

EVENT SCHEDULE

- 9:15 - 9:45 am** **Registration and Breakfast**
- 9:45 - 10:00 am** **Welcome from Steve Kelly and Associate Dean Frank Mulhern**
- 10:00 - 11:00 am** **Keynote Address**
Presented by Craig Greenfield, COO, Performics ([read bio](#))
- 11:00 am - 12:00 pm** **Career Panel ([read bios](#))**
Moderated by Cyndi Greenglass, Diamond Marketing Solutions
Panelists:
Kristen Nomura, Google
Jadey Ryndak, Paladin
Brent Carter, Motorola
Meridith Ewers, Dyson
- 12:00 - 1:00 pm** **Lunch and Networking (lunch sponsored by DePaul University Kellstadt Marketing Center)**
- 1:00 - 1:45 pm** **Breakout Sessions 1 : See Packet for full list of options**
- 2:00 - 2:45 pm** **Breakout Sessions 2: See Packet for full list of options**
- 3:00 - 3:15 pm** **Conclusion**

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DePaul University Kellstadt Marketing Center (Lunch Sponsor)

Northwestern University (Host)

Keynote Presentation Craig Greenfield, COO, Performics Worldwide



Since 2005, Craig's interest in scaling large client programs and developing company-wide processes has helped Performics successfully transition into the first truly global performance marketing agency. In his current position, Craig leads global technology and innovation, a dynamic network of change agents focused on identifying, evaluating and developing new products, services and systems to ensure competitiveness and improved operational efficiency. Craig works in tandem with Performics's worldwide leadership, client teams and external partners to help clients identify and capture new business opportunities, negotiate strategic partnerships and enhance operational efficiency. To deliver more comprehensive solutions, the team cultivates the organization's innovation capacity by building processes or systems. This allows them to share learning, knowledge, and the tools needed to execute effective strategy.

Craig earned a Master of Science in Integrated Marketing Communications from Northwestern University and a Bachelor of Arts in English from the University of Iowa. Prior to Performics, Craig worked at Jacobs & Clevenger and J. Walter Thompson serving clients in Automotive, Financial Services, Retail/e-commerce and Deregulated Industries.

Craig has traveled extensively to countries such as: Belgium, Canada, China, the Czech Republic, France, German, Israel, Italy, Mexico, Netherlands, Singapore, Spain, Switzerland, the United Kingdom and throughout the United States.

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.



Panelist | Jadey Ryndak | Paladin | Managing Director of Paladin Marketing Resources

Paladin is a full-service recruitment firm that specializes in marketing, creative and communications roles.

Jadey has been with Paladin in a variety of roles for the past 15 years. Prior, she started her career in advertising sales including overseeing national advertising sales for one of the Chicago Tribune's niche publication. In addition to recruiting and sales, Jadey has worked within outplacement with Drake Beam Moran.

Jadey is married with two girls. Outside of work and family, she is actively involved in professional associations, various book clubs and is currently volunteering as an adviser for a hyper-local publication which is launching in her community.

Panelist | Kristen Nomura | Google | Head of Industry, Restaurants

Kristen has been at Google for nearly 9 years. In her current role, she leads a sales team who partners with advertisers in the Restaurants industry, helping them shape their digital strategy and understand the role Google/YouTube can play in it. Before moving into this role, Kristen held various roles in Sales Strategy & Operations, working alongside Google's sales leaders to develop and execute efforts to grow revenue and gain operational efficiencies.



Prior to Google, her career included time at a digital marketing agency working on B2B customers like Caterpillar, GE and Dow Chemical; client-side marketing for a healthcare software company; and she got her start in advertising as an intern on Wendy's, collecting Happy Meal boxes for competitive intel.

She has a masters in Integrated Marketing Communications from Northwestern, and an undergrad degree in French and Economics from Ohio State.

In her free time, she likes anything related to food & drink, and spends time with her husband and two sons, David (6) and Dylan (3).



Panelist | Meredith Ewers | Dyson | Associate Marketing Manager on Professional Products

Joining Dyson in 2015, Meredith Ewers acts as the Associate Marketing Manager on Professional products (including the hand dryer and lighting categories). In this role, she is responsible for the U.S. specific digital marketing strategy as well as the PR, social media, print/broadcast media and thought leadership plans. Previous to Dyson, she held brand marketing positions at Wolters Kluwer and Bosch Power Tools. Before transitioning to marketing, Meredith worked in sales for CBS Radio, Inc. and Carey International. Those sales roles spurred the decision to return to graduate school and follow her passion for marketing. Meredith earned her dual M.B.A./M.S.I.M.C. degrees from Loyola University Chicago's Quinlan School of Business, focusing on branding, digital marketing and international business. She also has her B.A. in English Literature from Millikin University.

