

Keynote Presentation “Highly Recommended”, Emily Bader, Zócalo Group



Emily Bader | Executive Vice President, Executive Director, Strategic Planning

Emily Bader leads strategic planning at Zócalo Group. Emily guides and challenges client teams to develop word of mouth and social media programs that drive sustainable conversations for brands which lead to recommendations and impact sales.

Emily has extensive experience developing creative, high-impact, online and offline word of mouth marketing and communications programs for leading consumer brands.

Prior to joining Zócalo Group, Emily served as senior vice president and group manager at Ketchum, where she led the Midwest Food and Nutrition Practice.

Emily has a Bachelor of Arts degree in English Literature from Northwestern University. She and her husband owned and operated S3 Kitchen, a critically acclaimed fast-casual café in Oak Park, IL.

Career Panel

Moderator: Cyndi Greenglass | Diamond Marketing Solutions |



Cyndi is responsible for marketing and strategic solutions and manages the agency services team of data, analytics, creative, and digital professionals. With a strong track record in marketing, strategic planning, and database development, she helps Diamond Marketing Solutions’ clients “market smarter” by providing strategic solutions. Prior to joining Diamond Marketing Solutions, Cyndi launched World Marketing Integrated Solutions, an integrated database and strategic marketing consulting firm. Her background includes 10 years in international business consulting with the U.S. Embassy and the U.S. Foreign Commercial Services. Cyndi is a past president of the Chicago Association of Direct Marketing and past chair of the Direct Marketing Association Business-to-Business Council. She

currently is on the Board of Trustees for CADMEF. She is a frequent presenter at major DM industry conferences and is an educator at several universities. Cyndi has twice been recognized among the Top 100 BTB Marketers by Crain’s BtoB magazine.

Career Panelists

Tonya Ames | Creative Circle | Lead Recruiter



Tonya is the Lead Recruiter who has been with Creative Circle since 2005. She partners with advertising agencies, design firms, corporations, marketing firms and non-profits/associations; helping them find talent for fulltime and freelance positions. She has a passion working with students and new graduates, helping finely tune resumes, interview skills and portfolios. Prior to Creative Circle, she worked for a Media + Marketing company, Alloy, as an Account Supervisor working with large fortune 500 companies with their recruitment and consumer branding/advertising initiatives on the college level. Before she got her feet wet in advertising, she worked with fashion designers on Seventh Avenue in New York helping with fashion shows and assisting in PR.

Fun fact – Tonya is a marathon and half-marathon runner and enjoys running along the lakefront of Chicago, particularly when it’s not a Polar Vortex!

Stephen Murphy | Discover Financial Services | Director – Marketing Business Strategy and Innovation



Steve is responsible for Marketing Business Strategy and Innovation at Discover Card including the evaluation of new opportunities and the transformation of existing business functions. Marketing Strategy focuses on identifying new and more efficient ways to meet the needs of Discover Card’s customers.

Steve was previously responsible for North America at Diners Club International Ltd., a division of Discover Financial Services. Joining during its acquisition by Discover, Steve was managed Global Strategic Development including identifying new global partners. In his previous roles with Discover he was responsible for a number of initiatives including the launch of Discover’s Third-Party Issuance business, co-development of Discover’s customer profitability program and the acquisition of Diners Club International.

Steve also worked in management consulting focusing on Sales and Marketing initiatives with Fortune 500 sales teams. Steve holds an MBA in Finance, Real Estate and Management Information Systems from the University of Missouri. My fun fact is that I was once stranded in a Brazilian Gold Mine.

Rachel Slusarski | DraftFCB | Human Resources Manager



Rachel Slusarski currently serves as a Human Resources Manager at Draftfcb in Chicago where she supports teams in Creative, Broadcast and Print Production, Facilities and the Orange County and Los Angeles offices. In her role, Rachel is responsible for employee relations and being the first point of contact for questions from internal employees. Born and raised in Duncan, Nebraska with a population of 359, Rachel attended the University of Kansas and the University of Nebraska at Omaha. She graduated in 2007 with a Bachelor of Arts and a Major of Journalism with an emphasis in Public Relations and Advertising.

Outside the office you can find Rachel cheering on the Kansas Jayhawks, spending time with her dog Callie and training for half-marathons.

