

MARRIOTT PHILADELPHIA DOWNTOWN, PHILADELPHIA, PA | **APRIL 24-25, 2019**

# THE MOST VALUABLE CONFERENCE OF THE YEAR

**2019 CATALOG &  
INTEGRATED  
MARKETING SUMMIT**

**APRIL 24-25  
2019**

FOR DIRECT MARKETERS : STRATEGY // CIRCULATION // ECOMMERCE

PRESENTED BY **cohereOne**

# SUMMIT 2019

FOR CATALOG, DIRECT, & E-MARKETERS

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## INTEGRATED: THE SMARTER PATH TO PROFITABILITY PRINT, DIGITAL, & SOCIAL MEDIA FOR MAXIMUM IMPACT

The CohereOne Summit is a free conference dedicated to catalog, direct, and e-marketers. We know that success depends on a roadmap that integrates catalogs and direct mail with digital media. With all the disruptive forces that are impacting general business decisions, Summit 2019 is focused to help you create your own roadmap.

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## THE SUMMIT WILL FOCUS ON THREE CONCERNS OF TODAY'S DIRECT MARKETER

### 1. **INTEGRATE**

#### **Web Behavior to Drive Marketing.**

Learn how intent marketing can make one-on-one marketing a reality by converting visitors into browsers, and buyers into loyal fans.

### 2. **DELIVER**

#### **Cohesive, Data-Driven Marketing.**

Success depends on a roadmap that integrates catalogs and direct mail with digital media. Learn how to turn print, digital, and social media into powerful and unified marketing programs.

### 3. **RESPOND**

#### **to Disruptive Marketing Forces.**

From merchandise to marketing, there are many disruptive forces that are impacting general business decisions. While there are roadblocks impeding success, fortunately, there are many ways around them.

PRESENTED BY

cohereOne

**"The Catalog and Integrated Marketing Summit is an absolute essential for multichannel retailers to stay on top of emerging digital and direct best strategies to thrive in a competitive landscape."**

– Mia Stevens, Director of Marketing, Donna Salyers Fabulous-Furs

## FEATURED KEYNOTE SPEAKERS



**KEVIN FRIED**, HEAD OF INDUSTRY, RETAIL, GOOGLE

Kevin is an industry leader at Google in the retail vertical. In this role, he is responsible for partnering with Google's clients to help them navigate the changing retail landscape, build brands, and ultimately drive performance. Before joining the Google team, Kevin spent seven years at Monster Worldwide in various leadership positions. His responsibilities included leading Monster's lead generation and consumer advertising business as the VP of Advertising Sales.



**SHERYL CLARK**, PRESIDENT & CHIEF EXECUTIVE OFFICER, BEYOND PROPER

As CEO of Beyond Proper, Sheryl is responsible for the overall growth and direction of the brand, overseeing all aspects of business strategy and operations. She is focused on creating a seamless, omnichannel experience across digital, print, social and mobile platforms. Since coming on board, Sheryl has evolved the brand, which stands apart as being both on trend yet meticulously curated for today's fearlessly feminine woman. Sheryl has further differentiated the brand with sophisticated clothing that's daring, sexy and unforgettably distinctive.



**JOHN EDELMAN**, CHIEF EXECUTIVE OFFICER, DESIGN WITHIN REACH

John joined DWR in 2010, bringing more than 30 years of experience in consumer-focused lifestyle brands. Before joining the company, Edelman spent 14 years at Edelman Leather, the most recent six of which were spent as President & CEO. During this time, he dramatically grew company brand awareness, sales and profits as the leading national provider of premium leather. Prior to this, Edelman spent seven years at the fashion shoe brand Sam & Libby, Inc., where he managed the company's U.S. business.



**JACK REYNOLDS**, SENIOR MANAGING DIRECTOR OF ECOMMERCE AND BRAND MARKETING, FREE PEOPLE

Jack Reynolds is Senior Managing Director of eCommerce and Brand Marketing at Free People overseeing development and execution of brand strategy, performance marketing, UX/UI and business analytics globally. Jack brings with him over 20 years of marketing experience across a variety of verticals from Music, Books, Beauty and most recently Fashion. Prior to joining Free People, Jack oversaw eCommerce and Digital for Elie Tahari, Clinique and BMG, helping optimize digital marketing and business strategies cross all channels.



**RENEE THOMAS JACOBS**, CHIEF EXECUTIVE OFFICER, BUY AUTO PARTS

Renee is a C-level retail executive with 20+ years of management experience in growing premium brands and building loyal customer relationships. Her career began in 1991 when she was hired at women's athletic apparel company Title Nine. She was instrumental in growing the company from start-up to national multi-channel retailer with a robust e-commerce site, catalog business and eighteen stores. In 2009, she began a new challenge as COO / President at NapaStyle, jumping in during the economic downturn to restructure the company and re-start growth. Having been in the Direct industry for almost 25 years, she understands the multi-channel levers within the business and how to push and pull them to achieve profitable results.



**ANNA BENNETT**, PRESIDENT, WHITE GLOVE SOCIAL MEDIA

Anna has been chosen to be part of an elite Pinterest Expert Advisory team set up by Pinterest to advise business owners. She is the president of White Glove Social Media Marketing and her dynamic team helps businesses drive more traffic and sales from Pinterest. Her three decades of experience in fashion retail operations, business management and coaching is the rock solid foundation for her Pinterest marketing & training services. Anna is the author of The Pinterest Marketing Course for Business. She is also a contributing author for Mitch Jackson's: The Ultimate Guide to Social Media For Business Owners, Professionals, and Entrepreneurs. Additionally, Anna has been featured in: Forbes, Investor's Business Daily, the American Marketing Association, & several other publications.

# SUMMIT AT A GLANCE

WEDNESDAY APRIL 24

## PRE-CONFERENCE INTENSIVE WORKSHOPS

Registration opens at 8:00 AM on Level 5 Ballroom

TIME	SESSION TYPE	LOCATION	TITLE	SPEAKER(S)	THEME
9:00-9:45 AM	Catalog Track Session #1	Salon I	How to Integrate Channels into Your Marketing / Circulation Plans	Travis Seaton, SVP, CohereOne; and Branden Slattery, Marketing Director, CohereOne	Print Strategies
10:00-10:45 AM	Catalog Track Session #2	Salon I	Case Studies: Setting Up and Conducting Tests that Make a Difference	Travis Seaton, SVP, CohereOne; and Branden Slattery, Marketing Director, CohereOne	Print Strategies
11:00-11:45 AM	Catalog Track Session #3	Salon I	Understanding Contribution by Media Mix and Lifetime Value	Travis Seaton, SVP, CohereOne; and Elisa Berger, EVP, Cross Country Computer	Print Strategies
9:00-9:45 AM	Digital Track Session #1	Salon J	Leveraging Online Behavior to Drive New Revenue	Michelle Houston, EVP, CohereOne; and Angie Arnspiger, Vice President, NaviStone	Digital Strategies
10:00-10:45 AM	Digital Track Session #2	Salon J	Driving Key Email Programs to Increase Revenue	Michelle Houston, EVP, CohereOne	Digital Strategies
11:00-11:45 AM	Digital Track Session #3	Salon J	Website Testing Strategies for Increasing Conversions	Matt Beischel, Founder & CEO, Corvus CRO	Digital Strategies
9:00-9:45 AM	Amazon Track Session #1	Salon K	Taking a Holistic Approach to Paid Social Media	Charlie Lozner, Partner, and Patrick Lynch, Media Planner, Backbone Media	Social Media Strategies
10:00-10:45 AM	Amazon Track Session #2	Salon K	Highly Effective Audience Strategies for Paid Social Media	Charlie Lozner, Partner, and Patrick Lynch, Media Planner, Backbone Media	Social Media Strategies
11:00-11:45 AM	Amazon Track Session #3	Salon K	Function vs. Design: Creative Best Practices for Paid Social Media	Charlie Lozner, Partner, Backbone Media; and Patrick Lynch, Media Planner, Backbone Media	Social Media Strategies
11:45-12:45 PM	Lunch	Level 4, Franklin Hall			

Pre-Conference Intensive Workshops Sponsored by:



## WEDNESDAY APRIL 24 (CONTINUED)

### MAIN CONFERENCE SCHEDULE

Registration opens at 8:00 AM on Level 5 Ballroom

TIME	SESSION TYPE	LOCATION	TITLE	SPEAKER(S)	THEME
1:00-1:15 PM	Welcome	Salon H	Welcoming Remarks	Tim Curtis, President, CohereOne	Welcome
1:15-2:15 PM	<b>KEYNOTE</b>	Salon H	Taking Your Brand Beyond: Purposeful, Creativity as a Strategic Imperative	Sheryl Clark, President & CEO, Beyond Proper; and Andrea Syverson, President, IER Partners	Branding Strategies
2:15-3:00 PM	<b>KEYNOTE</b>	Salon H	Let's Get Physical: How a Digital Marketer Embraced Print and Won!	Jack Reynolds, Senior Managing Director of Ecommerce and Brand Marketing, Free People	Marketing Strategies
3:00-3:30 PM	Networking Break				
3:30-4:15 PM	<b>KEYNOTE</b>	Salon H	Extracting Revenue from Your Marketing Efforts – New Research from Forrester	Ross Kramer, CEO, Listrak	Email Strategies
4:15-5:00 PM	Workshop	Salon I	Bet the Business on Proper Testing	Claire Gordon, VP Marketing, Smith+Noble; and Andrew Krol, CEO, KDM	Database Strategies
4:15-5:00 PM	Workshop	Salon J	Amplify Your Customer & Prospect Email and Data Strategy	Chuck Davis, Chief Revenue Officer, Webbula	Marketing Strategies
4:15-5:00 PM	Workshop	Salon K	Four Disruptive Technologies Redefining the Retail Experience Today	Erik Martinez, EVP, Blue Tangerine; and Tim Curtis, President, CohereOne	Digital Strategies
4:15-5:00 PM	Workshop	Salon L	Improving Customer Retention through Personalization	Brian Delaite, Vice President of Sales, LS Direct Marketing	Print/Digital Strategies
5:30-9:00 PM	Gala Dinner	Philadelphia Water Works	Sponsored by Midland Paper National		



