

# ANA Innovation Day @ Cisco Systems

In today's fast-paced and dynamic marketplace, it is more important than ever to innovate to stay connected with consumers. Whether exploring new strategies in mobile technology, reaching consumers via unique brand campaigns, or measuring the effects of real-time marketing, it is critical that today's marketers are on the leading edge of innovation.

Hosted by Cisco Systems, this complimentary ANA members-only conference features sessions from leading marketers and thought leaders who will share case histories on how they leveraged marketing innovation to drive better decisions, differentiate their brands, and improve ROI. You will also have fantastic opportunities to connect and learn from other interested members of the marketing community at this complimentary event.

## When:

**Start:** Tuesday, January 23, 2018 at 8:15am

**End:** Tuesday, January 23, 2018 at 4:00pm

## Where:

Cisco Systems, Inc.  
260 East Tasman Drive  
San Jose, CA 95134

## Agenda

TIME	EVENT DETAILS
8:15am	<b>Breakfast</b>
9:00am	<b>General Session Begins</b>  WELCOME  <b>Karen Walker</b> CMO Cisco Systems  <b>TECH THAT STACKS UP: GAINING INSIGHTS TODAY FOR A DATA-DRIVEN TOMORROW</b>

TIME	EVENT DETAILS
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A key element of marketing and communications at Cisco is a deep set of insights across all functions; from understanding markets to listening to customers to executing impactful campaigns. In this session, Joseph Puthussery, VP of Digital Marketing at Cisco Systems, will share his experiences of leading a global decentralized team and how data-driven decisions are reinventing the way they engage with their audiences.

**Joseph Puthussery**

Vice President, Digital Marketing Cisco Systems

**GE: UNLOCKING THE INNOVATION POWER OF MARKETING TO DRIVE GROWTH**

Marketing has the potential to drive innovation efforts, accelerate growth, and create shareholder value. Discover how to unlock this potential by transforming your customers into partners who help you discern the future and advocates who help you bring the future closer, faster.

**Dara Treseder**

CMO GE Ventures

**VSP: IT'S NOT JUST THE MAJOR THINGS, IT'S A HUNDRED MINOR THINGS...**

Three years ago, the leadership at VSP chose to convert their in-house creative team from an on-demand job shop to a modern, highly functioning, in-house agency. A year into the process, we shared the struggles and the successes that we'd experienced to that point. Now it is two years later, and we're still fine tuning our daily processes, but we can say that we've made it to the other side, and are a more efficient, more responsive, and more skilled group than ever before. The significant benefits have made it worth the considerable effort.

**Robert Kalmbach**

Creative Director VSP

TIME	EVENT DETAILS
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### **GOPRO: USING PROGRAMMATIC TO MAKE MARKETING STRATEGIES MORE RELEVANT**

In this session, we'll explore how GoPro built programmatic campaigns to tailor Hero5 launch messages to a wide array of audiences at scale, and increased advertising ROI as a result. Anne Mannucci, director of advertising and CRM at GoPro, will share best practices and lessons learned.

**Anne Mannucci**

Director, Advertising and CRM GoPro

### **COCA-COLA: REBRANDING A STRONG, GROWING BRAND**

A few months ago, Coca-Cola took the bold and innovative step of rebranding its Coke Zero beverage to Coca-Cola Zero Sugar. The evolution came at a time when the Coke Zero brand was a strong, growing brand. In this session, we'll learn about the rebranding campaign, what drove the decision, how it was implemented, and lessons learned.

**Bobby Oliver**

Brand Director, Sprite and Flavors Coca-Cola Company