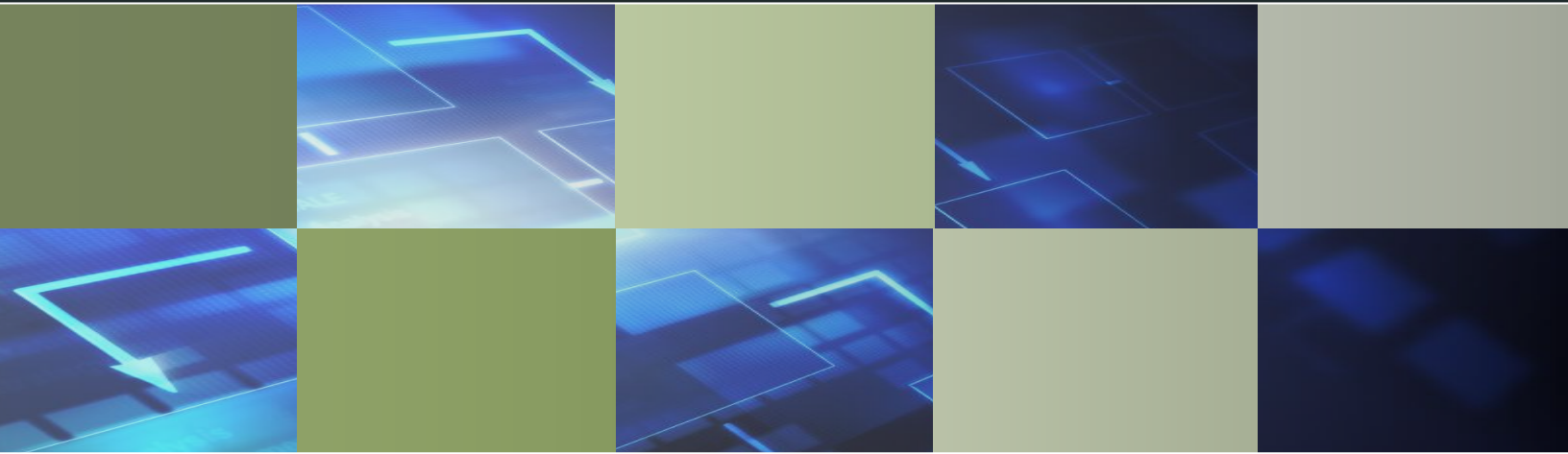


February 9 - 10, 2012
San Francisco, CA

 Gateway Management, Inc.

Business Analytics Week

Marketing Planning & Analysis



Competitive Advantage through Analytics
Data Translation, Interpretation & Delivery • Predictive Analytics & Forecasting
B2B Marketing Planning & Analysis • Consumer Marketing Planning & Analysis
Digital Analytics • Multi-Channel Analytics

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Agenda



Thursday, February 9th

8:30 am	<p><i>Keynote:</i> Competitive Advantage through Analytics <i>Harness analytics to promote better strategic planning and drive execution</i> Theresa Kushner – Director of Customer Intelligence at Cisco Systems</p>		
9:45 am	<p><i>Keynote:</i> Data Translation, Interpretation and Quality Analysis <i>Reduce time and improve accuracy of data collection</i> Nerissa Chang – Chief Operating Officer at Actius Corporation, Program Manager, BI Analytics for iPad/iPhone at Apple, Inc.</p>		
11:00 am	<p><i>Keynote:</i> Multi-Channel Analytics <i>Tackling the toughest online and offline measurement challenge</i> Gary Class – Senior Vice President, Internet Strategy at Wells Fargo</p>		
12:00 pm	<p>Lunch and networking break</p>		
	<p>Track A: B2B Marketing Planning & Analysis</p>	<p>Track B: Consumer Marketing Planning & Analysis</p>	<p>Track C: Digital Analytics</p>
1:00 pm	<p>B2B Customer Analytics <i>Leverage customer analytics for better marketing and sales enablement</i> Steve Gonzales – Analytics, CRM and Information Management Leader at eBay/PayPal</p>	<p>Growth Strategy Across the Category Lifecycle <i>Evaluate how category lifecycle stages impact marketing decision making and brand growth</i> Bob Clark – President at 24k Consulting</p>	<p>Digital Marketing Strategic Roadmap <i>A systematic framework for implementing a leading digital marketing planning program</i> Thomas Petty – President at Bay Area Search Engine Academy, Inc</p>
2:15 pm	<p>B2B Social Media Marketing <i>Leveraging social media to reach and influence business customers</i> Alex Flagg – Manager, Social Media and Digital Content Enablement at Hewlett-Packard</p>	<p>Value-Based Customer Management <i>Create short and long-term customer value forecasts for better sales and marketing planning</i> David Weinberger – Director at CCS Partners, Customer Centric Strategy</p>	<p>Digital Marketing Mix Optimization <i>An analytical approach to developing the optimal, integrated digital engagement strategy</i> Ty Levine – Business Development & Marketing Consultant; former Sr. Director of Global Brand Management at Yahoo!</p>
3:30 pm	<p>B2B ROI Optimization <i>Identify returns on marketing activities for more efficient use of marketing capital</i> Kimberley Talbot – Director, Campaign Management at Adobe Systems</p>	<p>eCommerce Marketing Optimization <i>Promote brand and web presence through increased visibility</i> Mario Vinasco – eCommerce Analytics at Symantec</p>	<p>Social Media Intelligence <i>Social media monitoring strategies for brand, campaign and customer insight</i> David Weinberger – Director at CCS Partners, Customer Centric Strategy</p>
4:30 pm	<p>Networking Reception</p>		

Agenda



Friday, February 10th

8:30 am	<p><i>Keynote:</i> Leveraging Customer Insight <i>What drives your customers and how do you segment them according to their value</i> Angela Song – Senior Director, Global Analytics and Insights at PayPal</p>		
9:45 am	<p><i>Keynote:</i> Data Quality Management <i>Reduce time and improve accuracy of data collection, organization and distribution</i> Bill Miller – Director of All Master Data Management and Data Quality at Oracle</p>		
11:00 am	<p><i>Keynote:</i> Predictive Marketing Analytics <i>Foresight-driven, analytics-enabled marketing</i> Eugene Roytburg – Partner at 4i Consulting; Sr. Advisor at A.T. Kearney Lana Klein – Managing Partner at 4i, Inc</p>		
12:00 pm	<p>Lunch and networking break</p>		
	<p>Track A: B2B Marketing Planning & Analysis</p>	<p>Track B: Consumer Marketing Planning & Analysis</p>	<p>Track C: Digital Analytics</p>
1:00 pm	<p>Sales and Marketing Alignment Jeanie Bunker – Principal at Marketing and eCommerce Consulting Services</p>	<p>Case Study: Social Media Marketing Measuring and Monitoring Nick Cifuentes – Director, Social Media at Ancestry.com</p>	<p>Search Engine Marketing Optimization Mary MacKinnon – Digital Marketer and Strategist at Independent</p>
1:50 pm	<p>Case Study: B2B Digital Marketing Strategy Tim Chen – WW. B2B Web Marketing Manager at Logitech</p>	<p>Case Study: Customer Data Mining Nathan Johnson – Manager of Analytics and Insights at Symantec Charles Feng – Manager of Analytics Research and Modeling at Symantec</p>	<p>Case Study: Social Media Analytics Srikanth Devidi – Senior Apps Developer at Intuit</p>
2:40 pm	<p>Digital ROI & Performance Analysis <i>Utilize KPIs and performance drivers to impact financial and operational results</i> Pascal Hoffmann – VP of Online Banking at Wells Fargo</p>	<p>Customer Relationship Measuring and Monitoring <i>Evaluate channel and engagement strategies through effective customer performance management</i> Brian Border – Senior Manager, CRM, Social and Loyalty Marketing at Kodak Gallery</p>	<p>Digital ROI & Performance Analysis <i>Measure and monitor returns on emerging media marketing spend</i> Pascal Hoffmann – VP of Online Banking at Wells Fargo</p>
3:30 pm	<p>Adjourn</p>		