# SUMMIT AT A GLANCE

THURSDAY APRIL 25

Registration opens at 7:30 AM on Level 5 Ballroom

TIME	SESSION TYPE	LOCATION	TITLE	SPEAKER(S)	THEME
7:15-8:15 AM	Breakfast	Salon G	Marketing Roundtables — 20 Topics, Amazing Content		
8:30-9:15 AM	<b>KEYNOTE</b>	Salon H	Retail Trends in the Age of Assistance	Kevin Fried, Head of Industry, Retail, Google	Digital Strategies
9:15-10:00 AM	General Session	Salon H	How Circa Lighting's Integrated Digital Marketing Strategy Drives Effective Customer Engagement at Every Touch Point	Udayan Bose, CEO, NetElixir; and Al Bessin, COO, Circa Lighting	Digital Strategies
10:00-10:30 AM	Networking Break				
10:30-11:15 AM	Workshop	Salon I	Your Amazon Playbook For 2019	Kiri Masters, CEO, Bobsled Marketing; and Julie Spear, President, Bobsled Marketing	Amazon Strategies
10:30-11:15 AM	Workshop	Salon J	Infusing Soul Back into Your Brand	Andy Bell, President, Jones Global Sports; and Kevin Churchill, Partner, CohereOne	Branding Strategies
10:30-11:15 AM	Workshop	Salon K	Transforming Legendary Brands into Digital Powerhouses	Brandon Briggs, Channel Sales Manager, Emarsys	Digital Strategies
10:30-11:15 AM	Workshop	Salon L	Catalogs are Evolving. Are You?	Jake Hoffman, Director of Data Solutions; and Andy Rostermundt, Account Executive, Business Development, Arandell	Print Strategies
11:15-12:00 PM	Workshop	Salon I	Why Brands Are Flocking to Amazon Advertising	Kiri Masters, CEO, Bobsled Marketing; and Julie Spear, President, Bobsled Marketing	Amazon Strategies
11:15-12:00 PM	Workshop	Salon J	Business Transformation for a Changing World	Kim Hansen, SVP Marketing & eCommerce, Winston Brands	Marketing Strategies
11:15-12:00 PM	Workshop	Salon K	How to Find (More of) Your Best Customers with Location Intelligence	Anurag Mehta, SVP & GM, Audience & Data Solutions, Gravy Analytics	Digital Strategies
11:15-12:00 PM	Workshop	Salon L	Packaging – The Final Mile	Eric Lockovitch, VP of Sales, Midland Paper & Packaging; and Marty Toman, VP, Midland Paper & Packaging	Print Strategies
12:00-12:45 PM	Lunch				
12:45-2:00 PM	<b>KEYNOTE</b>	Salon H	A Candid Discussion on CEOs Driving Transformative Changes	John Edelman, CEO, Design Within Reach, Renee Thomas Jacobs, CEO, Buy Auto Parts, Jon Nordmark, CEO, iterate.ia	Marketing Strategies
2:00-2:45 PM	General Session	Salon H	Embracing People-Based Marketing Efforts for Greater Results	Craig Belhumeur, Vice President, 4Cite Marketing	Digital Strategies
2:45-3:30 PM	<b>KEYNOTE</b>	Salon H	How Visual Discovery is Altering the Shopping Experience	Anna Bennett, President, White Glove Social Media	Social Strategies
3:30 PM	Closing Remarks				

## PRE-CONFERENCE INTENSIVE WORKSHOPS

**9:00-9:45 AM**

### **CATALOG TRACK, SESSION #1**

#### **INTEGRATING CHANNELS INTO YOUR MARKETING AND CIRCULATION PLANS**

Travis Seaton, Senior Vice President Strategic Services, CohereOne  
Branden Slattery, Director, Marketing Strategies, CohereOne

Are you using digital signals in your contact cadence? Are you integrating web behavior to score your buyer file or reactivate customers? Should you be mailing customers with active digital behavior? With the ever-increasing digital methods of capturing traffic and driving customer orders through digital channels, retailers need to understand how behavior can help and hurt ROI. During this session, attendees will learn the value of RFM+ segmentation, how to incorporate online behavior to re-engage customers as well as how to create responsive prospecting audiences for catalog and print campaigns.

**10:00-10:45 AM**

### **CATALOG TRACK, SESSION #2**

#### **CASE STUDIES: SETTING UP AND CONDUCTING TESTS THAT MAKE A DIFFERENCE**

Travis Seaton, Senior Vice President Strategic Services, CohereOne  
Branden Slattery, Director, Marketing Strategies, CohereOne

Having clear and focused print marketing strategies are critically important to the success of your print campaigns. As such, planning effective contact strategies using various testing strategies to read results properly is vital to understand incremental results. We will discuss various tests that we have conducted over the past few years to help brands create their own strategies and tactics, so they too understand various marketing drivers and incremental value.

**11:00-11:45 AM**

### **CATALOG TRACK, SESSION #3**

#### **UNDERSTANDING CONTRIBUTION BY MEDIA MIX AND LIFETIME VALUE**

Travis Seaton, Senior Vice President Strategic Services, CohereOne  
Elisa Berger, Ph.D., EVP / Principal, Cross Country Computer Marketing

The foundation of any successful catalog and digital marketing is understanding contribution by media mix and the correlating lifetime value of each of these channels. Simply knowing the differences in LTV is only the first step. Attendees will learn concept in practice in determining a marketing and budget strategy.

**9:00-9:45 AM**

### **DIGITAL TRACK, SESSION #1**

#### **LEVERAGING ONLINE BEHAVIOR TO DRIVE NEW REVENUE**

Michelle Houston, Executive Vice President, CohereOne  
Angie Armspiger, Vice President, NaviStone

In today's cluttered marketing environment, many retailers are challenged to find innovative ways to stand out in the print and digital marketplace. The beauty of triggered postcards is that they enable businesses to automatically send personalized communications to customers at a specific time based on website browsing behavior. By performing such actions, customers show that they are now in the business' sales funnel. We will show you how to engage with customers and prospects, marketing tests, and how to set up your own program to dramatically improve conversions and the customer experience.

**10:00-10:45 AM**

### **DIGITAL TRACK, SESSION #2**

#### **DRIVING KEY EMAIL PROGRAMS TO INCREASE REVENUE**

Michelle Houston, Executive Vice President, CohereOne

Sophisticated catalog circulation segmentation has been around for decades, yet these same tactics have been slower to be embraced with email marketing. During this session, we will review how traditional print segmentation and contact strategies can revolutionize email strategies, improve main KPI metrics, reduce sends and increase revenue.

**11:00-11:45 AM**

### **DIGITAL TRACK, SESSION #3**

#### **WEBSITE TESTING STRATEGIES FOR INCREASING CONVERSIONS**

Matt Beischel, Founder & CEO, CorvusCRO

As the catalog and digital efforts continue to drive very qualified prospects and customers to the website, the website also needs to be optimized for better customer experience. We will reveal various strategies and tactics to test and improve website optimization for greater conversion opportunities.

**9:00-9:45 AM**

### **SOCIAL MEDIA TRACK, SESSION #1**

#### **TAKING A HOLISTIC APPROACH TO PAID SOCIAL MEDIA**

Charlie Lozner, Partner, Backbone Media  
Patrick Lynch, Media Planner, Backbone Media

What is defined as Paid Social Media in a modern marketing mix? This session will serve to educate you on all the different social media platforms and what to expect from each. With a variance in targeting sophistication and creative display, we will aim to demystify the landscape and help you develop the appropriate mix based on your goals.

**10:00-10:45 AM**

### **SOCIAL MEDIA TRACK, SESSION #2**

#### **HIGHLY EFFECTIVE AUDIENCE STRATEGIES FOR PAID SOCIAL MEDIA**

Charlie Lozner, Partner, Backbone Media  
Patrick Lynch, Media Planner, Backbone Media

Paid Social platforms offer a high level of sophistication in segmenting existing buyers, site visitors and even prospect audiences which often creates confusion on how to approach each audience, and at what frequency. This session will provide insights, strategies and tactics revolving around messaging and targeting to ensure you meet your sales goals.

**11:00-11:45 AM**

### **SOCIAL MEDIA TRACK, SESSION #3**

#### **FUNCTION VS. DESIGN: CREATIVE BEST PRACTICES FOR PAID SOCIAL MEDIA**

Charlie Lozner, Partner, Backbone Media  
Patrick Lynch, Media Planner, Backbone Media

Designers strive to create a canvas while marketers must adhere to what converts and ultimately drives revenue. Creative best practices should always focus on the importance of producing ads and copy that not only piques the interest of a brand's target audience but also encourages them to interact and complete an action.

**LUNCH ON LEVEL 4, FRANKLIN HALL 11:45-12:45 PM**

Lunch for pre-conference attendees only.

Lunch generously sponsored by Cross Country Computer, NaviStone and Backbone Media.



## WELCOME REMARKS 1:00-1:15 PM

### KEYNOTE 1:15-2:15 PM

#### TAKING YOUR BRAND BEYOND: PURPOSEFUL CREATIVITY AS A STRATEGIC IMPERATIVE

Sheryl Clark, President & CEO, Beyond Proper  
Andrea Syverson, President, IER Partners

Sheryl Clark, President and CEO of Beyond Proper, knows firsthand the power of purpose-driven brand storytelling and connecting with customers on an emotional level. Come hear how she and Andrea Syverson, President IER Partners, honor customers by making them brand friends and involving them firsthand in all they do. Strategic creativity drives every aspect of building the Beyond Proper brand — merchandising, marketing and messaging. Today's customers crave engaging and evocative shopping experiences and they want to do business with brands that “get them” and speak their language. Come be inspired by how this niche brand stays close to its customers and continually challenges itself to go beyond!

### KEYNOTE 2:15-3:00 PM

#### LET'S GET PHYSICAL: HOW A DIGITAL MARKETER EMBRACED PRINT AND WON!

Jack Reynolds, Senior Managing Director of eCommerce and Brand Marketing, Free People

In an era of ad-blockers, increasing digital expense and oversaturation of digital channels, how can eCommerce marketers speak differently to their customers and prospects? Jack Reynolds, Senior Managing Director of eCommerce and Brand Marketing, will discuss Free People's marketing and personalization strategies. From management buy-in to creative testing concepts, Jack will reveal strategies, tactics and results to determine whether alternative print can be an effective marketing tool that delivers measurable results or just a very expensive program.

## NETWORKING BREAK 3:00-3:30 PM

### KEYNOTE 3:30-4:15 PM

#### EXTRACTING REVENUE FROM YOUR MARKETING EFFORTS – NEW RESEARCH FROM FORRESTER

Ross Kramer, CEO, Listrak

According to the latest research from Forrester Consulting, 94% percent of retailers classify themselves as “customer obsessed” – but only 18% of those retailers report seeing the revenue growth they expected from their customer-focused efforts. Why the disconnect? To understand the “why,” Forrester surveyed eCommerce and marketing decision-makers across North America and uncovered some surprising trends including the fact that most retail marketers struggle to win because business outcomes are not their top consideration when selecting vendors. Learn more about Forrester's insightful new research and their recommendations for refocusing evaluations to better drive outcomes and revenue growth:

- Understand key findings from Forrester's latest research and the surprising trends they observed.
- Hear Forrester's recommendations for increasing revenue growth from your customer-focused efforts.
- Receive a copy of the Forrester Thought Leadership Paper.

