



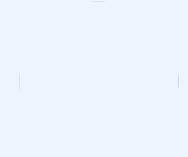
The Strategic Advantage of Omnichannel Approaches Across Industries

Executive Dinner

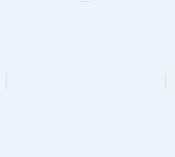
SPEAKERS



Nick Antoniades
VP Marketing
IPSY



Wayne Simmons
Global Customer
Excellence Lead, Chief
Marketing Officer
Pfizer



Todd Donohue
Director Brand
Partnerships
Volta Media, A Shell
Brand



Priscilla Ledesma
Director
Braven



Theresa Block
CMO
Sonas



Sylvia Thomas
Director, Global
Omnichannel Marketing
MAC Cosmetics



Tyrone Scott
Director, Marketing
Healthfirst



Sandeep Kapoor
Director of Marketing
Keyshift
Technologies



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



Sarah Perkins
Head of Product
National Grid

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February 27, 2025

5:30 PM-9:00 PM
Eastern Time

The Strategic Advantage of Omnichannel Approaches Across Industries

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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