

HUMANS OF B2B



NOV 8, 1PM-6:30PM ET, FORBES ON FIFTH, NYC

2023 ANA NYC CONFERENCE B2B DAY AGENDA

1:00 - 1:30PM

Check-In, Light Refreshments

& Networking

1:30 - 1:35PM

Welcome: Beth Bamonte

Director, Analyst Relations, IBM

President, ANA Business Marketing NYC

[Tonya Garrett, Director, North America Agency Development, LinkedIn](#)

1:35 - 1:40PM

Introduction

[Tonya Garrett, Director, North America Agency Development, LinkedIn](#)

1:40 - 2:10PM

Session 1: *Human to Human, Heart to Heart*

The beating heart of every B2B enterprise is its people – customer advocates, relationship builders, brand evangelists. Award-winning marketing leader at Caterpillar and now CMO at \$30 billion value-added distribution giant Ferguson, Victoria Morrissey will share how great brands start with their people.

[Victoria Morrissey, CMO, Ferguson](#)

2:10 - 2:50PM

Session 2: *The New Canvas for Creativity*

B2B has long been considered a challenging category for creatively driven work. But many today believe B2B provides the best canvas of all for unexpected, inspiring, intensely human creative ideas. Hear from two 2023 Cannes Creative B2B Lions winners, as well as a Cannes jurist as they discuss the striking evolution of creativity in B2B.

[Orlando Baeza, CRO & CMO, Flock Freight \(Formerly\)](#)

[Gian Carlo Lanfranco, Co-Founder & CCO, L&C New York](#)

[Ty Heath, Director, Market Engagement, The B2B Institute at LinkedIn](#)

2:50 - 3:20PM

Session 3: *Doing the Right Things Right*

Learning the best from both B2C and B2B worlds at Mastercard, Greg will present how curiosity, empathy and the relentless pursuit of “priceless” experiences has helped him continue to be closer to every client.

[Greg Boosin, EVP, B2B & Product Marketing, Mastercard](#)

3:20 - 3:40PM

Break & Refreshments

3:40 - 4:15PM

Session 4: *Unreasonable Hospitality*

Will Guidara was twenty-six when he took the helm of Eleven Madison Park, a struggling two-star brasserie that had never quite lived up to its majestic room. Eleven years later, EMP was named the best restaurant in the world. Hear from Will’s vantage point how every business can transform ordinary transactions into extraordinary experiences.

[Will Guidara, Restaurateur and Award-Winning Author](#)

4:15 - 4:45PM

Session 5: *Goldilocks Experiences*

Automated personalization like contextually-relevant offers, frictionless self-service, and empathetic CRM interventions are table stakes — and generative AI promises to enhance a marketer’s capabilities even further. But at what cost? Join IBM’s Billy Seabrook in a discussion about the right balance of human and technology-based interactions that get the outcomes just right.

[Billy Seabrook, Senior Partner, Global Chief Design Officer, IBM iX](#)

4:45 - 5:20PM

Session 6: *Leadership Rewired*

How can client and agency leaders work together to shape the future of marketing work? Global agency leader Kristen Cavallo, Eric Jagher, and Robert Davis share their experiences inspiring teams to navigate change, and their thoughts about how we can refresh our humanity with breakthrough creativity.

[Kristen Cavallo, CEO of MullenLowe Global and CEO of The Martin Agency](#)

[Eric Jagher, SVP, CMO, UScellular](#)

[Robert Davis, EVP, Strategy, PJA Marketing + Advertising](#)

5:20 - 5:25PM

Closing Remarks: Beth Bamonte

Director, Analyst Relations, IBM

President, ANA Business Marketing NYC

5:25 - 6:30PM

Cocktails, Hors D’oeuvres & Networking

[Click Here for Speaker Bios](#)

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