CONTENTS

| Jeffrey Perlman | 7 |
|------------------------------------------------------|----|
| CMO, Zumba Fitness | |
| LEARNING TO RECOGNIZE, EMBRACE, AND | |
| CAPITALIZE ON GREAT IDEAS | |
| Jeanniey Mullen | 15 |
| Global EVP and CMO, Zinio | |
| INNOVATION: THE KEY TO CONSUMER MOTIVATION | |
| AND OTHER STRATEGIES FOR SUCCESS | |
| Chandru Kalro | 29 |
| COO, TTK Prestige Limited | |
| CREATING AND MAINTAINING A HOUSEHOLD | |
| BRAND NAME | |
| Arun Malkani | 37 |
| CMO, Birla Sun Life Insurance Company Limited | |
| THE IMPACT OF TECHNOLOGY ON MARKETING | |
| AND THE CHALLENGES IT POSES TO TODAY'S CMO | |
| David Byrne | 49 |
| CMO, Walkers | |
| LEADING A VALUABLE MARKETING FUNCTION | |
| IN THE GLOBAL B2B LEGAL ENVIRONMENT | |
| James Connell | 63 |
| VP, E-Commerce and Marketing, Roots Canada Limited | |
| MARKETING AS A COLLABORATIVE EFFORT | |
| Dominique-Sébastien Forest | 79 |
| VP, Digital Solutions, TC Media, TC Transcontinental | |
| ONE PROBLEM, ONE SOLUTION, ONE APPLICATION | |
| | |

| Andrew P. Holman | 89 |
|---------------------------------------------------------|-----|
| VP, Global Sales and Marketing, Greatbatch Medical Inc. | |
| THE FUTURE OF MARKETING: WORKING WITH | |
| THE CUSTOMER TO CREATE THE BEST PRODUCTS | |
| Kathy Tuite | 99 |
| SVP, Marketing, TransFirst | |
| MORE THAN JUST BRANDING: ESTABLISHING | |
| MARKETING AS A VALUABLE CONTRIBUTOR | |
| TO THE BOTTOM LINE IN A SHARED SERVICES | |
| ENVIRONMENT | |
| Sandra Zoratti | 111 |
| VP, Marketing, Executive Briefings, and Education | |
| Ricoh | |
| THE PROMISE AND THE PERIL: LEVERAGING | |
| DATA TO IMPROVE MARKETING RELEVANCE | |
| IN AN ATTENTION-DEFICIT WORLD | |
| Anil Modi | 123 |
| CMO, Aegis Limited | |
| INNOVATION: THE NEXT FRONTIER FOR A CMO | |