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# The Future of Marketing in Financial Services: Balancing Trust & Growth

# CMO Dinner

## SPEAKERS



**Amy Holtzman**  
CMO  
CHEQ



**Steve Choi**  
Director, Digital  
Marketing & Product  
Owner  
Prudential Insurance



**Raman Mallika**  
VP, Insights,  
Advertising, Growth  
& Brand  
American Express



**Alma Rodriguez  
Piscitello**  
EVP, Global Financial  
Services  
Edelman Smithfield



**Tina Wadhwa**  
Global Marketing  
and Communications  
Director  
Broadridge

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## THE FUTURE OF MARKETING IN FINANCIAL SERVICES: BALANCING TRUST & GROWTH

**November 15, 2023**

5:30 PM-9:00 PM

Eastern Time

As safety, security, and privacy considerations continue to intensify for financial services marketers, implementing timely and effective brand-building and acquisition strategies can feel insurmountable. To be successful, today's marketing leaders must find the delicate balance between protecting the business and propelling it forward. We'll discuss how marketing can lead with robust cybersecurity measures while delivering long-term, efficient growth, the opportunities and risks of AI for brands, and more.

## PANELISTS



**Amy Holtzman**  
CMO  
CHEQ

TOGETHER WITH



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