Outside of work, Meredith is a foodie, movie buff and animal rights advocate. She loves traveling and is planning a solo birthday getaway in April.

Panelist | Brent Carter | Motorola | Global CRM Director

Brent Carter is Director, Global CRM for Motorola Mobility. In his role, Carter focuses largely on innovating the company's customer relationship management and direct-to-consumer marketing efforts. Prior to Motorola Mobility, Carter served as Vice President Customer Retention at Restaurant.com.



As a leader in CRM, Loyalty and Digital Marketing over the last 15+ years, Carter has helped shape the focus of customer-centricity in organizations across a variety of vertical markets; including Hospitality & Entertainment, Financial Services, Ecommerce, Retail and Mobile Technologies. Leveraging his extensive background, he has introduced innovative technologies and strategies into the marketing mix to exceeded objectives within organizations.

Carter is on the Board of Directors for the Chicago Association of Direct Marketing. He has spoken at a variety of conferences in the Database Marketing, Loyalty Program, and Customer Insights industries. He earned his Bachelor's degree from Ball State University and lives in the Chicago area with his wife and two children.

Breakout Sessions

Following lunch in the foyer, students will adjourn to the second and third floor classrooms to join the break out sessions. The sessions are highly interactive discussions that will dive deeper into a specific aspect of marketing.

Please see the insert for room assignments:

Session 1- 1pm-1:45pm

Session 2- 2pm-2:45pm

Sarah Blaney & Amanda Wahl	Mintel	Email & Omnichannel Marketing Trends
Cyndi Greenglass	Diamond Marketing Solutions	Connecting the Dots: Going beyond the data to tell a story
Randy Hlavac	Northwestern	Social Media
Ed Jaffe	IBM	Omnichannel
Jeremiah Seraphine	Vokal	Mobile
Chris Nielsen	Solstice	Mobile landscape and the next generation of mobile marketing
Jim Carey	Northwestern	Big Data
Andy Clark & Mark Treacy	DePaul Sports Management & Northwestern Athletics	Sports Marketing
Eric Acevedo	Chicago Creative Space	A Practical Guide to Content Marketing
Emily Van & Stephen Mathis	L2T Media	Search Optimization
Heather Blackston	Performics	Careers at Performics

The mobile landscape and the next generation of mobile marketing

We will explore the current mobile ecosystem and how the future of mobile will open up many new marketing channels for the next generation of marketers & consumers.

Chris Nielsen

Product Consultant

Company: Solstice Mobile

Bio: Graduate of Loyola University Chicago with a degree in marketing. Currently work for Solstice Mobile assisting clients in mobile strategy, roadmapping, and product delivery.



Connecting the Dots: Going beyond the data to tell a story

Market research and analytics professionals need to be strategic partners with marketers, to ensure that marketing decisions are well informed. What should that conversation look like? And how can both partners collaborate most effectively?

Cyndi Greenglass

Company: Diamond Marketing Solutions

Bio: (see first page)

A Practical Guide to Content Marketing

You will learn best practices of content marketing and build your own content marketing strategy using the Content Inc Model

Eric Acevedo

Head of Content

Company: Chicago Creative Space

@ChitownCreative

Bio: Graduate of DePaul University with a degree in Marketing Management and minor in Sociology. Currently working as Head of Content for Chicago Creative Space managing digital content publishing and distribution strategy that helps leaders create amazing company cultures and creative offices.



Email & Omnichannel Marketing Trends

Discover how emerging email trends are set to impact the marketing landscape over the next year. Behind every trend is comprehensive market and consumer data, in-depth analysis and brand examples that support the emerging and future impact of trends, including why markets should care and where Email Marketing is headed next.

Amanda Wahl

Research Manager, Comperemedia

Company: Mintel

Bio: Amanda began her career with Mintel as a Research Analyst in August 2010 and presently as Research Manager where she provides strategic insight and analysis for credit card and banking clients of Mintel Comperemedia

Topic: Omnichannel and Email Trends- Discover how emerging email trends are set to impact the marketing landscape over the next year. Behind every trend is comprehensive market and consumer data, in-depth analysis and brand examples that support the emerging and future impact of trends, including why markets should care and where Email Marketing is headed next.



Sports Marketing

Students will learn the state of the industry for Sports Management and Marketing and how to break into this competitive industry

Andy Clark, Director of Sports Management Programs

Bio: Andy has over 25 years of experience in sports marketing. Prior to joining DePaul's faculty he held leadership positions with Edelman Worldwide, Cramer-Krasselt, Scoutware and DePaul Athletics. In addition to teaching at DePaul, Andy serves on the Midtown Educational Foundation's Advancement Council.

Mark Treacy, Northwestern University Athletics

Bio: Mark Treacy joined Northwestern's ticket office as an account executive in April 2013 after working as a ticket sales representative for the DePaul University Athletic Department and an account executive for the Loyola (Chicago) Athletic Department. A 2011 graduate of DePaul University's Driehaus College of Business, Treacy earned two degrees in marketing (sales leadership) and business administration. His current duties at Northwestern primarily involve selling season tickets, providing support and customer service to current season ticket holders, and increasing group ticket sales for football and men's basketball.

A native of Shawnee, Kan., Treacy was a long-suffering Kansas City Royals baseball fan.



Social Media

Randy has just completed the Social Marketing Specialization – a series of 5 MOOCs [Massive Open Online Courses] with Coursera. This specialization is open to everyone interested in developing their social marketing skills and completion results in a Social Marketing Certification from Northwestern. This specialization enrolls 2,000 participants every 2 months and has learners from 1140 countries.

Randy Hlavac

Digital, Social & Mobile Marketing instructor, Director of the OmniChannel Initiative

Company: Northwestern University

Medill Integrated Marketing Communications [IMC] School

Bio: Randy Hlavac is a social and mobile marketing expert. He is the Director of the OmniChannel Initiative – a joint venture with IBM to develop the digital IMC Business model. He manages the Northwestern Medill IMC Digital and Interactive specialization. Randy teaches Digital, Social and Mobile Marketing and Digital Marketing Technologies to the graduate and undergraduate programs at Northwestern.

Randy is a social marketing blogger and his first book – Social IMC – Social Strategies with Bottom-line ROI is available on Amazon. Randy can be reached at r-hlavac@northwestern.edu or at 630.328.9550. You can also follow Randy on Twitter at @RandyHlavac or call him on skype at randy.hlavac



Search Engine Marketing & the Semantic Web: Digital Marketing Tactics & Strategies

Search Engine Marketing & the Semantic Web: Digital Marketing Tactics & Strategies. An informational overview on how Paid Search, Search Engine Optimization, Social Media & Reputation Management can make or break small businesses.

Stephen Mathis, Senior SEO Specialist

Bio: Stephen is a graduate of Loyola University Chicago's School of Communication, and holds a degree in Advertising & Public Relations. Stephen is a member of the SEO team at L2TMedia, an automotive digital marketing agency located in Evanston, IL.



Emily Van, SEO Specialist

Bio: Emily is a graduate of Loyola University Chicago's School of Communication, and holds a degree in Advertising & Public Relations. Emily is a member of the SEO team at L2TMedia, an automotive digital marketing agency located in Evanston, IL.

Heather Blackston

Title: Sr. Talent Acquisition Specialist

Company: Performics

Bio: Graduated undergrad from the University of Illinois with a degree in marketing, and grad school from Loyola University Chicago with a Masters in Human Resources. Currently leads recruiting efforts at Performics

Topic: Careers at Performics

Abstract: We will explore what Performics looks for in candidates, what special skills students need for a successful career at Performics, various roles and what the day-to-day is like in that role etc.

Performics

Breakout Sessions- Choose 2 sessions to attend

Session 1- 1:00pm-1:45pm | Session 2- 2:00pm-2:45pm

Room	Floor	Leader	Company	Topic
Fisk 308	Third (FISK)	Sarah Blaney & Amanda Wahl	Mintel	Email & Omnichannel Marketing Trends
MFC 3-111	Third	Cyndi Greenglass	Diamond Marketing Solutions	Connecting the Dots: going beyond the data to tell a story
Forum	First	Randy Hlavac	Northwestern	Social Media
MFC 3-119	Third	Ed Jaffe	IBM	Omnichannel
Fisk 307	Third (FISK)	Jeremiah Seraphine	Vokal	Data Driven Product Management To Create Great Customer Experiences
MFC 2-101	Second	Chris Nielsen	Solstice	Mobile landscape and the next generation of mobile marketing
Lobby	First	Jim Carey	Northwestern	Is Big Data For Real, and Where Are The Opportunities For You?
MFC 3-127	Third	Andy Clark & Mark Treacy	DePaul Sports Management & Northwestern Athletics	Sports Marketing
Fisk 306	Second (FISK)	Eric Acevedo	Creative Space	A Practical Guide to Content Marketing
MFC 3-107	Third	Emily Van & Stephen Mathis	L2T Media	Search Engine Marketing & the Semantic Web: Digital Marketing Tactics & Strategies
Lobby	First	Heather Blackston	Performics	Careers with Performics

Shaded boxes denotes Fisk Hall next door