

WHICH CHANGE LEADER WILL YOU BE?

HUMANS OF B2B: THE CHANGE LEADERS
NOV 6 | 1PM-6:30PM | FORBES ON FIFTH, NYC

ANA NYC Annual Conference



2025 ANA NYC ANNUAL CONFERENCE B2B DAY AGENDA

1:00 - 1:30PM

CHECK-IN, LIGHT REFRESHMENTS & NETWORKING

1:30 - 1:35PM

WELCOME:

TONI CLAYTON-HINE,

Chief Marketing Officer, EY

Board Member, ANA Business Marketing NYC

ALLISON KNAPP WOMACK,

Global CEO, Effie LIONS Foundation

Board Member, ANA Business Marketing NYC

1:35 - 2:10PM

SESSION 1: SETTING THE STAGE FOR CHANGE

Charlotte Howard, Executive Editor of The Economist, opens the day with a global perspective on the forces shaping business today—from geopolitical shifts and economic uncertainty to the rise of AI and changing social expectations. Her insights will set the tone for a day focused on navigating complexity with clarity, creativity, and purpose.

CHARLOTTE HOWARD,

Executive Editor, The Economist

2:10 - 2:45PM

SESSION 2: HOW AI IS LEVELING THE PLAYING FIELD

This session reveals how organizations are using generative AI and machine learning to boost efficiency, personalize outreach, and supercharge creativity. The takeaway? You don't need a giant budget to make a big impact—you just need the right tools and a willingness to experiment.

JENNIFER BALL,

CMO, Franklin Templeton

JEFFREY COLEN,

Head of Demand & Growth, Cohere

PALASH SONI,

Co-Founder & CEO, Goldcast

JOHN FURRIER,

Cofounder & CEO, SiliconANGLE Media

Executive Editor, SiliconANGLE.com

Cohost, @theCUBE

2:45 - 3:20PM

SESSION 3: WHEN CREATIVITY MEETS TECHNOLOGY — BREAKING FORMATS, BUILDING CONNECTIONS

This session explores how B2B marketers are pushing creative boundaries by reimagining the tools and platforms we take for granted. These standout innovations showcase how technology, when used imaginatively, can create deeper connections to drive faster innovation.

MICHAEL AIMETTE,

CCO, FCB NY

CAMILA DE ALMEIDA PRADO,

CEO & Partner, Gut

JAIME ROBINSON,

Co-Founder and CCO, JOAN

3:20 - 3:45PM

BREAK & REFRESHMENTS

3:45 - 4:20PM

SESSION 4: SYNTHETIC RESEARCH — THE NEW FRONTIER IN CUSTOMER UNDERSTANDING

Why wait weeks for traditional research when AI can simulate insights in minutes? This provocative panel examines how synthetic research tools—powered by large language models and digital twins—are reshaping how B2B marketers develop personas, test messaging, and anticipate customer behavior. But with great speed comes ethical and strategic questions: how real is real enough?

PEDR HOWARD,

Head of Creative Excellence, Ipsos

EIMEAR LAMBE,

Head of Brand Strategy, ServiceNow

PETER WEINBERG,

Co-Founder, Evidenza

ROBERT DAVIS,

EVP, Strategy, PJA

4:20 - 4:50PM

SESSION 5: “BUYABILITY” AS THE NEW B2B MARKETING PARADIGM

B2B marketers have a huge value attribution problem and it's getting worse. Only 1% of marketing-qualified leads result in actual revenue being generated. Instead of focusing on vanity metrics and optics, we should focus on value and outcome. This requires us to see things from the perspective of B2B buyer groups. What gives a group of buyers confidence to buy from you, and what is marketing's role in creating value all the way from first impression to deal close? The answer is found in understanding “Buyability,” and how to become the brand that is bought.

JANN SCHWARZ,

Senior Director, Marketplace Innovation,

LinkedIn

4:50 - 5:20PM

SESSION 6: TALENT IN TRANSITION — FUTURE-PROOFING IN THE AGE OF AI

Marketing is being reinvented in real time. Hybrid work, creator-driven influence, and AI are rewriting the rules of the game. Today's marketing leaders must rethink team structures, embrace new talent models, and upskill fast to stay ahead. In this session, you will hear from industry leaders ideas for future-proofing yourself and your teams to thrive in an AI-powered world that changes by the day—all while the importance of corporate reputation and brand have never been more critical.

SHEEVANI RAIKUNDALIA,

Executive Head of Financial Advertising

Sales, NA, Bloomberg Media

ERIKA SEROW,

Partner, Chief Marketing Officer,

Bain & Company

5:20 - 5:25PM

CLOSING REMARKS: ALLISON KNAPP WOMACK

Global CEO, Effie LIONS Foundation and

ANA Business Marketing NYC Board Member

5:25 - 6:30PM

COCKTAILS, HORS D'OEUVRES & NETWORKING

[Click Here for Speaker Bios](#)

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