

# AGENDA

The Future of Marketing: Building Secure, Seamless Experiences

## Executive Dinner

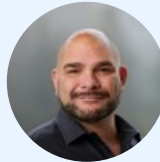
### SPEAKERS



Amy Holtzman  
CMO  
CHEQ



Fernanda Murphy  
Global Head of Retail  
& Payments  
Marketing, Google  
Play  
Google



Marc Jacobs  
CRO  
CHEQ



Paulina Yick  
Global Portfolio  
Marketing Director  
Experian



Daniel Vassallo  
Head of Performance  
Marketing  
Outlier.org Inc



Randolph Benjamin  
VP IT Apps and OPS  
Safra National Bank  
of NY



Katie Calhoun  
VP, Sales and  
Marketing  
independent  
consultant



Svetla Marinova  
Head of Cloud  
Alliances - Enterprise  
Data  
Bloomberg



Edwin Choi  
SVP, Global  
Customer Success  
CHEQ



Viktoriya Smith  
SVP  
Citi



Derek Lin  
Director of Digital  
Transformation  
JP Morgan Chase

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THE FUTURE OF MARKETING: BUILDING  
SECURE, SEAMLESS EXPERIENCES



December 06, 2023

5:30 PM-9:00 PM

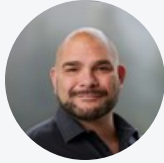
Eastern Time

As customers increasingly rely on digital channels, malicious actors seek to exploit them. The customer experience is paramount in driving engagement, growth, and trust, and CMOs must harness the power of data, technology, and collaboration to address evolving customer needs and vulnerabilities. During this dinner, we'll discuss why seamless and secure experiences are not mutually exclusive, how CMOs can safeguard brand loyalty, and more.

#### PANELISTS



**Amy Holtzman**  
CMO  
CHEQ



**Marc Jacobs**  
CRO  
CHEQ



**Edwin Choi**  
SVP, Global  
Customer Success  
CHEQ

TOGETHER WITH

**CHEQ**