Roundtable Leaders

Roundtables #0 Sports Marketing & Management



Andy Clark | DePaul University & Consultant

Andy Clark has more than 25 years of experience in business development, entrepreneurship, advertising, public relations, and relationship management. He is a specialist in leveraging relationships, sponsorships and third-party promotions to deliver measurable results. He is a part-time faculty at DePaul University in the Department of Management, teaching the popular Sports Management courses. He also is the SVP at Scoutware, LLC, a licensed software company that markets communications solutions designed to help universities

strengthen relationships with recruits, students, and donors. Since the launch of Scoutware in 2003, he has directed the growth of the client roster from zero to over 300 college and universities, encompassing over 2,000 individual clients.

Roundtable #1 Customer Segmentation

Barry Pace | President | Consulting

Barry has spent his entire 30 year business career in direct and multi-channel marketing. His experience includes a successful catalog start-up in the 1980's, leading the multi-channel marketing efforts for a large office supply retailer during the 1990's and successfully tripling the sales of a multi-channel marketing business in his role as CEO during the most recent ten years. Presently, Barry is a consultant for several multi-channel marketers focusing on customer value growth and balancing the marketing investment across channels and across customer segments.

Roundtables #2 Branding



Ilan Geva | Ilan Geva & Friends

After Launching his own design business in Israel, Ilan started his international career in the early 1980s when he joined Ogilvy & Mather as Design Head and Creative Director in Johannesburg, Los Angeles, and Chicago. Later he held senior creative positions with Leo Burnett and Frankel & Co. (now ARC Worldwide) his other positions were: VP Exec. Creative Director at Kragie/Newell (now Integer) Des Moines, and VP Creative Director Gage Marketing, Minneapolis. He currently runs Ilan Geva & Friends, a brand communications consultancy in Chicago.

Some of his most recognized branding work included: United Airlines, Korean Air, Alitalia, McDonald's, Coca-Cola, Visa, Ford Trucks, The Chicago Tribune, SA Breweries, Panasonic, Nestle, American Express, Unilever, VW-Audi, Kodak, HP, Seagram, Shell, Sears, Citibank, and many more. Ilan has a BFA from the Bezalel Academy of Arts and Design in Jerusalem and a Master's degree from DePaul University in Chicago. He also graduated from the Damelin College of Marketing in Johannesburg with a diploma in Marketing Management. Additionally, he studied Video, Painting and Drawing at the School of The Art Institute of Chicago.

Roundtables #3 Hiring Manager Tips for Marketing Majors

Rosemary Walker | Creative Circle

Rosemary Walker manages the Chicago office of Creative Circle. Creative Circle is a specialized staffing agency representing advertising, marketing, visual communications and interactive professionals in a freelance and fulltime capacity. The Creative Circle Chicago team meets with 80-100 professionals in the space each week and actively manages over 500 creative contracts a week. From a talent perspective, Creative Circle prides itself on consulting with candidates in the industry on what is currently marketable and what resumes/portfolios hiring managers are responding to and why. Rosemary has close to 9 years of experience in creative staffing and previous to joining Creative Circle worked agency side as a project manager in an advertising agency that specialized in healthcare marketing.

Roundtable #4- Integrated Marketing Communications at Allstate Insurance



Janet Platcow | Marketing Manager | Allstate Insurance

As a Marketing Manager at Allstate Insurance, Janet applies her expertise in Customer Relationship Marketing and data-driven marketing plans to lead roadside and flood consumer marketing campaigns in the Integrated Marketing Communications Group.

Her product experience spans pharmaceuticals to telecommunications in positions both agency and client-side, lending a 360 degree perspective and effective client-agency relations. While holding positions at Abbott Laboratories, Draftworldwide (now DraftFCB) and Kobs Gregory Passavant she honed her focus on database marketing strategy, tactics, and operations. Janet currently resides in Lake Forest with her husband and two children. She earned a bachelor's degree from Oregon State University. In addition to her work as a marketing professional, she enjoys skiing, traveling & volunteering for various associations including the Learning Disabilities Association of America.

Roundtable #5: Measurement Strategies for Online Marketing



Danny Cox | Razorfish

Danny Cox is a specialized generalist. Depending on the day (and the client), he can be found creating social content, planning integrated marketing programs, dropping code in socially-powered app experiences, optimizing paid social campaigns, and drawing meaningful insights from any and all data available.

No matter which hat happens to be on, Danny is dedicated to helping clients reach the right business goals through the ever-changing name of the wind that is digital marketing. Yes, that was a Pat Rothfuss reference. You're welcome.

