

THE MEXICO MARKETING SUMMIT

March 8, 2017 // The W Hotel, Ciudad de Mexico, D.F. // Campos Elíseos 252, Polanco

A gathering of like-minded marketing professionals, creative agencies, media technology experts and marketing community leaders.

SPONSORS:



SUPPORTED BY:



SPEAKERS

(Alphabetical, by Company)

Miguel Lira, Stakeholder Management Director, **AES Mexico**
Marcela Velasco Cámara, Marketing Director, **América Movil / Telcel**
Cesar Enriquez Moran, Founder President, **American Marketing Association-Mexico City**
Ricardo Bussey, Director of Corporate Affairs, **ArcelorMittal**
Sergio Serra, Director of Marketing, Sales, & Business Development, **Banyan Tree Hotels & Resorts**
Karla Ausencia Quezada Gonzalez, Marketing Coordinator, **BASF**
Alberto Reveles, Head of Digital Strategy, **Bimbo**
Francisco Lebrija Zubiria, Corporate Communications Director, **CEMEX**
Manuel Portilla White, Director of Marketing, **Club Santos Laguna**
Jesus Valdelamar, Head of Marketing Communications, **Diageo**
Gabriel Gonzalez Carbajal, Market Intelligence, **DINA**
Daniela Portilla Díaz, Industrial Marketing Manager Latin America, **Donaldson**
Carol Eid, Content and Social Media Manager, **eBay**
Alma G. Beltrán R., Strategic Communications Manager, **FEMSA**
Armando Bonilla R., Director of Marketing & Export, **Grisi Hnos**
Ricardo Gonzalez, Customer Experience & Digital Marketing Senior Manager, **Grupo Marti**
Montserrat Santaella T., Senior Marketing Manager, **Grupo Posadas Provac**
Alejandro Berman, Sr. Media & Digital Manager, **Heineken / Cuauhtemoc Moctezuma**
Francisco Xavier Gomez, Brand Manager, **Holcim**
Gabriela Cabrera, Director of Strategy, Marketing & Business Development, **Honeywell**
Ana Sordo, Marketing Manager, **Hubspot**
Martha Yadira Ludlow Trejo, Marketing Manager, **Intertek**
Alejandra Cabrera Nieto, Marketing & Lead Management, **Kaeser Compresores**
TBA, **Kantar**
Omar Carrión, Integrated Marketing Communications Director, **Kellogg Latin America**
Maricruz Arrubarrena, CEO, **KidZania**
León Olvera, Director of Marketing, **Klassco**
Gustavo Razzetti, EVP Managing Director, **LAPIZ**
Ernesto Adduci, SVP Account Director, Mexico Tourism Board, **LAPIZ**
Max Raphael, VP LatAm Acquisition & Engagement, **Laureate International Universities**
Esther Subias, Marketing Director, **Maskota**
Eleonora E. Leone, Director of Strategic Marketing & Communications, **Medtronic**
Patricio Del Real Guerra, External Communication Specialist, **Metalsa**
Pedro Esquivel Ayanegui, Director of Marketing and Commercial Strategy, **OXXO**
Ruben Piza Reyna, Director of Marketing & Sales, **Papalote Museo del Niño**
Andrés Hermida Cruells, Sr. Marketing Manager, **Philips Health Care**
Olga Oro Coppel, President, **PRORP**
Diego Velasquez, Partner/CEO, **CMV/R&R Partners**
Omar Vargas, Brand Supervisor, **R&R Partners**
TBA, **Salesforce**
Raul Velazquez, Corporate Communications Coordinator, **SEGLO Logistics / Schnellecke Logistics**
Adrián Camargo, Market Coordinator, **Sika**
Mauricio Villasmil, VP of Marketing & Strategy, **SLM Sistemas**
Jesus Hoyos, CEO & Managing Director, **Solvis Consulting**
Andrea Carneiro, Director of Marketing and Sales, **St. Regis Mexico City**
Adolfo Arditti Bejarano, Customer Management & Marketing Director, **Sura Mexico**
Isolde Arzt, Director of Communications and Public Affairs, **Toyota**
Alejandra Barrera Gonzalez, Marketing Director Mexico & Central America, **Turner**
Marcus Philipp, Director of Marketing, **Volkswagen**
Luis Ita, Country Manager – Mexico, **WAZE**
Amanda Berenstein, Managing Director, **Weber Shandwick**

AGENDA

8:00 - Welcome Reception and Registration

9:00 - Mexico, Industry and Community

Mexico is home to some of the most powerful brands in the world - both local and international. How do Chief Marketing Officers project their brands globally and what local challenges do they have growing industry and community in the Mexican market?

Panelists:

Omar Vargas, Brand Supervisor, **R&R Partners**

Marcela Velasco Cámara, Marketing Director, **América Movil / Telcel**

Francisco Lebrija Zubiría, