

# CMO and Women with Vision CXO Summit

## SPEAKERS

**Avishan Bodjnoud**  
Chief Information  
Management  
[United Nations  
Peace Operations  
\(DPPA-DPO\)](#)

**Melissa Ouari**  
VP and CISO  
[Money Management  
International](#)

**Anusha  
Anantharaman**  
Chief Innovation  
Officer  
[Government Industry](#)

**Alyeah Ramjit**  
VP System  
Transformation  
[One Brooklyn Health](#)

**Nina D'Amato**  
Chief Technology  
Strategist, Public  
Sector  
[Lenovo](#)

**Nora Osman**  
CEO  
[Norvana](#)

**Alexandra Méhat**  
Director, Product  
Marketing  
[Fortinet](#)

**Theresa Block**  
CMO  
[Sonas](#)

**Jen-Larie  
Tumminello**  
eGRC Officer,  
Compliance,  
Enterprise Risk  
[TD](#)

**Trista Huang**  
SVP Technology &  
Analytics  
[BRE Hotels & Resorts  
- Blackstone's](#)

**Emily Twomey**  
EVP & CMO  
[Razorfish](#)

**Linda Bethea**  
Former CMO  
[Danone](#)

**Jeanna Venneri**  
Former CMO  
[Elevance Health](#)

**Victoria B. Lozano**  
Former CMO  
[Crayola](#)

**Abhay Krishna**  
Sr. Director of  
Product Marketing,  
Sustainability  
Solutions  
[Workiva](#)

**Brian O'Toole**  
VP Ad Product  
Marketing  
[Hearst Magazines](#)

**John Renz**  
VP, Head of Creative  
[Prudential Financial  
Inc.](#)

**Patrick Ward**  
Head of Institutional  
Marketing  
[Vanguard](#)

**Cathy Oh**  
Former CMO,  
Samsung Ads &  
Services  
[Samsung](#)

**Matthew O'Rourke**  
Head of Marketing  
[Yale School of  
Medicine](#)

**Pierre Charchaflian**  
SVP, Senior Partner -  
Adobe and  
Marketing Global  
Practice Leader  
[IBM](#)

**Carolyn Kelly**  
VP of Marketing  
(CMO)  
[SEBPO](#)

**Valerie Nifora**  
Senior Lead, Content  
Marketing  
[Kyndryl](#)

**Michael Baer**  
CMO  
[TechCXO](#)

**Ethan Pew**  
Head of MS in  
Marketing  
The University of  
Texas at Austin

**Michele Fino**  
Chief Storytelling  
Officer  
Michele Fino LLC

[Click Here to Register](#)



**May 12, 2026**

Eastern Time

## Welcome & Registration

8:30 AM-9:00 AM

## Networking Breakfast

9:00 AM-9:30 AM

## Opening Remarks

9:30 AM-9:40 AM

### KEYNOTE

## From Brand Awareness to Brand Authority

11:15 AM-11:40 AM

In saturated markets, visibility is no longer enough. Brands win by becoming trusted authorities. This session explores how CMOs move beyond awareness to build credibility, relevance, and influence through consistent positioning, thought leadership, and values-driven strategy. The discussion focuses on why brand authority has become one of the most defensible assets in modern marketing.

### PANELISTS

**Victoria B. Lozano**  
Former CMO  
Crayola

### FIRESIDE CHAT

## The CMO as Chief Narrative Architect

12:20 PM-12:55 PM

Organizations rarely fail due to lack of strategy—they fail when their story fragments. In moments of transformation, uncertainty, or

disruption, narrative coherence becomes a strategic asset. This session positions the CMO as the executive responsible for designing, aligning, and safeguarding the organization’s narrative across customers, employees, investors, and partners. The discussion explores how narrative functions as a leadership system that drives alignment, trust, and execution.

CHAIR	PANELISTS	
Chair image		
<b>Michael Baer</b> CMO TechCXO	<b>Brian O'Toole</b> VP Ad Product Marketing Hearst Magazines	<b>Abhay Krishna</b> Sr. Director of Product Marketing, Sustainability Solutions Workiva

## PANEL

10:10 AM-10:55 AM

# 2026 Leadership Focus: The Role of Mentoring & Sponsorship in Advancing Women Leaders

How do we come together, as a group of professionals, to create and foster an inclusive business world where all women have a role to play? We know that a major part of this is attracting and retaining talent at every level but how exactly do we do that and where can we use technology to help? Our panelists will discuss how their companies are creating more inclusive environments, the use AI tools to help uncover hidden biases, what flexibility looks like for all team members and how they are advancing women earlier and signing them up for long term success.