Roundtable #6: Online Advocate Outreach

Arielle Williams | Razorfish



Arielle Williams Carter is a senior social media professional with a leading edge focus on digital, social media, and public relations and more than 7 years of proven experience at various digital, interactive, advertising, communications/public relations, and marketing agencies. She has been the social media lead on several long-term accounts for some of the largest fortune 500 companies in the CPG, corporate, retail, and financial verticals. Before joining Razorfish Chicago, Mrs. Carter was a member of the digital practice group at Fleishman-Hillard Inc. Mrs. Carter graduated with cum laude honors from Kent State University with a Bachelor of Science degree in Public Relations.

Roundtable #7: Social Media and Analytics



Gibson Patterson | Razorfish

Gibson Patterson is a Social Media Strategist at Razorfish, the only digital agency to be ranked on Ad Age's Agency A-List two years in a row. Before joining Razorfish in early 2010, Gibson's background included digital public relations work at Golin Harris and Zocalo, as well as the Los Angeles firm Finn and Partners, where she was a founding member of the Digital Insights Group in 2006. From 1999 through 2006, Gibson was a senior publicist in Los Angeles. During this time, she represented several top actors, actresses and film makers. Her love of film continues via her Twitter account @gibsonpatt and occasionally she even "ghost Tweets" for a former actor client.

Roundtable #8 Brand Management & Advertising



Marton Harsanyi | Senior Strategist | Leo Burnett

Marton started his career in 2008 as an account assistant at Leo Burnett's Budapest office, working on the biggest launch of Coca-Cola's history since Diet Coke. He worked on big multinationals and smaller local clients as well.

Feeling entitled to ask questions and share his opinion Marton started filling in a strategy position. After a short period at an independent agency, he found himself at Leo Burnett again, as a regional planner on the Samsung account in Europe. He moved to Chicago in 2012 to work at Leo Burnett HQ & help Samsung figure out what The Next Big Thing is on a global level. He has a Bachelor's degree in advertising from Budapest Business School and a Master's degree in marketing from the University of Pecs (Hungary).

Roundtable #9 Mobile Marketing



Steph Biegel | Kargo

With almost 5 years of experience in the digital field, Stephanie currently resides as Senior Account Director at Kargo a mobile publisher platform. She started her digital ad sales career at Glam Media, working with top fortune 500 brands building her experience from a sales assistant to an account executive over her 3 year tenure. She built great brand and agency relationships which she still is in contact with today in her mobile ad sales role. From networking, creative concepting and staying up to speed within such a fast paced industry...she looks forward to many more years in an evolving digital industry.

Roundtable #10 Creating Solutions for the Media Industry



Molly Keating | Tribune Content Agency

Molly Keating is an experienced MBA in Marketing. At Tribune Content Agency, she is responsible for developing and cultivating relationships with clients in branded content and new areas of digital publishing. Formerly known as Tribune Media Services / News & Features, Tribune Content Agency is the entrepreneurial content services division of Tribune Company creating custom content and syndicating products of more than 200 premium publications and authors to brand marketers and media companies. We also license news, features, information graphics and multimedia content to clients through our global partner, McClatchy-Tribune Information Services (MCT).

Roundtable #11: Social Media Marketing & Analytics



Leif Fescenmeyer | Manager, Digital Strategy | Leo Burnett

Leif joined Leo Burnett just over a year ago as a Manager of Digital Strategy. Early on at Leo Burnett, he worked on a global social media account assisting in enterprise strategic social media development and thought-leadership for a global consumer electronics corporation. Currently, Leif is working on a campaign Digital Strategy team driving and infusing digital strategy into creative campaigns and brand marketing for global consumer electronics

business units by partnering with brand planners and creative teams.

Previously, Leif worked at Critical Mass as a Social Planner where he designed and managed global social media and integrated digital marketing strategies for clients such as P&G Sebastian and Nioxin.

Additionally, Leif was a digital/social strategy lead for Nissan North America and Moen, Inc. His digital marketing experience involves creating social strategies, identifying trends and communication opportunities, locating innovation in social media and providing unique insights and recommendations, based upon measured analysis, for digital marketing needs.

