Omnichannel  
Marketing  
MAC Cosmetics



**Tyrone Scott**  
Director, Marketing  
Healthfirst



**Sandeep Kapoor**  
Director of Marketing  
Keysight  
Technologies



**Tony Dorsey**  
Executive Director,  
Digital Marketing,  
Travel Retail  
Worldwide  
Estee Lauder  
Companies



**Sarah Perkins**  
Head of Product  
National Grid

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THE STRATEGIC ADVANTAGE OF  
OMNICHANNEL APPROACHES ACROSS  
INDUSTRIES



February 27, 2025

5:30 PM-9:00 PM

Eastern Time

In today's business landscape, customer experience and engagement are more crucial than ever, making the adoption of an omnichannel approach a strategic advantage for companies across all industries. By harmonizing online and offline efforts, organizations can overcome the limitations of a solely digital-centric approach, delivering a more cohesive and impactful customer experience. This session will delve into the essential role of omnichannel strategies in cutting through the digital noise and fostering deeper customer relationships, sharing insights on how these strategies not only enhance your marketing mix but also amplify its various facets.

Leveraging digital insights to inform omnichannel engagement, companies can build stronger relationships and maximize marketing impact even in budget-constrained times. Ensuring all media channels are accountable for business outcomes will also be discussed, highlighting the importance of integrated marketing efforts.

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