## CONCURRENT WORKSHOP 4:15-5:00 PM

### BET THE BUSINESS ON PROPER TESTING

Claire Gordon, VP Marketing, Smith+Noble  
Andrew Krol, CEO, KDM

Big changes can get you big dollars, but betting the business is scary! Learn why an incremental approach to optimization may not get your business what it needs to thrive. Find out how to plan, execute, analyze and control major tests, while minimizing risk. We'll share a couple of real-life examples, plus provide ideas for radical tests you might consider for your own business, and how to set those up the correct way.

## CONCURRENT WORKSHOP 4:15-5:00 PM

### AMPLIFY YOUR CUSTOMER & PROSPECT EMAIL AND DATA STRATEGY

Chuck Davis, Chief Revenue Officer, Webbula

Direct-To-Consumer marketing leaders are optimizing their teams for data-driven marketing for more profitable postal, email, and display campaigns. Because people-based marketing is still new for a lot of marketers, we will define the Crawl-Walk-Run data strategies we see being applied by basic to advanced marketers. We will also show how D2C marketers are expanding their customer nurturing & prospect acquisition strategies into digital channels.

## CONCURRENT WORKSHOP 4:15-5:00 PM

### FOUR DISRUPTIVE TECHNOLOGIES REDEFINING THE RETAIL EXPERIENCE TODAY

Erik Martinez, EVP, Blue Tangerine  
Tim Curtis, President, CohereOne

New technologies are disrupting the retail experience for advertisers and consumers. Some technologies, like Geofencing, make it possible for an advertiser to target (and retarget) a physical audience with products or services relevant to that segment of people at the right time and the right location. Digital Assistants and Voice Search are streamlining how consumers connect with and discover the brands they love. At the same time, Virtual Reality and Augmented Reality are on the leading edge of technologies providing consumers personalized interactive experiences that boost conversion potential for retailers.

## CONCURRENT WORKSHOP 4:15-5:00 PM

### IMPROVING CUSTOMER RETENTION THROUGH PERSONALIZATION

Brian Delaite, Vice President of Sales, LS Direct Marketing

Every customer has a different journey. Join us for Customer Journey examples and case studies that show how to navigate those journeys through personalized creative and copy.

## GALA DINNER 5:30-9:00 PM

CoheOne is hosting an incredible gala dinner at the historic Philadelphia Waterworks, once home to the engine room for Philadelphia's cutting-edge water department. This National Historic Landmark has breathtaking views of Boathouse Row and the city skyline from its waterfront location at the foot of the Philadelphia Museum of Art. The evening will begin with a cocktail hour and hors d'oeuvres, followed by a three-course dinner. Shuttle buses will transport guests to and from the Philadelphia Waterworks and the Marriott Downtown Hotel. Dress code is business.

Dinner generously sponsored by Midland National Paper



# THURSDAY APRIL 25

## MARKETING ROUNDTABLES

AN EXCLUSIVE ROUNDTABLE EVENT FOR ALL MARKETERS

### FREE BREAKFAST TO ALL ATTENDEES 7:15-8:15 AM

Join us for a free breakfast and roundtable discussions focused on the challenges and opportunities facing direct marketers today. The roundtable hosts are hand-selected speakers, sponsors and influencers who are ready to cover the special challenges and opportunities for direct marketers.

**AMAZON:** Why should retailers be on Amazon today? We will discuss the pros (and cons) of this increasingly important channel.

Kiri Masters, Bobsled Marketing

**BIG DATA:** Explore the importance of understanding data challenges and utilizing ways to manage data the right way.

Mike Stahulak, CompuTech Direct

**BRANDING:** Are you harnessing all your potential? Start your morning with a cup of coffee and a few creative jumpstarts to help strengthen your brand story and increase customer engagement!

Andrea Syverson, IER Partners

**CATALOG MARKETING:** Mailing too much or not enough? Understanding incrementality and customer behavior is key for reducing cost and increasing demand.

Todd Miller, CohereOne

**CREATIVE:** Beyond creative! Working with creative agencies is an insightful and invaluable partner, but what should you expect from a creative agency?

Rick Binger, R Squared Marketing

**DIGITAL MARKETING:** Join us as we discuss how brands like yours have been making impressive digital transformations and how you can leverage their learning and experience to your success.

Brandon Briggs, Emarsys

**DIGITAL MARKETING:** From increasing sales, to improving customer retention, to growing market share in a competitive environment, attendees will have the opportunity to explore how location intelligence can be used to address their current business challenges.

Anurag Mehta, Gravy Analytics

**DIGITAL MARKETING:** The explosion of data has transformed the shopping landscape allowing you to personalize every interaction at an individual level — from onsite experiences, to emails, SMS, social campaigns, and programmatic ads. Join us as we share insights into how you can easily augment the campaigns you're already sending to drive revenue and loyalty.

Cory Whitfield, Listrak

**DIGITAL / PRINT REMARKETING:** PPC is harder to control and increasingly expensive. Understand this investment compared to direct mail.

Angie Arnspiger, NaviStone

**DIGITAL / PRINT REMARKETING:** It's time to open up new channels to market digitally native customers and prospects.

Brian DeLaite, LS Direct Marketing

**EMAIL:** Having issues with your email inbox? Real people? Inactive or active? Are there hidden and malicious email threats that should concern your business? We have answers to make your deliverability much better.

Chuck Davis, Webbula

**MARKETING:** A review of the various ways and reasons for leveraging offline audiences in an online environment. When does a multi-channel approach make sense and how to structure it for measurable results.

Anna Feely, Specialist Marketing Services

**MARKETING:** What is the next generation of loyalty and why it matters to all marketers.

Chris Jones, Clutch Marketing

**MARKETING:** How to prime the pump for peak season acquisition performance? This panel will explore how to leverage the right mix of digital and direct mail marketing to maximize customer acquisition and engagement.

Patrick Madden, Wiland

**MERCHANDISING:** From creative pagination and content storytelling to design and development, merchandise matters! Navigating merchandise minefields is key.

Kevin Churchill, CohereOne

**PINTEREST:** Dive into the value visual-first platform which moves the customer down the purchase funnel. Learn top tips for creating insights-based campaigns that can inspire consumers to try or buy new things.

Anna Bennett, White Glove Social Media

**PRINTING PERSONALIZATION:** Learn what companies are doing to help keep their message front and center in this changing market.

Keith Goodman, Modern Postcard

**SEARCH:** The future of search marketing is rapidly changing. Join me for a one-on-one discussion.

Udayan Bose, NetElixir

**SEARCH:** Paid search and SEO strategies are constantly evolving. Learn five important trends and issues effecting your paid search & SEO campaigns in 2019.

Erik Martinez, Blue Tangerine

**SOCIAL MEDIA:** With a variance in targeting sophistication and creative display, we will aim to demystify the landscape and help you develop the appropriate marketing mix based on your goals.

Charlie Lozner, Backbone Media

**WEBSITE TESTING:** Always be testing! Learn proper usage of data, user feedback, and split testing to improve your website's bottom line.

Matt Beischel, CorvusCRO

## MAIN CONFERENCE SCHEDULE (CONTINUED)

### KEYNOTE 8:30-9:15 AM

#### RETAIL TRENDS IN THE AGE OF ASSISTANCE

Kevin Fried, Head of Industry, Retail, Google

As consumers spend more time on more surfaces and screens, the way they shop has changed. Their expectations are heightened — they're more curious, demanding, and impatient than ever. We call it "The Age of Assistance." To help marketers thrive in the Age of Assistance, we want to combine our unique tech, data, and scale, with the retailer's expertise in consumers and merchandising to create modern shopping experiences.

### GENERAL SESSION 9:15-10:00 AM

#### HOW CIRCA LIGHTING'S INTEGRATED DIGITAL MARKETING STRATEGY DRIVES EFFECTIVE CUSTOMER ENGAGEMENT AT EVERY TOUCH POINT

Udayan Bose, CEO, NetElixir  
Al Bessin, COO, Circa Lighting

Circa Lighting is a premier destination for designer lighting products, with eCommerce, showroom and outside sales channels across the country. Our presentation explains how they were able to plan, design and clinically execute a successful, integrated digital marketing strategy targeting towards high-value consumer and B2B customers. Our presentation spans aggregating and normalizing digital assets to be deployed across online and showroom technology, optimizing and extending "traditional" search and targeted remarketing, and extending CRM across desktop and mobile devices, and development of showroom digital technology.



## NETWORKING BREAK 10:00-10:30 AM

### CONCURRENT WORKSHOP 10:30-11:15 AM

#### YOUR AMAZON PLAYBOOK FOR 2019

Kiri Masters, CEO, Bobsled Marketing  
Julie Spear, President, Bobsled Marketing

There is always something new to be learned, partially because Amazon is always unveiling recent technologies and features. In this session we will update the audience about macro Amazon trends, operations, and organic marketing. Also included in our session, we will discuss four important tools to audit your existing Amazon presence, and our latest blueprint for brand growth on the platform.

### CONCURRENT WORKSHOP 10:30-11:15 AM

#### INFUSING SOUL BACK INTO YOUR BRAND

Andy Bell, President, Jones Global Sports  
Kevin Churchill, Partner, CohereOne

Consumers more than ever are demanding more from retailers. They want authenticity, transparency and content that speaks to their soul. Winning brands are sharing their passion and motivation with their customers and aligning marketing and brand initiatives around those needs. Instead of simply creating a corporate identity, brands with a soul find ways to truly connect with consumers which enhances lifetime engagement. Our session will cover how a small market retailer is thriving in a big market retail environment.

### CONCURRENT WORKSHOP 10:30-11:15 AM

#### TRANSFORMING LEGENDARY BRANDS INTO DIGITAL POWERHOUSES

Brandon Briggs, Channel Sales Manager, Emarsys

Join us as we discuss how legendary brands like Tupperware, Char-Broil, Kitchen-Aid, and others have recently made some of the most impressive digital transformations to stay relevant and reach beyond their existing capabilities into digital mastery. This session will be an interactive conversation with the goal of providing you new ideas and support for your own digital marketing revolution.

### CONCURRENT WORKSHOP 10:30-11:15 AM

#### CATALOGS ARE EVOLVING. ARE YOU?

Jake Hoffman, Director of Data Solutions, Arandell  
Andy Rostermundt, Account Executive, Business Development, Arandell

Catalog and print marketing are in continual evolution. Technology advances are also making printing exciting and personalized. However, the industry still has its challenges with postal increases, paper scarcity and marketing to digitally acquired customers. A print industry veteran and a data-centric millennial dissect case studies looking at the most creative uses of print in an omnichannel strategy.

### CONCURRENT WORKSHOP 11:15-12:00 PM

#### WHY BRANDS ARE FLOCKING TO AMAZON ADVERTISING

Kiri Masters, CEO, Bobsled Marketing  
Julie Spear, President, Bobsled Marketing

Over 50% of retail marketing executives are shifting ad dollars from Facebook and Google to Amazon's search and display ad platforms. In this fast-paced session, we will discuss what brands should be doing to get the most out of this emerging opportunity to reach active and engaged shoppers.

### CONCURRENT WORKSHOP 11:15-12:00 PM

#### BUSINESS TRANSFORMATION FOR A CHANGING WORLD

Kim Hansen, SVP Marketing & eCommerce, Winston Brands

Changes in shopping behavior can't be denied. Trade policies are changed with little notice. Long standing tax regulations have been revised. In this environment, how can we survive — or, better yet, thrive as retailers today? In this session, Kim will walk us through how embracing new marketing channels has changed the customer profile for Collections Etc. and what it means for customer acquisition and retention. She will share how the company is addressing the new shopping reality.

### CONCURRENT WORKSHOP 11:15-12:00 PM

#### HOW TO FIND (MORE OF) YOUR BEST CUSTOMERS WITH LOCATION INTELLIGENCE

Anurag Mehta, SVP & GM, Audience & Data Solutions, Gravy Analytics

Where we go is who we are. The places we visit — and the events we attend — are powerful indicators of our interests, affinities, and intent. This session will introduce location intelligence for marketing. We'll show participants how to evaluate location data, share examples of location-powered consumer insights and advertising campaigns — and showcase real-world results from a recent client.

### CONCURRENT WORKSHOP 11:15-12:00 PM

#### PACKAGING – THE FINAL MILE

Eric Lockovitch, VP of Sales, Midland Paper & Packaging  
Marty Toman VP, Midland Paper & Packaging

What is your customer's experience when they receive your products? How do you maintain the brand experience to the customer's doorstep? This session will focus on packaging trends for parcel shipments. We'll address new technologies improving dimensional charges, labor cost and availability, environmental and sustainability, throughout, and most importantly the customer's experience.

## LUNCH IN SALON G 12:00-12:45 PM

### KEYNOTE 12:45-2:00 PM

#### A CANDID DISCUSSION ON CEOs DRIVING TRANSFORMATIVE CHANGES

John Edelman, CEO, Design Within Reach  
Renee Thomas Jacobs, CEO, Buy Auto Parts  
Jon Nordmark, CEO, iterate.ai

This session presents a view from the top as three successful CEOs present ideas, actionable insights and forward-thinking strategies to meet the challenges of a rapidly changing B2C and B2B retail environment. Each panelist will discuss their vision for the future of retail and how to adapt to and anticipate these changes to grow and thrive. With practical advice and first-hand experience growing brands, our speakers will share their experience meeting the disruptive forces that are challenging traditional digital and brick and mortar retailing.

### GENERAL SESSION 2:00-2:45 PM

#### EMBRACING PEOPLE-BASED MARKETING EFFORTS FOR GREATER RESULTS

Craig Belhumeur, Vice President, 4Cite Marketing

In this session you will learn how to scale personalized & coordinated marketing campaigns across both online and offline channels. Those channels include Email, Direct Mail, On-Site, In-store, In-App, and Paid Social Media. This will not be your status quo omni-channel marketing discussion with unrealistic promises. 4Cite Marketing is an industry leading Identity and Personalization provider, servicing over 350 brands in the US. Our presentation will include actionable steps that you can take to increase sales within 30 days. You will walk away understanding the common pitfalls that marketers can expect when implementing personalization technology and why 2019 is the year of Identity.

### KEYNOTE 2:45-3:30 PM

#### HOW VISUAL DISCOVERY IS ALTERING THE SHOPPING EXPERIENCE

Anna Bennett, President, White Glove Social Media

Ranked as one of the top 15 Pinterest experts worldwide chosen by Pinterest themselves, Anna brings keen insight into a channel that retailers should be paying attention to! In this keynote presentation, retailers will learn how to best harness Pinterest's unique early consideration mindset to begin to build a relationship and trust with their new and current buyers early in their buying journey. Join Anna as she reveals how to maximize the power of Pinterest to compliment your direct marketing efforts and outlines several common critical mistakes to avoid. With her top actionable tips, strategies and tactics retailers will learn how to:

- Drive more qualified traffic to their websites and store.
- Enhance their buyer' shopping experience.

## CLOSING REMARKS 3:30 PM

# FEATURED SPEAKERS



**ANGIE ARNSPIGER**, VICE PRESIDENT OF BUSINESS DEVELOPMENT, NAVISTONE

Angie started her career on the agency side spending nearly 14 years with the Hibbert Group and Sterling Rice, both ad agencies focused on integrated marketing strategies, specifically database services, customer engagement, print, digital, global fulfillment, brand building and professional services. Most recently, Angie spent nine years with Datalogix/Oracle Data Cloud as VP Client Services, managing a sales team within the retail/consumer vertical, selling and executing on data-driven comprehensive omni channel marketing solutions. In her current role as VP of Business Development for NaviStone, Angie manages the business development team who are focused on bringing data-driven consultative marketing strategy to brands who can benefit from the opportunity to retarget their web browsers via the high response and proven channel of direct mail.



**MATT BEISCHEL**, FOUNDER & CEO, CORVUS CRO

Matt is a conversion specialist providing conversion rate optimization and testing services for e-commerce sites. Matt leverages his extensive experience in user experience design, behavioral data analysis, and front-end web development to assist clients in all aspects of split testing; from test development and execution to result analysis, planning, and strategy. He runs hundreds of split tests yearly and leverages the intelligence gained from those tests to develop testing plans which dramatically lift website performance.



**CRAIG BELHUMEUR**, VICE PRESIDENT, 4CITE

With experience in a variety of digital channels—website design, social media, paid search, podcasting, programmatic display and email marketing, Craig Belhumeur is a passionate digital marketer and current Vice President of Business Development of 4Cite Marketing in Albany, NY. Craig is a diehard Providence College basketball fan, enjoys playing golf and works with small businesses on the side to help them with digital marketing initiatives.



**ANDY BELL**, PRESIDENT AND CEO, JONES GLOBAL SPORTS

Andy's passion for brands and brand building began 25 years ago in the halls of 650 Madison Avenue working for Polo Ralph Lauren. He's been front and center in the ever-changing retail landscape building and re-building premium consumer brands. He considers himself a classic generalist having spent time in every functional area of the apparel business including design, product development, sourcing and logistics, fulfillment and customer care, sales, marketing and senior leadership of multiple organizations and across all distribution channels.



**ANNA BENNETT**, PRESIDENT, WHITE GLOVE SOCIAL MEDIA

Anna has been chosen to be part of an elite Pinterest Expert Advisory team set up by Pinterest to advise business owners. She is the president of White Glove Social Media Marketing and her dynamic team helps businesses drive more traffic and sales from Pinterest. Her three decades of experience in fashion retail operations, business management and coaching is the rock solid foundation for her Pinterest marketing & training services. Anna is the author of The Pinterest Marketing Course for Business. She is also a contributing author for Mitch Jackson's: The Ultimate Guide to Social Media For Business Owners, Professionals, and Entrepreneurs. Additionally, Anna has been featured in: Forbes, Investor's Business Daily, the American Marketing Association, & several other publications.



**ELISA BERGER, PH.D.**, EVP/PRINCIPAL, CROSS COUNTRY COMPUTER MARKETING

Elisa has been successfully helping database marketers achieve their ROI goals for over two decades. In 2008, Elisa leveraged her understanding of marketer needs to re-brand the company with the mission of bringing strategic marketing within the reach of all organizations, regardless of size. She developed the vision and specifications for the Database Marketing Optimization Suite. Prior to joining Cross Country Computer, Elisa is credited with creating the analytics offering at both MBS and Abacus, a division of Epsilon. As VP of Analytics at Abacus, Elisa was responsible for developing the Custom Analytics team, its product line and held accountability for the P & L. She also wrote the Abacus Annual Trend Report for both Consumer and Business Retailers. She earned her Ph.D. in Applied Research at Hofstra University.



**AL BESSIN**, COO, CIRCA LIGHTING

Al Bessin is an entrepreneurial omnichannel executive with over 25 years of experience. Currently, Al serves as COO of Circa Lighting, a seller of designer lighting for the home. Al has worked for companies like The GolfWorks, Musician's Friend, Golfsmith, and Apple, and has worked in every aspect of catalog, eCommerce and retail operations, both at strategic and hands-on levels. He has experience with small- and medium-sized start-ups, high growth companies, and turnarounds, both nationally and internationally. He has also worked with the investment banking community on several mergers and acquisitions.



**UDAYAN BOSE**, FOUNDER & CEO, NETELIXIR

Udayan founded NetElixir with a vision to provide online marketers worldwide with a paid search campaign optimization solution capable of delivering magical performance. Udayan recognized the potential of paid search as an essential advertising channel in 2002. Having experienced first-hand the complexity involved in running a profitable paid search campaign, he was driven to develop a system that delivers predictable and efficient campaign performance, allowing marketers to fully leverage the power of paid search. Prior to starting NetElixir, Udayan was Director of Business Development for iGlobalMedia/PartyGaming, the world's largest online gaming company. In this role he was responsible for building a new business unit, PartyBingo, that became a major revenue generator for the company.



**BRANDON BRIGGS**, CHANNEL SALES MANAGER, EMARSYS

Brandon is responsible for channel and alliance partnerships for the world's largest independent marketing platform company, Emarsys. With two decades of experience building tech companies and consulting some of the largest names in ecommerce, Brandon has become an internationally recognized industry leader. Given his combined passion for technology and understanding of marketing, Brandon has been educating audiences about the marketing renaissance unleashed by AI, machine learning and data science.

# FEATURED SPEAKERS



**KEVIN CHURCHILL**, PARTNER, COHEREONE

Kevin Churchill is an established industry leader skilled at working in a high paced team environment where passion, entrepreneurial drive, and innovation are valued. He is a dedicated brand champion whose roles have included Global Director of Merchandising, Catalog and Web Merchant, Buyer, and Planner with Patagonia. He has diverse knowledge of the North American Men's, Women's, Home and Children's retail, catalog, online and wholesale markets. He has supported these companies including Brooks Running, Patagonia, Outdoor Research, Strava, OluKai, Jockey, Ibox, Build.com, and Petunia Pickle Bottom. He has a diverse skill set that has been put to the test supporting, nurturing, observing and guiding industry leaders in their merchandising, creative, and sales needs.



**SHERYL CLARK**, PRESIDENT AND CEO, BEYOND PROPER

As President and Chief Executive Officer of Beyond Proper, Sheryl is responsible for the overall growth and direction of the brand, overseeing all aspects of business strategy and operations. She is focused on creating a seamless, omnichannel experience across digital, print, social and mobile platforms. Sheryl has a BS degree in Business Economics from State University of New York as well as a degree in Fashion Merchandising from the Fashion Institute of Technology and over 30 years of General Management and Merchandising experience working for major retail apparel brands with global recognition, including Old Navy, Gap, and Bloomingdale's.



**TIM CURTIS**, PRESIDENT, COHEREONE

Tim Curtis is the President of CohereOne and is a hands-on, executive-level marketer with extensive experience in strategy development and execution, direct, digital, and multichannel marketing; enterprise-wide P&L management, and operations and product development. Tim gets the "big picture" and possesses an established performance record and expertise in both marketing and operations for both domestic and international markets.