Leif comes from a traditional creative background, holding two Bachelor of Fine Art degrees in both Graphic Design and Photography from the Peck School of the Arts (UWM). His early career started with developing brand strategies for Fortune 500 companies then evolved to focus more on the creative aspect of the industry ultimately becoming an Art Director in print media. Leif resides in the West Loop neighborhood in Chicago. He enjoys traveling, painting fine art, photography and producing music when he's not furthering his strategic skill-set and reading up on the latest trends in advertising and branding.

Roundtable #12: Consumer Insights- Then, Now & the Future

Sean will kick off a 20 minute round table discussion with a brief (~3 minute) tour through the consumer insights industry, from humble beginnings in the prediction of elections to an industry that has witnessed major shifts in technology (mail, phone, online, communities, and mobile devices), to an industry that is facing new challenges ahead with changes in engagement models, big data & more. There will be a strong emphasis throughout on the skills required to be successful as a consumer insights professional, and how that too has evolved along with the industry.

The remainder of the time will be for students to ask questions of Sean & Christine.

Sean Dunn, Vice President, Consulting



Sean Dunn is a consumer insights consultant with Vision Critical. His experience spans multiple continents and methodologies. Originally starting his career with Ipsos in New Jersey, Sean joined Vision Critical in 2009 and has since had the opportunity to work in New York, Sydney (Australia), & Chicago. His focus has been consulting to clients on how to best leverage technology to deliver consumer insights to their organizations. Sean is particularly passionate about new trends in the areas of insight communities and mobile technology. As mobile technology has changed the world and the insights industry, Sean has

been on the forefront of embracing and promoting the opportunities mobile presents. He presented on mobile research best practices at the 2011 & 2013 AMSRS Conferences, spoke at the NewMR Mobile Day, and penned 2 articles for Research News magazine. Sean was one of 3 finalists for the 2012 Australian Market and Social Research Society's Young Researcher Award.

Christine Miller Research Associate, Insight Communities



Christine Miller is a research and client services associate at Vision Critical. Joining Vision Critical last year, Christine has gained experience in managing and supporting multiple qualitative and quantitative aspects of insight community research. She has broad exposure and experience with Fortune 500 clients in both the retail and consumer packaged goods sectors.

Christine proudly graduated from Loyola University's Quinlan School of Business in May of 2013. As a recent graduate herself, she is knowledgeable and available to discuss the wonderful opportunities and inevitable challenges of beginning a career in market research at this dynamic time.

Roundtable #13: Kraft Media Buying & Planning- Compare & Contrast



Jackie Cash | Media Associate | Starcom

- Graduated from Quinlan School of Business with BA in Marketing and Economics in December 2012 (minor in French)
- Began working as a Media Associate at Starcom on the Kraft Foods client team immediately out of school (a little over a year now)
- On the Kraft team, specifically work on the strategy/planning side for beverages (this includes Capri Sun, Country Time, Crystal Light, Kool-Aid, MiO, Gevalia, Maxwell House, Tassimo as well as Planters)

- Coolest project: Planning "Millennial Immersion Day" with the rest of the strategy team + our Human Experience (HES) counterparts. This was an all-day research deep dive into male millennials, their consumption patterns, media habits, etc. with presentations from vendors, our HES team, as well as a panelist of male millennials ranging from 18-34.



Alise Leal | Media Associate | Starcom

I graduated from Loyola's College of Arts and Sciences with a B.A. in Cultural Anthropology and a minor in Marketing. During college, I worked in the Admissions Office as an Executive Board Leader of the Student Ambassadors and spent summers as an Orientation Leader. From a young age, I've been searching for what makes us "human". Language, music, and food are the keys to discovering who we are and finding our identity in this ever-changing world. After graduation, I began my career at Starcom Mediavest Group on the Kraft Foods account. I've been working on Kraft National TV and Digital Activation for 14 months and am faced everyday with challenges that stem from understanding cultures to gaining a better understanding of our audience. The more you know about your audience the more you'll get in return.

Roundtable #14: Starcom Multicultural Marketing Planning, Consumer Insights



Maura Guthrie - National Strategy Associate | Tapestry

Way back in 2012, Maura graduated from Quinlan School of Business with a B.A. in marketing. She also earned a minor in journalism from Loyola's SOC. After internships with a social media focus, Maura began working at Tapestry, SMG's multicultural agency, in February 2013. This month, Maura is transitioning to Spark, Starcom's rapidly-growing baby sister. At Spark, Maura will be an associate handling strategy and activation for a variety of clients including Kao (John Freida, Jergins, Curel), Hanes, Daisy, and Fifth Third Bank. Maura would also like you to know that "RFP" and "white paper" are, in fact, terms you will hear in the real world.

