

2011 CUSTOM CONTENT CONFERENCE SPEAKERS INCLUDE:



David Harris, Group Manager: Digital and Alternative Media, Mazda North

America How does one of the world's leading automotive manufacturers connect with its customer base? David Harris will share content strategies across all media channels. David is responsible for all consumer facing websites including mobile, lead generation and experiential marketing. He also works on the development and execution of Mazda's formalized social media practice. Before joining Mazda, David was the Sr. Advertising Manager at Suzuki Motor Corp.



David Gwozdz, CEO, Mojiva

Each month, or rather each minute, mobile use increases among all demographic groups. David Gwozdz will share everything he knows on the topic. An advertising and technology industry pioneer, Dave's most significant accomplishment is leading Mojiva to be one of the leaders in the mobile space in just over two years of operation. Earlier in his career, Gwozdz served as a member of the founding team of DoubleClick, the internet advertising company acquired by Google for \$3 billion in March 2008. At DoubleClick, his work included devising and implementing the company's original media sales products and strategies. Dave previously held various management positions at McGraw-Hill, Ziff Davis and CMP. In 1995, Dave also founded one of the first online ad networks, Hot Link Media.



Steve Ennen, President & Chief Intelligence Officer, Social Strategy 1

Everyone agrees on a social media strategy, but how do you create an effective one? Meet Steve Ennen, Managing Director, Wharton Interactive Media Initiative & Wharton Lab for Innovation in Publishing, and a Lecturer in Marketing at The Wharton School, University of Pennsylvania, an award-winning journalist and new media professional pioneering online strategies for more than 15 years. Steve advises marketing, media, and corporate enterprises on how to implement successful digital, social media/ social networking strategies.



Jeremy Murphy, VP of Communications, CBS

Jeremy Murphy oversees CBS's glossy promotional magazine, *Watch!*. Jeremy manages the magazine's editorial content and operations, working daily with writers, editors and photographers in planning the bi-monthly publication. Since its founding he has recruited top talents like Joel Stein, Patrick Demarchelier and Russell James as contributors, and has directed and produced photo shoots around the world. Today, *Watch!* has more than 20,000 readers and is distributed nationally through newsstand sales and subscriptions. Find out how it is so successful.



Hunter Sebresos, Designer and Founding Partner, dYvergent; Design & Consultant for the Future of Media

We all talk about integrating content across media and technology channels, but what about design aspect? Hunter Sebresos shares both sides of the brain in his approach and use of content. He believes that value is found in ideas that are divergent, radical, even bizarre but acknowledges his ability to make radical ideas applicable and conveyable. Hunter's insights come from pinpointing what others are overlooking and making an abundance of prototypes and sketches to uncover unique concepts. According to current predictions our future will be mono-planar, screen saturated environment wherein our interactions with the world can be summed up by finger taps on pixel-based icons.



Robin Fisher Roffer, Founder and CEO, Big Fish Marketing

Fascinating tips and tools for rebranding your company in the digital age. The premier brand strategist for the digital age and America's leading reinvention specialist, Robin Fisher Roffer provides the rocket fuel that has ignited the launch pad of dozens of brands all over the world. As founder and CEO of Big Fish Marketing, Robin has launched and reinvented brands for such top companies as A&E, AMC, Aon, Bloomberg, CNN, Comedy Central, Discovery Channel, Disney Channel, FX, History, Lifetime, MTV, Sony, Time Warner, 20th Century Fox and Wet n

Wild Cosmetics.



Diana Derval, President and Research Director, DervalResearch

Prof. Diana Derval is President and Research Director of DervalResearch, global market research firm specializing in human perception and behavior, and Chair of the Board of Directors of the Better Immune System Foundation. Visionary researcher, inventor of the Hormonal Quotient® (HQ), member of the Society for Behavioral Neuroendocrinology, and author of the books "Wait Marketing" and "The Right Sensory Mix" - recommended by Philip Kotler - Diana Derval turns fascinating neuroscientific breakthroughs into powerful business frameworks to identify, understand, and predict human traits, motivations, and behavior. She has accelerated the development of Fortune 500 firms including TomTom, Michelin, Sofitel, Philips, Sara Lee, and Danone. Diana Derval teaches Marketing and Innovation at the MBA/Robert Kennedy College, Sensory Science and Market Research at ESSEC Paris-Singapore Business School, and at MBA/University Leonard de Vinci in Paris. Over 10,000 professionals enjoyed her inspirational lectures and workshops from Chicago to Shanghai.



Melissa Jones, Regional Marketing Manager, Aetna

How is custom content used to enhance member engagement and create successful media strategies for one of the nation's leaders in healthcare? Melissa Jones, Regional Marketing Manger for AETAN, is a marketing professional with a rich diversity of marketing roles and experience across a variety of industries, including educational, service, hospitality, and healthcare. She draws on these varied experiences to insightfully engage her consumers and accurately understand their wants and needs.



Dana Williams, Director of Brand Integration, Southwest Airlines

Find out how Southwest Airlines keeps rocking the industry: Dana Williams has over 20 years of marketing and management experience including seventeen years at Southwest Airlines in various roles in management positions in In-flight, People and Marketing Departments. In her role as Director of Brand Integration, Williams leads the integrated brand management strategy and overall Marketing communication efforts internally and externally to ensure our Customer engagement and brand integration is on target, relevant, and consistent with enhancing market position, and strategically aligned.