Bluecore SUMMIT

SEPTEMBER 18, 2019 - MAIN DAY

9:00AM - 10:00AM — **Arrival & Breakfast**

10:00AM - 10:05AM — **Welcome to the 5th Annual Bluecore Summit!**
Sarah Cascone, Director of Marketing, Bluecore

10:05AM - 10:45AM — **Moving at the Speed of Consumer 3.0**
Fayez Mohamood, Co-Founder & CEO, Bluecore
Sherene Hilal, VP of Product Marketing & Business Operations, Bluecore
Max Bennett, Co-Founder & VP of Product and Design, Bluecore

10:45AM - 11:15AM — **Break**

11:15AM - 11:35AM — **Fueling Authentic Connection with Technology**
Jim Hilt, President, Shutterfly

11:35AM - 12:05PM — **Forrester Feature Presentation**
Shar VanBoskirk, Vice President, Principal Analyst, Forrester Research

12:05PM - 1:00PM — **Lunch**

1:00PM - 1:20PM — **Building a Foundation for Greatness: Learnings From Traditional Retail to Accelerate Growth at a D2C Brand**
Lori Gatto, VP of Marketing, TomboyX

1:20PM - 1:40PM — **Balancing Innovation & Stability: Under Armour's Digital Marketing Maturity Model**
Julie Sukosd, Director, Digital Performance Marketing & CRM, Under Armour

1:40PM - 1:50PM — **Live Audience Polling!**

1:50PM - 2:20PM — **Break**

2:20PM – 3:00PM	**Lightning Presentations & Roundtable Discussions (Choose One)** **Room #1: Is your tech stack holding you back?** Sami Lockerby, Director, Online Customer Experience, Jockey **Room #2: Is your tech stack holding you back?** Courtney Meehan, CRM Manager, Volcom **Room #3: Maintaining consumer-focused communication in email and satisfying marketing and merch goals** Jennifer Chiang, Senior Analyst, Email Marketing, BCBGMAXAZRIA **Room #4: Leveraging your email program to achieve business goals and boost performance** Tommy Lamb, Director of CRM, Sephora **Room #5: Leveraging your email program to achieve business goals and boost performance** Larry Gray, Director of Digital CRM, FSAStore
3:00PM – 3:30PM	**Break**
3:30PM – 4:10PM	**Lightning Presentations & Roundtable Discussion (Choose One)** Same as above
4:10PM – 4:40PM	**Break**
4:40PM – 5:00PM	**2019 Bluecore Summit Awards** Kim Surko, VP Customer Success, Bluecore
5:00PM – 5:10PM	**Closing Remarks** Fayez Mohamood, Co-Founder & CEO, Bluecore
5:10PM – 6:10PM	**Cocktail Party**