**CHUCK DAVIS**, CRO, WEBBULA

Chuck is an experienced and passionate digital marketing executive with over 25 years in email, eCommerce and technology companies across the digital marketing ecosystem. He's currently the Chief Revenue Officer at Webulla (The Data Solutions Experts). Prior to Webulla, Chuck ran sales for BriteVerify (an Email Verification provider) and was President of BlueHornet (an Email Service Provider), so he's a senior industry contact and an all-around Email Geek.



**BRIAN DELAITE**, VP, SALES & BUSINESS DEVELOPMENT, LS DIRECT MARKETING

Brian has over 25 years of direct marketing experience helping top national retailers find new customers and increase the value of their existing customers. Brian is spearheading the launch of LS Direct's Boomerang postal retargeting solution and their vertical market expansion. Brian earned a double major from Babson College in Marketing and Communications and was a founding member of Belardi/Ostroy, a full-service direct marketing and creative agency in New York City, where he was an integral part of their growth and expansion for 18 years.



**JOHN EDELMAN**, CEO, DESIGN WITHIN REACH

John is Chief Executive Officer of Design Within Reach. Edelman joined DWR in 2010, bringing more than 30 years of experience in consumer-focused lifestyle brands. Before joining the company, Edelman spent 14 years at Edelman Leather, the most recent six of which were spent as President & CEO. During this time, he dramatically grew company brand awareness, sales and profits as the leading national provider of premium leather. He also secured its place as the single most powerful brand in this commoditized market by dividing it into four categories: Private Aviation, Hospitality, Corporate Interiors and Residential Interiors. As a former Board Member and investor in Waterworks, he helped turn around the company, facilitating its eventual sale to Restoration Hardware in 2015.



**KEVIN FRIED**, HEAD OF INDUSTRY, RETAIL, GOOGLE

Kevin is an industry leader at Google in the retail vertical. In this role, he is responsible for partnering with Google's clients to help them navigate the changing retail landscape, build brands, and ultimately drive performance. Before joining the Google team, Kevin spent seven years at Monster Worldwide in various leadership positions. His responsibilities included leading Monsters's lead generation and consumer advertising business as the VP of Advertising Sales. Kevin earned his MBA from the Johnson School at Cornell University in 2010. Prior to Cornell, he earned a B.S. in Advertising from the New York Institute of Technology. While in university, Kevin led the Carlton Group, which was established to provide advertising services to non-profit organizations.



**CLAIRE GORDON**, VP, MARKETING, SMITH & NOBLE

Claire has been working in the catalog business ever since she discovered that it was one of the only forms of marketing that embraces performance measurement. She has deep experience in omni-channel retail strategy, marketing, circulation, analysis, web site design and development. Claire is currently VP of Marketing at Smith & Noble, her second stint at the custom window treatments retailer. Previously, she was a founding partner of VivaTerra, an eco-oriented lifestyle catalog. Prior to VivaTerra, she was VP of Marketing at Design Within Reach and co-president/CMO Smith & Noble.



**KIM HANSEN**, SVP MARKETING AND ECOMMERCE, WINSTON BRANDS

Kim, SVP Marketing and eCommerce at Winston Brands is responsible for marketing across all channels. Kim's team markets thousands of products through the collectionsetc.com website, digital marketing, third party marketplaces and a robust catalog mailing schedule. She has held management positions with Victoria's Secret, Ann Taylor and two divisions of HSN (Ballard Designs and TravelSmith). As President of Spyglass Consulting Associates, she helped start, grow and turn around businesses of all sizes and worked with brands such as Brooks Brothers and Avon.



**JAKE HOFFMAN**, DIRECTOR OF DATA SOLUTIONS, ARANDELL

Jake comes from a large digital agency background and has been working in print for the last 3 years. As the Director of Data Solutions for Arandell he works with a multitude of different retailers to insure that the catalog is helping to hit their marketing goals. Due to his unique background in digital he has also assisted in helping organizations bridge the gap between digital and traditional channels.

# FEATURED SPEAKERS



**MICHELLE HOUSTON**, EVP STRATEGIC SERVICES, COHEREONE  
Michelle Houston, Executive Vice President of Strategic Services, is an integrative marketing executive with a 20+ year proven track record. She delivers results and quickly adapts to new challenges with the initiative to identify and seize opportunities. Her proven ability to set strategic planning and execution in an ever-changing marketing environment lead companies to deliver significant results. Working with companies from large to small, Michelle is focused on developing and integrating cross channel marketing plans that maximize revenue while meeting budgeted ROI goals. Her hands-on experience with digital marketing programs combined with in-depth catalog marketing experience makes her a valuable resource within any organization.



**RENEE THOMAS JACOBS**, CEO, BUY AUTO PARTS  
Renee is a C-level retail executive with 20+ years management experience growing premium brands and building loyal customer relationships. Renee has worked directly with Founders, Boards and Private Equity to develop strategic vision. Her career began in 1991 when she was hired at women's athletic apparel company Title Nine where she was instrumental in growing the company from start-up to national multi-channel retailer. In 2009, she began a new challenge as COO / President at NapaStyle jumping in during the economic downturn to restructure the company and re-start growth. Having been in the Direct industry for almost 25 years, she understands the multi-channel levers within the business and how to push and pull them to achieve profitable results. She has successfully built and led senior cross-functional teams to analyze, execute, respond and succeed in today's ever-changing retail environment.



**ROSS KRAMER**, CEO, LISTRAK  
Ross is co-founder and CEO of Listrak, and holds decades of executive leadership experience, successfully launching and directing three technology start-ups. Ross has led Listrak from concept to its current position as a leading eCommerce multichannel digital marketing solutions and CRM provider.

Since its founding in 1999, Listrak has been on the forefront of eCommerce technology, from email marketing to actionable customer data insights. As CEO, Ross is responsible for charting the company's strategic vision and direction. He is a sought-after subject matter expert and thought leader within the digital marketing and eCommerce communities, lending his expertise to conferences, seminars, webcasts and podcasts. Ross has contributed to articles in the pages of Forbes, Women's Wear Daily (WWD), MediaPost, DMN, Internet Retailer, Multichannel Merchant, Business Insider and Chain Store Age.



**ANDREW KROL**, CEO, KDM  
Andrew is a business analyst and custom designer of database architecture with over 20 years of industry experience. Andrew works hand-in-hand with clients, overseeing and implementing their data management software and analysis. His specific expertise in database design and data transformation enables him to develop business intelligence solutions that transform data into actionable insight for these clients. Prior to starting KDM, Andrew worked as the Director of Database Marketing at Smith&Noble, Senior Manager of Database Marketing at Financial Engines, Inc., and Corporate Analytics Manager at Peapod (the online grocery services).



**ERIC LOCKOVITCH**, VICE PRESIDENT OF SALES, MIDLAND PAPER, PACKAGING & SUPPLIES  
Eric started his career in packaging 24 years ago and has been with Midland Packaging for the last 11 years. He graduated from University of Wisconsin Stout with a Business Degree and Minor in Packaging. His career started in the corrugate world and later moved to packaging distribution. He has been in packaging distribution sales for a total of 18 years. Recently, Eric was appointed Director of Equipment Solutions with a goal of creating a consistent national platform in automation, systems, and service across a rapidly growing customer base and consumer demands.



**CHARLIE LOZNER**, PARTNER, BACKBONE MEDIA  
Charlie is a seasoned Marketing and Ecommerce Executive with fifteen years of outdoor industry experience leading teams, building brands and crafting award-winning marketing campaigns. Charlie has an equal love for the left-brain analytics side of marketing and the right-brain creative process which drives long term profitable growth for his many clients that range from YETI Coolers to SITKA Gear.



**PATRICK LYNCH**, MEDIA PLANNER, BACKBONE MEDIA  
Patrick is a Media Planner for Backbone Media. For the last four years, he has focused on managing and optimizing campaigns in Facebook and Google, and most notably, was involved in Facebook and Google self-serve platforms during their biggest growth years. Patrick is chosen to participate in most beta tests on both Facebook and Google and was selected to contribute an Instagram case study in 2017 (one of only 10 published per quarter.) Patrick's clients range from \$1MM in annual web sales to \$90MM+.



**ERIK MARTINEZ**, EVP, BLUE TANGERINE  
Erik Martinez is an Executive Vice President at Blue Tangerine. His in-depth knowledge spans paid and organic search engine marketing, email marketing, website development and management, digital data mining and analysis, and direct marketing. Erik has succeeded in managing direct and digital marketing programs for multichannel retailers in niche home décor, Running Enthusiast, women's luxury apparel, food gifts, agricultural products, and B2B lead generation.



**KIRI MASTERS**, CEO, BOBSLED MARKETING  
Kiri is the CEO and founder of Bobsled Marketing, a digital agency that helps consumer product brands to grow and protect their sales on Amazon. Specializing in operations, marketing, and advertising on the Amazon platform, Kiri is a recognized voice for brands and retailers who are trying to figure out their business model in the Amazon age. Kiri is a regular contributor to Forbes and RetailWire on the topic of Amazon, and the author of "The Amazon Expansion Plan," which offers a close-up view of generating predictable results for Amazon sellers and advertisers.

# FEATURED SPEAKERS



**ANURAG MEHTA**, SVP & GM, AUDIENCE & DATA SOLUTIONS, GRAVY ANALYTICS

Anurag brings over 25 years of progressive sales and business development experience at companies ranging from early stage start-ups to large corporations. A versatile executive, Anurag has held roles in sales management, business development, corporate strategy, product management and engineering management. Most recently, Anurag led Neustar's sales organization, focused on tier-1 communication service providers, social media companies and messaging aggregators in the US and Europe. Previously he served as SVP, Sales and Business Development for a mobile advertising start-up. Anurag began his career in product marketing and software development at Nortel Networks. A veteran team leader, Anurag particularly enjoys the player-coach sales leadership role.



**JON NORDMARK**, CO-FOUNDER & CEO, ITERATE.AI

Jon is co-founder of a Denver- and Silicon Valley-based company founded in 2013, that Fortune 2,000s use to make innovation speedier, safer, and simpler. In addition to monitoring 300,000 startups and tech trends via automation, Iterate's proprietary innovation workflow platform includes a Microservice with pre-wrapped startup APIs and enterprise APIs that speed up and cost reduce digital prototyping and deployments. Iterate's revenue growth has averaged 64% per year. Prior to Iterate, Jon was CEO of eBags.com, a startup he founded in 1998. eBags was acquired by Samsonite after it sold 20 million bags which produced \$1.6 billion in revenue. Jon was Ernst & Young's Entrepreneur of the Year for the Rocky Mountain Region, he's been recognized with the Lifetime Achievement Award from the Colorado Technology Association, and he was selected as a LinkedIn as a Top Voice for the thought-leadership articles he's written on emerging technologies.



