

December 14, 2017

“All the Right Moves: The New Rules of the Marketing Dance”

Presenter:

Lisa Nirell, CEO, EnergizeGrowth® LLC

Presentation Overview:

Just a few short years ago, companies could thrive by demonstrating a clear understanding of your customers’ needs and creating a great customer experience. You could be a star by investing in cool advertising, pricey sponsorships, and slick spec sheets.

But those days are gone!!! Data-driven decision-making and wisdom must be applied equally. The session will showcase the “New Rules” of modern marketing, insights from Lisa’s CMO peer groups, and her 5-year CMO innovation study.

You will walk away with knowing:

1. How to leverage marketing as revenue and innovation center
2. What innovative marketing takes in terms of skills, knowledge & actions
3. The four rhythms of true marketing innovators, and examples
4. And, an autographed copy of Lisa Nirell’s award winning book: *The Mindful Marketer: How to Stay Present and Profitable in a Data-Driven World*

About Our Presenter:

Lisa Nirell
Chief Energy Officer, EnergizeGrowth® LLC



Lisa Nirell (lisanirell.com) helps courageous CEOs and CMOs accelerate growth and innovation. Companies such as Infor, Bozzuto, Hilton, Google, Adobe, LinkedIn, and hundreds of entrepreneurs have hired Lisa to gain fresh insights, formulate new strategies, and launch breakthrough marketing ideas. She is also an award-winning expert speaker and author of the acclaimed *EnergizeGrowth® NOW: The Marketing Guide to a Wealthy Company* and *The Mindful Marketer: How to Stay Present and Profitable in a Data-Driven World*.

Present and Profitable in a Data-Driven World.

Date | Time | Location

THURSDAY
December 14, 2017

12 noon to 2 pm
Networking and Lunch

CXO Forum
Presentation

Congressional Country Club
8500 River Road
Bethesda, MD 20817
(301) 469-2000

For directions, visit
www.cxoforum.com

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