Brooke Benjamin | Human Experience Associate - Client Drive/Operations | Starcom



Originally from Omaha, Nebraska, I moved to Chicago to attend Loyola University Chicago. I graduated with a Business Marketing major and Psychology minor in 2012. Wanting to continue my education, I enrolled as an MBA student at Loyola and graduated this past summer, also with a concentration in Marketing. I have been a media associate here at Starcom since December 2012 and work on the Darden account. I started as a strategy associate on the LongHorn Steakhouse team and my role has evolved into specializing in the budget and competitive processes for both LongHorn and Red Lobster.

Roundtable #15: B2B Targeting & Big Data



Elyssa Rossetti | Associate | Starcom

Elyssa graduated from Loyola University Chicago in May 2013. During her time at Loyola she participated in many clubs and activities, including studying abroad at the John Felice Rome Center in Italy in Fall 2011. After returning from Italy, Elyssa started her internship with the Loyola University Marketing and Communication Department (UMC) as their media Intern. Since beginning full time at Starcom, Elyssa has worked on the commercial, business to business, side of the Microsoft account on both media strategy and digital activation.

Elyssa and her team planned the global strategy and digital tactical plan for the Servers and Tools team and then most recently has planned global strategy and digital activation for the Microsoft One Commercial campaign that is set to launch at the end of the month. Elyssa loves her time at Starcom and can't wait to see what the rest of her career has in store.

Roundtable #16 Digital Technology & Google



Jeff Jaworski | Sr. Account Executive – Retail | Google

As a Sr. Account Executive for Google & YouTube, working specifically within the Retail space, Jeff brings 10 years of digital marketing experience to bear to support and drive innovation for his host of agencies and clients. His diverse background in digital media (paid search, display, video, mobile, etc.), strategy, creative, analytics, and project management helps guide the work and provide a holistic view of the many factors involved in effectively driving clients' business objectives.

Specific to digital media, Jeff has enjoyed great success managing marketing programs for clients such as Target, AT&T, Abbott Labs, Amway Global, Nestlé Purina PetCare, JCPenney, Hotels.com and many others across a variety of digital media channels.

Recent initiatives during his tenure at Google have been centered around strategic initiatives such as Product Launches, Seasonal Initiatives, Attribution Modeling, Building Brand Love, and Digital to Store analyses to name a few.

Prior to joining Google, Jeff was a Partner, Digital Media Director for Mindshare heading up Abbott Labs and managing over a dozen brands with a variety of investment levels and program goals.

Outside of work, Jeff enjoys spending time with his wife and 1 yr old son, reading books, is an avid dog lover, and tries to work on his guitar skills and golf swing whenever he can, which is not nearly enough.

Roundtable #17 Start-up Marketing



Sarah Guckert | Marketing Associate | eSpark Learning

Sarah Guckert is a Marketing Associate at eSpark Learning, a fast growing education software start-up based in Chicago. Sarah first joined the company as an intern almost three years ago and has worked to grow the company by promoting eSpark through a variety of functions including email marketing, social media strategy, event marketing, and web content development. Sarah recently graduated in May 2013 with a BBA in Marketing from Loyola University Chicago.

Roundtable #18 Direct Marketing and Planning



Kelly Abeles | American Dental Association

Kelly Abeles is a seasoned Direct Marketing Professional and has served on the CADMEF Board of Trustees for several years. She is currently Director, Council on Member Insurance and Retirement Programs at American Dental Association. In this role she directs and manages all insurance and retirement plan strategic planning, product development, digital and direct marketing communications, financial audit and review, customer service and policy administration activities. She demonstrates how direct marketing has really transformed into integrated marketing and emphasizes the need for marketers

to possess a variety of skills.

Roundtable #19 Mobile Marketing

Aly Grossman | Kargo



Aly Gossman works at Kargo as an Account Executive in the Midwest office. With over four years of experience in advertising, Aly has had the opportunity to buy, plan, and/or sell almost every medium. She is excited to now hone in on mobile at Kargo: an innovative company that focuses on creating custom and meaningful solutions for brands. Aly has partnered with some of the largest CPG and Telecom brands in the world and loves the challenges of a constantly-evolving

and growing industry.