**JACK REYNOLDS**, SENIOR MANAGING DIRECTOR OF ECOMMERCE AND BRAND MARKETING, FREE PEOPLE

Jack is Senior Managing Director of eCommerce and Brand Marketing at Free People overseeing development and execution of brand strategy, performance marketing, UX/UI and business analytics globally. Jack brings with him over 20 years of marketing experience across a variety of verticals from Music, Books, Beauty and most recently Fashion. Prior joining Free People, Jack oversaw eCommerce and Digital for Elie Tahari, Clinique and BMG, helping optimize digital marketing and business strategies cross all channels. Jack was a longtime New Yorker but has recently relocated to Philadelphia.



**ANDY ROSTERMUNDT**, ACCOUNT EXECUTIVE, ARANDELL

Andrew enters his 15th year of sales in the direct mail and retail catalog printing industry at Arandell. He began his career as a Customer Service Representative and a Sales Service Representative. Over that time, Andrew has provided his customers exceptional expertise in the full cycle of the catalog strategy, production and distribution process.

In addition, Andrew has extended experience in the areas of database management, mail distribution and multi-channel marketing that often compliments the efforts of a client's catalog program.



**TRAVIS SEATON**, SVP STRATEGIC SERVICES, COHEREONE

Travis Seaton is the Senior Vice President of Strategic Services. He is responsible for delivering and managing the marketing functions for a retained group of clients in the apparel, home décor, housewares, automobile, and consumer goods industries. Travis brings years of experience to CohereOne, including multiple marketing database builds, circulation planning, and coordinating catalog, retail and Internet marketing programs. His expertise developed from working both on the client and consulting side, having worked at Merkle, LENSER, Smith & Hawken, and the American List Counsel.



**BRANDEN SLATTERY**, DIRECTOR, MARKETING STRATEGIES, COHEREONE

Branden Slattery has a strong analytical background and a passion for database marketing. Branden began his career in Direct Marketing in 2007 as a Marketing Analyst at LENSER and brings years of expertise in contact management, database marketing, direct mail strategy, marketing analytics, and social media. With experience on both the client and service provider side, Branden brings a unique skillset that looks at all sides of direct marketing.



**JULIE SPEAR**, PRESIDENT, BOBSLED MARKETING

Julie oversees 17 specialists that manage our clients' Amazon sales channels. This enables her to dig into all Amazon platforms and programs across eight international markets. Julie stepped into the world of ecommerce as an Account Specialist at Bobsled Marketing, where she helped manage the presence of multiple brands on Amazon. Since then, Julie has launched hundreds of products for new and established brands on Amazon.



**ANDREA SYVERSON**, PRESIDENT, IER PARTNERS

Andrea Syverson is the president at IER Partners and focuses on guiding and strengthening brands of all sizes with savvy best practices for creating customers for life. Combining her passion for adventurous listening and working across diverse industries, her "outsider-insider" creative branding and merchandising expertise and objectivity have been valued by companies as diverse as Ben & Jerry's, Celestial Seasonings, CHEFS, Boston Proper, SmartPak, Spanx, and World Vision. She holds an MBA and has dedicated more than 20 years to providing clients both domestic and international with innovative approaches to branding, product development and creative messaging. She is the author of two books in which she shares her hands-on approach for both brand building and creating customer-centric products that enhance brands: *ThinkAbout: 77 Creative Prompts for Innovators*, and *BrandAbout: A Seriously Playful Approach for Passionate Brand-Builders and Merchants*.



**MARTY TOMAN**, VICE PRESIDENT, MIDLAND PAPER, PACKAGING AND SUPPLIES

Marty Toman has been in distribution for over 25 years, of which he's been with Midland for the past 8 and provided start up and revenue turn around leadership for distributors both locally and nationally. He started as General Manager and was recently promoted to Vice President. While at Midland, the organization has dramatically grown its automation, parts, and service organization and invested in a full-service Design Center. Midland's Des Plaines, IL warehouse also became SQF Certified — one of the few in the distribution space to have such a designation.

# 2019 SUMMIT SPONSORS

## DIAMOND



**MIDLAND NATIONAL** | Midland National is an innovative, creative, and cost-effective paper distribution company for the Catalog, Retail, Direct Mail, Brochure, Insert, Magazine, Specialty Paper & Film, and Book Publishing Markets.

Midland National has a proven track record of developing and maintaining consultative paper programs, bringing unique solutions for specific needs. We will help you reduce costs and realize time and production efficiencies, while meeting your environmental and aesthetic goals.

Our dedicated employees are an unparalleled, detail-oriented team of professionals bringing expertise from all facets of the paper and printing industry. We pride ourselves on providing outstanding service, practical knowledge, technological innovation, and continuous value-added services.

## PLATINUM



**LISTRAK** | Listrak helps marketers unlock the power of their customer data to create personalized, 1:1 interactions that drive incremental revenue, engagement, lifetime value and growth. Fueled by artificial intelligence, actual human intelligence, machine learning, and predictive analytics, the Listrak platform boasts a comprehensive set of marketing automation and CRM solutions that unify, interpret, and personalize data to engage customers across channels and devices. Listrak has more than a decade of digital marketing experience, serves more than 1,000 clients, and works with leading brands. For more information, visit [www.listrak.com](http://www.listrak.com).



**NAVISTONE** | By unlocking addressable audiences, NaviStone helps brands convert web browsers into known, direct mail buyers. NaviStone does this by identifying website visitors who have "raised their hands" or shown intent to buy, modeling through proprietary algorithms to ensure intelligent marketing in all stages of the buyer's journey and the distribution of individualized direct mail within 24 hours of the existing customers and prospects visit to your website. All of this is done in a privacy compliant way. Learn more at [www.navistone.com](http://www.navistone.com).



**NETELIXIR** | Fanatically analytical. Search advertising mavens. Technology builders. Friendly experts. Firm believers in sharing knowledge. Founded in 2004 by Udayan Bose, our vision is to touch millions of businesses around the world and aid them in dominating the search bar. The NetElixir team consists of a multitude of search marketing engineers, data scientists, technologists, and global operations managers, all of whom are constantly ideating, innovating, and implementing unique practices that drive towards our vision of empowering search advertisers. With offices in the US, UK, and India, NetElixir works around the clock, persistently gathering, evaluating, computing, and formulating raw data and turning it into actionable insights. For our customers. We work consistently to develop new technology that will improve and facilitate digital marketing efforts across the globe.

## GOLD



**4CITE** | 4Cite has over 70% of online US shoppers in their network & it's growing. We are a people-based identification & data insights services provider with a proprietary interaction hub with 150+ million unique email addresses. 4Cite uses innovative web visitor identification technology with advanced data & analytics to identify previously unidentifiable customers & leverage individualized marketing campaigns across online & offline channels.



**ARANDELL** | Arandell brings brands to life. We create tangible brand experiences that drive impactful engagement and grow customer relationships for the world's leading companies. At Arandell, our promise to you is to create meaningful partnerships and deliver expert solutions that go far beyond expectations. It's that extra effort that sets us apart. Going beyond printing. Beyond mailing. Beyond a simple handshake. Beyond a mere vendor. Beyond expectations. We do more, because that's what our customers expect from us.



**BOBSLED MARKETING** | Bobsled Marketing is a digital marketing agency that helps brands to grow and protect their Amazon sales. Working with over 40 brands and managing millions of dollars of monthly revenue for Amazon Vendor and Seller accounts, every action taken is calculated to achieve one goal: maximizing clients' return on investment on Amazon.

Bobsled gives brands access to a team of skilled Amazon experts, including ex-Amazon employees, with knowledge and experience you can trust. Our services include operational support, brand protection, catalog optimization, and paid advertising.



**D3 SPECIALISTS** | In 2018, Specialists Marketing Services launched the d3 Specialists brand, offering our clients a wider range of integrated digital marketing services. d3 Specialists delivers data, solutions and support to accelerate multi-channel acquisition, retention and monetization.

Specialists Marketing Services, Inc. is an industry leader in list management, brokerage, digital marketing, and is the largest statement marketer in the industry. We have been serving leading brands, agencies, and Fortune 500 companies for 30 years. As the originators of the highly-rated CustomerConnect360 (CC360) file of 240 million U.S. consumers, we leverage data-driven strategies to target the right audience and maximize ROI for our clients.



**NORCELL PAPER** | NorCell is the exclusive distributor of Norske Skog Productions —high-quality printing and writing papers— in the United States, Canada and Mexico. Every year, its employees distribute more than 200,000 tons of papers to printers of magazines, catalogs, inserts, flyers and other papers.

# 2019 SUMMIT SPONSORS

## GOLD

EPSILON®

**EPSILON** | Epsilon is a global leader in creating connections between people and brands. An all-encompassing global marketing company, we harness the power of rich data, groundbreaking technologies, engaging creative, and transformative ideas to get the results our clients require. Recognized by Ad Age as the #1 World's Largest CRM/Direct Marketing Network, #1 Largest U.S. Agency from All Disciplines, and #1 Largest U.S. Mobile Marketing Agency, Epsilon employs over 7,000 associates in 70 offices worldwide. Epsilon is an Alliance Data® company.



**LS DIRECT** | LS Direct Marketing offers a number of personalized customer journey, reactivation, and New Mover solutions. Our newest addition—Boomerang Direct—offers postal retargeting to web browse and cart abandon customers and prospects. All results are tracked with our SmartDash marketing effectiveness dashboard reporting tool.



**WEBBULA** | Webbula provides industry-leading solutions for marketers that rely on email and data quality to drive sales, communicate with customers, and positively impact revenue. Webbula has built the world's most comprehensive email threat identification system. Since 2009, our technology and world-class partner ecosystem has enabled us to provide sophisticated multi-channel solutions to our clients via our industry-leading multi-method email hygiene, data appending, and audience targeting solutions for marketers of all sizes and industries. Our cloudHygiene platform goes beyond verification and identifies harmful active emails like moles, trackers, and disposable domains in addition to over 189+ MM traps, via our exclusive relationship with the world's largest Honey Pot purveyor.



**WILAND** | Wiland is a leading provider of intelligence-driven marketing solutions, serving thousands of the nation's top companies and organizations. The Wiland Database houses billions of transactions from thousands of brands spanning many markets and industries, giving us unprecedented visibility into consumer spending and interests. Leveraging this data and proprietary response prediction technology, Wiland delivers highly responsive online and offline customer audiences, customer optimization, and actionable business intelligence—driving incremental sales and profit for our clients.



WUNDERMAN  
DATA PRODUCTS

**WUNDERMAN DATA** | Wunderman Data Products iBehavior data cooperative is a rich database of more than 190 million individuals and has been helping marketers improve the performance of their direct marketing programs since 1999. Our expertise spans a variety of verticals including: B2B, catalog, consumer magazine, finance, insurance, non-profit, retail, travel and loyalty subscription services.