CHAIR	PANELISTS		
Chair image			
<b>Jeanna Venneri</b> Former CMO Elevance Health	<b>Anusha Anantharaman</b> Chief Innovation Officer Government Industry	<b>Alyeah Ramjit</b> VP System Transformation One Brooklyn Health	<b>Melissa Ouari</b> VP and CISO Money Management International

## Lunch & Networking

1:40 PM-2:40 PM

## PANEL

12:55 PM-1:40 PM

# Reimagining the Marketing Operating Model in the Age of GenAI

As GenAI reshapes how marketing work gets done, CMOs are rethinking talent models, team structures, and workflows. This fireside chat explores how leaders are redesigning marketing organizations to scale intelligently—balancing automation with human judgment, creativity, and accountability.

## CHAIR

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**Cathy Oh**  
Former CMO,  
Samsung Ads &  
Services  
Samsung

## PANELISTS

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**John Renz**  
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**Matthew O'Rourke**  
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Medicine

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IBM

**Patrick Ward**  
Head of Institutional  
Marketing  
Vanguard

## KEYNOTE

9:40 AM-10:05 AM

# SASE in 2026: An Enterprise Roadmap for Scalable, and Converged Networking and Security

Enterprises are at a pivotal moment in their security and networking evolution. Hybrid work is permanent, cloud and SaaS adoption continue to accelerate, and AI-driven threats are increasing both in speed and sophistication. As users, applications, and data move beyond the traditional perimeter, enterprises must deliver consistent security and optimized access—everywhere—without increasing operational complexity.

This keynote explores how Secure Access Service Edge (SASE) provides a unified, architecture-driven approach to converging networking and security. Attendees will gain a practical roadmap for evolving toward a scalable SASE strategy in 2026—one that strengthens identity-centric controls, simplifies operations, reduces architectural sprawl, and enables enterprises to modernize incrementally while protecting existing investments.

## PANELISTS

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**Alexandra Méhat**  
Director, Product  
Marketing  
Fortinet

## FIRESIDE CHAT

3:15 PM-3:50 PM

# Marketing as a Growth Engine: Aligning Brand, Demand, and Revenue

As pressure mounts to demonstrate measurable impact, CMOs are increasingly responsible for aligning brand strategy with revenue outcomes. This session explores how marketing leaders connect brand, demand generation, and growth strategy without sacrificing long-term positioning. The conversation focuses on marketing's role as a core growth engine and its partnership with sales, finance, and executive leadership.

## CHAIR

Chair image

**Valerie Nifora**  
Senior Lead, Content  
Marketing  
Kyndryl

## PANELISTS

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The University of  
Texas at Austin

## VISION VOICES

3:50 PM-4:05 PM

### The Womanhood Experience: The Leadership We Already Carry.

In this session, Nora explores a different lens on leadership, one that challenges traditional definitions and highlights strengths that are often overlooked, yet deeply present. Drawing on the “Zero to Hero” concepts from her newly published book, and blending insight with lived experience, she invites leaders to rethink what it means to lead, and what may already be within reach.

## PANELISTS

**Nora Osman**  
CEO  
Norvana

## Networking Break

4:05 PM-4:20 PM

## FIRESIDE CHAT

2:40 PM-3:15 PM

### Burnout Is Not a Badge of Honor: Building Sustainable Leadership for Women

For too long, exhaustion has been mistaken for commitment and overextension for ambition—especially for women leaders navigating high expectations, invisible labor, and constant pressure to “do it all.” This session challenges the myth that burnout is the price of success and reframes sustainability as a core leadership strength, not a personal weakness.

Through candid conversation and real-world insights, we’ll explore the systemic drivers of burnout for women, how they show up at different stages of leadership, and what organizations can do to redesign roles, cultures, and success metrics for long-term impact. Attendees will leave with practical strategies to build resilient leadership models that protect energy, foster well-being, and enable women to lead powerfully—without sacrificing themselves in the process.

### CHAIR

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**Nora Osman**  
CEO  
Norvana

### PANELISTS

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Analytics  
BRE Hotels & Resorts  
- Blackstone's

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**Michele Fino**  
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Officer  
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## PANEL

4:20 PM-5:05 PM

# Psychological Safety as a Business Strategy: Why Belonging Drives Performance

High-performing organizations aren't built on fear, silence, or perfection—they're built on trust. Psychological safety, the belief that it's safe to speak up, take risks, and be oneself at work, is no longer a "nice to have." It's a critical business strategy that directly impacts innovation, engagement, and results.

This session explores how belonging fuels performance by unlocking diverse perspectives, accelerating learning, and strengthening team resilience. Through real-world examples and practical frameworks, leaders will examine what psychological safety truly looks like in day-to-day interactions—and where it quietly breaks down. Attendees will leave with actionable ways to model inclusive leadership, create environments where people feel valued and heard, and turn belonging into a measurable driver of business success.

### CHAIR

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**Theresa Block**  
CMO  
Sonas

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TD

**Nina D'Amato**  
Chief Technology  
Strategist, Public  
Sector  
Lenovo

## Closing Remarks & Raffle Giveaway

5:05 PM-5:10 PM

## Cocktail Reception

5:10 PM-5:55 PM

## Networking Break

10:55 AM-11:15 AM

TOGETHER WITH

