

Future of Marketing @ Aetna

Marketing has changed more in the past 10 years than it had in the previous 50. As the media landscape continues to fragment and expand, brands face a growing challenge to identify the trends and innovations that will truly drive growth amid a sea of shiny objects. This ANA Future of Marketing 1-Day Conference will bring together marketers, trend experts, and solutions providers to educate members on the innovations and trends that will impact the industry now and in the future.

Join us for this ANA members-only event, hosted by Aetna, where you will hear insightful case studies, best practices, and actionable takeaways on how to prepare for the future of marketing.

When:

Start: Tuesday, September 24, 2019 at 8:00am

End: Tuesday, September 24, 2019 at 3:00pm

Where:

Aetna

93 Worcester Street, 2nd Floor

Wellesley, MA 02481

Agenda

TIME	EVENT DETAILS
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WELCOMING REMARKS

Shiva Mirhosseini

VP, Head of Marketing Technology and Digital Experience Aetna, a CVS Health Company

AETNA: AGILE DIGITAL TRANSFORMATION

Founded in 1853 in Hartford, CT, Aetna is one of the nation's leading diversified health care benefits companies, serving an estimated 46.7 million people with information and resources to help them make better

TIME	EVENT DETAILS
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decisions about their healthcare. Dave Edelman, Aetna’s Chief Marketing Officer, will share how Aetna transformed into a consumer-oriented, brand-forward company with a clear vision. He’ll discuss the strategy behind the company’s massive digital transformation that aligned and optimized thousands of customer touch points.

Dave Edelman

Chief Marketing Officer Aetna, a CVS Health Company

MASTERCARD: THE FUTURE OF MARKETING IS NOW

Mastercard is a technology company in the global payments industry that connects consumers, financial institutions, merchants, governments and businesses in more than 210 countries and territories. In this session, Cheryl Guerin, Executive Vice President, Marketing & Communications - North America at Mastercard will share an outlook on the latest consumer behaviors, desires/aspirations and key trends, discuss the impact of an increasingly connected world on marketing, and share how Mastercard is evolving it’s iconic brand & Priceless as a platform.

Cheryl Guerin

Executive Vice President, Marketing & Communications - North America
Mastercard

BRIGHT HORIZONS FAMILY SOLUTIONS: NEXT-LEVEL PERSONALIZATION

Bright Horizons® provides the tools for more than 1000 of the world’s top employers to build cultures today’s employees want to be a part of -- and employers want to be. Kristy Cunningham, Chief Marketing Officer and Senior Vice President Strategic Growth at Bright Horizons Family Solutions will share their approach to B2C, B2B and B2E (client employees) communications. She will discuss how the company optimizes the mix of marketing opportunities to both prospects and existing clients to drive utilization and how they take personalization to the next level by leveraging data to add services and target offers.

Kristy Cunningham

TIME	EVENT DETAILS
	<p>Chief Marketing Officer and Senior Vice President Strategic Growth Bright Horizons Family Solutions</p> <p>BOSE: MARKETING INNOVATION</p> <p>Bose innovations have spanned decades and industries, creating and transforming categories in audio and beyond. Bose products for the home, in the car, on the go and in public spaces have become iconic, changing the way people listen to music. In this session, Pat LaCroix, Director, Global Demand Generation at Bose will share the company's approach to marketing innovation and how they use emerging technologies to optimize brand marketing.</p> <p>Pat LaCroix Director, Global Demand Generation Bose Corporation</p>