## SILVER



**ARTISAN COLOUR** | Our goal at Artisan Colour is to be a true business partner as you build your company's brand. From custom ordering to timely delivery, Artisan is with you every step of the way. Our commercial printing company is big enough to deliver what you need, yet still provides the personalized service you deserve. As a print shop, Artisan offers large and small format printing, but our capabilities extend beyond print. We also provide pre-press, professional photography, product management, and in-house creative services to make your marketing plan a one-stop project. Artisan Colour's modern print technology and 20 years of experience will provide you with the quality print services you need to represent your brand. Learn more at [www.artisancolour.com/](http://www.artisancolour.com/)



**BACKBONE MEDIA** | Backbone Media targets, engages and inspires the active lifestyle market through public relations, media planning and buying, and social media. For more than 20 years, Backbone has worked with leading outdoor gear, apparel, technology, food and beverage brands, as well as tourism destinations around the world. Backbone has offices in Carbondale and Denver, Colorado, and has consistently been named one of Outside magazine's "Best Places to Work."



**BLUE TANGERINE** | Blue Tangerine is your Website Design, Development, and Digital Marketing agency all rolled into one—from mobile-friendly Websites, SEO, and Paid Search to Email and Social—we provide digital marketing solutions using a data-driven approach proven to POWER RESULTS!



**CLUTCH** | With customer expectations at an all time high, brands must deliver personalized marketing content on all channels, at all times. But with unprecedented amounts of data to manage and multiple marketing systems in play, meeting these expectations can be difficult or even impossible. Clutch solves these challenges for today's marketer. The platform creates a unified, real-time customer view, identifying trends and opportunities in the data, and most importantly, taking action when it matters most. The result is increased loyalty and higher customer lifetime value. Clutch offers a variety of solutions as part of a fully integrated platform including CRM, CDP, personalized loyalty programs, gift cards, as well as mobile, email, and direct mail capabilities.

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## SILVER



**COMPUTECH** | Computech Direct Hoffman Estates, IL a privately held computer service bureau under the direction of Partner/Owner, Mike Stahulak recently revamped its marketing analytic platform beyond Computech's superior merge purge Mobius product offering. Mike envisioned a much bigger picture approach adhering to the industries challenge to determine how to distribute marketing dollars spent across all mediums. The NEW platform encompasses automated Daily factored or non-factored matchbacks, optional auto database updates, contact strategy, and Life Time Value across all marketing channels such as email, paid search, affiliate, organic search, Google (Universal) ad words, Mobile, Tablets, and social media.



**EMARSYS** | Emarsys is the largest independent marketing platform company in the world. Our software enables truly personalized, one-to-one interactions between marketers and customers across all channels—building loyalty, enriching the customer journey, and increasing revenue. This enables companies to scale marketing decisions and actions far beyond human capabilities.

Since 2000, Emarsys has helped over 2,200 brands in over 70 countries to connect with 3.2 billion customers around the world. Each day, we deliver more than 350 million personalized interactions across email, mobile, social, and web, leading to millions of daily purchase events on our software. Learn more at emarsys.com.



**GRAVY ANALYTICS** | Gravy Analytics is the leading provider of real-world location intelligence for marketers. Our patented AdmitOne™ engine verifies consumer attendances at millions of places, points-of-interest and local events, providing unprecedented visibility into the offline consumer journey. Gravy Analytics processes billions of anonymous mobile location signals every day to create its industry-leading and privacy-friendly data services, insights, and audiences. From ad targeting to customer relationship management, competitive intelligence to sponsorship selection, Gravy Analytics enables better business decisions with big data that reveals where people go in the physical world. Where we go is who we are. For more information, visit us at [gravyanalytics.com](http://gravyanalytics.com).



LSC COMMUNICATIONS

**LSC COMMUNICATIONS** | With a rich history of industry experience, innovative solutions, and service reliability, LSC Communications (NYSE: LKSD) is a global leader in print and digital media solutions. The company's traditional and digital print-related services and office products serve the needs of publishers, merchandisers, and retailers around the world. With advanced technology and a consultative approach, LSC's supply chain solutions meet the needs of each business by getting their content into the right hands as efficiently as possible.

## SILVER



**MACH Software**  
Data Management Associates, Inc.

**MACH SOFTWARE** | MACH Software is a robust Order Management Solution, which has been helping companies for over 37 years. Features include Order Processing, Inventory Control/Management, WMS, Accounting, Purchasing, Point of Sale, and more. With MACH Software, you can manage all operations in Real-Time across your Enterprise.

MACH Software helps clients reach more customers through Marketplace Integrations, such as Amazon/Amazon FBA, E-Bay, and Channel Advisor. MACH Software may be Cloud-Based, or installed On-Premise. Whether customers come through an E-Commerce Site, Catalog, Call Center, Retail Store, etc. MACH Software is the complete solution for your business.



**MIDLAND PAPER PACKAGING + SUPPLIES** | Midland Paper, Packaging + Supplies is one of the nation's largest independent paper and packaging distributors. We provide value added solutions for the efficient distribution of printing and publication paper, packaging supplies & equipment, and facility supplies. Through experienced recommendations and our intimate knowledge of these industries, we will help you find the best solution for your needs at the most competitive pricing in this ever-changing marketplace. We focus our attention on adding value to your paper and packaging programs by using our strong mill relationships and expertise in paper, packaging, printing, sustainability, and mailing to help you exceed your marketing and financial objectives. We will provide you with regular updates on the direction of the market to effectively and economically help you manage your programs.



**MODERN POSTCARD** | Modern Postcard helps multichannel retailers and businesses acquire new customers and retain existing ones through complete and customized direct marketing solutions. This includes high-quality printing and promotions, catalog marketing, full direct mail services, and integrated digital programs, such as email, mobile, and more. All direct mail planning, list and data services, creative, printing, mailing, and tracking are managed in-house from the company's state-of-the-art facility in Carlsbad, California. Eco-friendly printing options are available. For more information, call 800.406.1705 or visit [modernpostcard.com](http://modernpostcard.com).



**NAHAN** | Nahan provides award-winning commercial and direct marketing printing services to clients across the globe. Our collaborative approach to projects with our customers ensures the finest quality possible and promises to our clients a system to listen, impress, and deliver each and every time. Our key differentiators are our capabilities, speed, and flexibility. We specialize in award-winning catalogs & eye-catching direct mail that drives results.



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The Biofore Company **UPM**

**UPM** | UPM Communication Paper is the world's leading producer of graphic papers, offering an extensive range of products for catalogs, magazines, and other publications. The high performing paper and outstanding service of UPM add value to our customers' businesses.

UPM leads the industry in sustainability and third-party recognition for environmental and social responsibility. Third party recognition includes: CDP Forest A List, Corporate Knights, Dow Jones Sustainability Indices in Collaboration with RobecoSAM, and United Nations Global Compact LEAD.

UPM consists of six business units: UPM Biorefining, UPM Energy, UPM Raflatac, UPM Paper Asia, UPM Communication Papers (North America and Europe), and UPM Plywood.



**WHITE GLOVE SOCIAL MEDIA** | Anna has been chosen to be part of an elite Pinterest Expert Advisory team set up by Pinterest to advise business owners. She is the president of White Glove Social Media Marketing and her dynamic team helps businesses drive more traffic and sales from Pinterest. Her three decades of experience in fashion retail operations, business management and coaching are the rock-solid foundation for her Pinterest marketing & training services. Anna is the author of The Pinterest Marketing Course for business. Plus, a contributing author for Mitch Jackson's: The Ultimate Guide to Social Media for Business Owners, Professionals, and Entrepreneurs. Additionally, Anna has been featured in: Forbes, Investor's Business Daily, the American Marketing Association, & several other publications. She is currently working on an app that she believes will revolutionize online shopping.

## BRONZE



**ANCHOR COMPUTER** | Anchor is a Marketing Services Provider, delivering Machine Intelligence Predictive Analytics, Postal/Phone/Email & Digital Data, and Data Management Services to our Omni-channel Clientele for 45+ years. We are committed to providing mid-market Catalogers and Retailers cost effective, high value, integrated solutions. [www.anchorcomputer.com](http://www.anchorcomputer.com).

## BRONZE

### CorvusCRO

**CORVUSCRO** | CorvusCRO helps you achieve consistent, continuous revenue and lead growth on your website with end-to-end conversion optimization consulting. We provide proven ROI insights via split testing. Take the guesswork out of website change management. Implement the winners and dodge the stinkers. Optimize your revenue, lead generation and order conversion. We build lasting relationships with our clients through regular communication and inclusion. Our intent is to be a partner, not a resource. We'll work with you every step of the way; strategy, planning, setup, execution, reporting, analysis, and more. Our services are tailored to meet your individual needs.



**CROSS COUNTRY COMPUTER** | Cross Country Computer (CCC) brings strategic marketing solutions within the reach of all companies seeking to evolve their omni-channel strategies and turn the ROI equation back in their favor. Our industry experts and robust data management solutions make it easier for marketers to acquire, retain, and develop valuable customers. Our core competencies include marketing database development and hosting, data hygiene, data append/reverse append, email deployment, merge/purge, matchback, and analytics. We have been helping multi-channel retailers and publishers who market to businesses or consumers since 1975! Learn how CCC can help you at [www.CrossCountryComputer.com](http://www.CrossCountryComputer.com) or contact us at 631-334-1810 or [EBerger@CrossCountryComputer.com](mailto:EBerger@CrossCountryComputer.com).



**DINGLEY PRESS** | Dingley has been printing catalogs for over 90 years! It is our quality, capabilities, culture, and flexibility that keep customers coming back. Printing, Binding, Co-mailing, and Distribution, we have everything under ONE roof. Our sole focus on the catalog industry has made us the trusted choice for hundreds of catalogers nationwide. [www.dingley.com](http://www.dingley.com).



**KDM – KROL DATA MANAGEMENT** | Data drives your enterprise. Reach your destination quicker with KDM. KDM, LLC is a consulting and solution provider helping multichannel organizations with data management, reporting and CRM needs. THE ROADMAP: information to insight; insight to innovation. Your KDM Experience starts with a rigorous information needs assessment, grounded in 20+ years of real world experience in marketing + sales. That assessment is quantified, allowing KDM to create a relevant, robust data platform. With this sustainable data vein, you can mine to answer current and future business questions. THE RESULTS: nimble, flexible, portable... yours alone. Every KDM Solution is unique, created on an open architectural/rapid development platform that is nimble to react to change, flexible to accommodate future growth, and offers portability that off-the-shelf plans can't.

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## BRONZE

**THE MAIL GROUP**  
Worldwide Mail Solutions



**THE MAIL GROUP** | When you partner with The MAIL Group, you gain responsive, efficient, and creative mail management. Special orders and custom-designed programs are welcomed. We meet your needs, whether in terms of turn-around, inventory management, reporting, data management, or unique packaging. Our services include print-on-demand, kitting, and lettershop services. Our experienced team collaborates with you to ensure catalogs, special projects, or unique mail tests meet your needs with service that exceeds expectations. Contact: Kathy 765 807 2270 or kbeck@TheMAILGroup.com.



**MITTERA GROUP** | Mittera Group is a multi-platform communications company with more than 1,000 professionals who provide quality printing, direct mail, analytics, design, and digital solutions for clients throughout the U.S.



**ORACLE DATA CLOUD** | Oracle Data Cloud operates the BlueKai Data Management Platform and the BlueKai Marketplace, the world's largest audience data marketplace. Leveraging more than \$5T in consumer transaction data, 5B+ global IDs, and 1,500+ data partners, Oracle Data Cloud connects more than two billion consumers around the world across their devices each month. Oracle Data Cloud is made up of AddThis, BlueKai, Crosswise, Datalogix, and Moat.

Oracle Data Cloud helps the world's leading marketers and publishers deliver better results by reaching the right audiences, measuring the impact of their campaigns and improving their digital strategies. For more information and free data consultation, contact The Data Hotline at [www.oracle.com/thedatahotline](http://www.oracle.com/thedatahotline).



**PATH 2 RESPONSE** | We are a data driven team that engages with brands who strive to provide relevant marketing to consumers. Path2Response is comprised of data visionaries and cutting-edge technologists. Together, we are blazing a path to help our clients acquire new customers. We actively partner with our clients to provide innovative, data-based solutions that allow them to create and maintain profitable relationships with their customers. Our goal is to create great products that perform for our clients.



### R SQUARED MARKETING

**R SQUARED MARKETING** | R Squared Marketing specializes in branding and creative strategy for leading national and global retailers. With more than 25 years of experience developing catalogs, lookbooks, postcards, and other direct marketing campaigns, our clients consistently increase revenues, bring in new customers, sell more products, and look their best.

## BRONZE



**ROLLAND MILL** | Rolland is a leading North American fine paper and security paper manufacturer focused on quality, performance, and innovation. Our customers choose our products because of our proven record of accomplishment as an environmental leader in the pulp and paper industry. All Rolland's production is manufactured to the highest environmental standards and has the smallest environmental footprint in the North American industry. Our products are made using renewable energy, primarily biogas, using recycled fiber deinked without chlorine. For more information, please visit [www.rollandinc.com](http://www.rollandinc.com).



**RPI** | At RPI, we believe in the power of tangible and engaging personalized print to make meaningful connections between people across cultures, distance, and generations. For more than 30 years in locations in the US and Europe, we've worked to carry out that vision as a top-quality manufacturing and fulfillment company for Retailers, E-commerce Businesses, and Corporations. From helping marketers boost their brands by integrating print with digital channels to providing complete back-end production of personalized printed products, RPI supports businesses in building their brands, expanding markets, and creating unique printed products. As business-to-business providers, we work to showcase your brand—not our own—and strive to earn that privilege every day through our commitment to exceptional scalability, innovation, communication, reliability, and quality.



**SAPPI** | Sappi North America (Sappi) is a market leader in converting wood fiber into superior products that customers demand worldwide. The success of our four diversified businesses—high quality Coated Printing Papers, Specialty Packaging, Specialised Cellulose, and Release Papers—is driven by strong customer relationships, best-in-class people, and advantaged assets, products, and services. Sappi has a consistent record of investing in projects that reduce waste and air emissions, improve water and energy utilization, and promote sustainable forestry.

Sappi is a subsidiary of Sappi Limited, a global company with more than 12,000 employees and manufacturing operations in over 100 countries worldwide. [www.sappi.com](http://www.sappi.com).



THE SECURE SIDE OF INNOVATION

**VALID** | Valid is a publicly-traded company with a market capitalization of nearly \$1 billion, and over 7,000 employees in 16 countries worldwide. For over 45 years, our Data Solutions Group has provided the marketing leadership of leading B2C and B2B brand clients with tailored solutions for integrated database management, modeling & analytics, campaign management, and omni-channel deployment that create profitable and sustainable growth for their businesses by delivering:

- Better customer insight
- Increased customer loyalty & engagement
- Enhanced customer experiences
- More productive return on invested marketing dollars

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## BRONZE



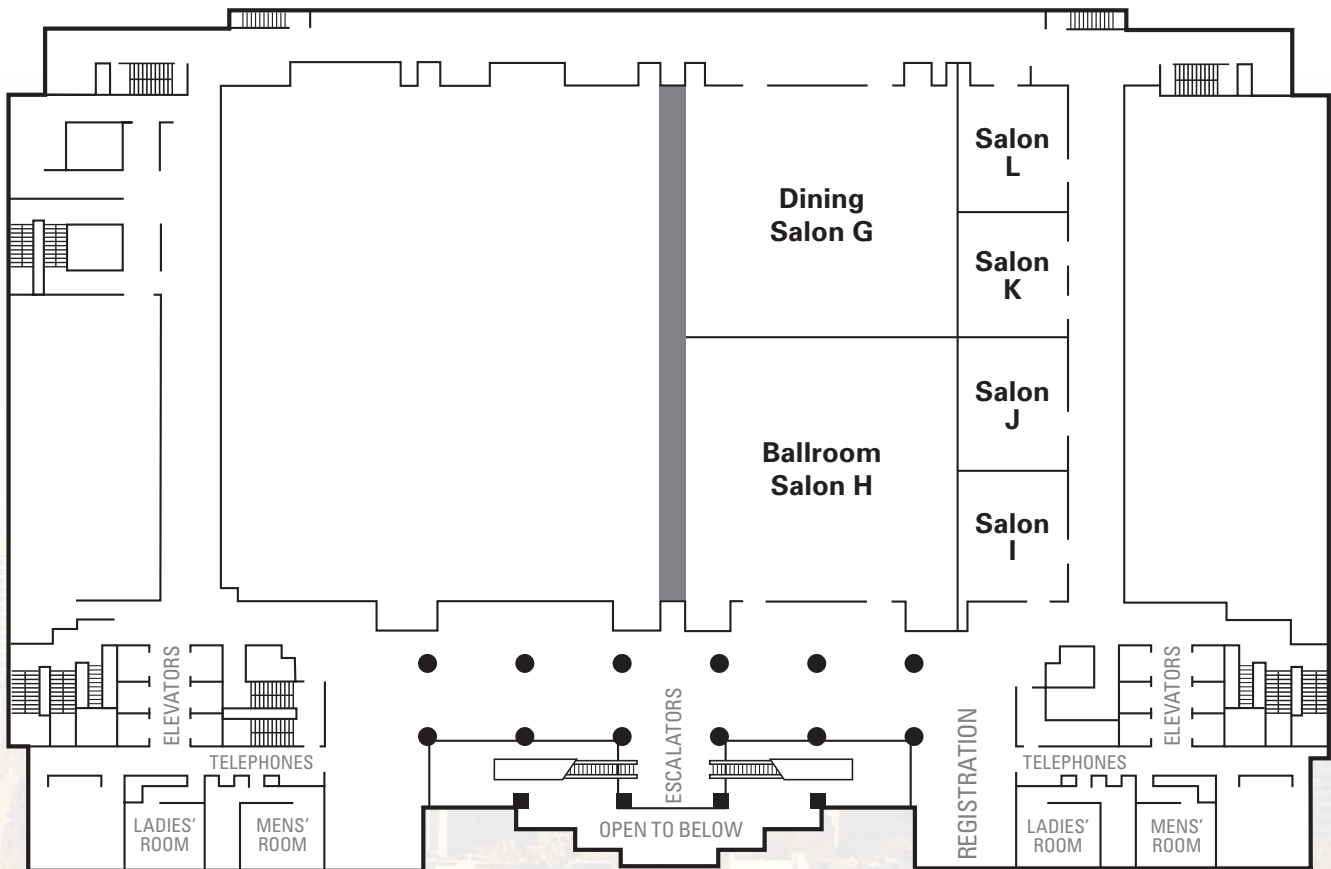
**VERSO** | Verso Corporation, a leading North American producer of Printing Papers, Specialty Papers and Pulp, offers a broad selection of high quality printing papers for all types of printing applications, including commercial printing, media, and marketing applications. With paper mills strategically located near top industry printers across North America, Verso provides expert customer support, on-press technical service, and innovative product and service solutions, bringing efficiency, productivity, and results straight to our customers' business. Our distinguished sheetfed, digital, and web brands include Sterling®, Productolith® Pts., Anthem Plus®, Futura®, Blazer Digital®, Influence®, Liberty®, Balance®, Focus®, Voyager®, and Superior Gloss®. [www.Versoco.com](http://www.Versoco.com).

We would like to thank the following sponsors for their additional support of the Summit.

- VALID for providing merge services for the direct mail postcards and brochures
- Modern Postcard for providing all printed assets for direct mail and on-site
- Artisan Colour for providing trade show assets and signage

# MARRIOTT DOWNTOWN FLOORPLAN

## LEVEL 5 BALLROOM



# cohereOne

**COHEREONE: A Data-Driven Direct Marketing Agency, delivering integrated print and digital solutions to power our clients' sales, profits, and growth.**

**OUR STORY:** CohereOne's origins date back to 1994 with the founding of LENSER, a CRM agency providing marketing consulting and services to multichannel retailers. After years of growth and evolution, LENSER was rebranded in 2014 as CohereOne, to form a new kind of direct marketing agency—one that values our direct response heritage, but integrates rapidly changing digital and social media with catalog and direct mail to maximize customer retention and acquisition.

CohereOne's sole concern is the growth and profitability of our clients' businesses. An extraordinary team of direct and digital marketing professionals with vast experience and a history of success in building both catalog and ecommerce brands has been assembled. CohereOne continuously helps clients achieve "best practices" throughout their marketing program and also provides out-sourced marketing services. CohereOne will continue to field the most talented and experienced team to help our clients, and we will never stop creating innovative products and services... all in the name of helping our clients win!

**TO LEARN MORE, VISIT [COHEREONE.COM](http://COHEREONE.COM)**

## SMART DATA IS THE INFORMATION YOU NEED TO BUILD RELATIONSHIPS WITH YOUR PROSPECTS AND CUSTOMERS THAT MOTIVATE THEM TO BUY.



### STRATEGY

We are the A-Team of experts in developing strategic roadmaps for higher profitability. We are specialists in designing, implementing, and executing marketing plans. It's the kind of partnership you're looking for!"



### EXECUTION

Marketing strategy is critical, and it's flawless execution is where sales and profits are maximized! Marketing execution is about taking the marketing strategy and putting it into action. It's the make-or-break moment.



### INTEGRATION

Success depends on a "road map" that integrates catalogs and direct mail with digital media, emails, browsing, and social. We go deep with peerless experts who combine client-side experience with hands-on, "roll up your sleeves" know how.



### ANALYTICS

We are "data geeks" mixing a lot of data science sprinkled with a pinch of art. Our industry expertise delivers actionable insights to facilitate data-driven plans.

**CONTACT INFORMATION: [INFO@COHEREONE.COM](mailto:INFO@COHEREONE.COM) OR CALL 415.322.6986**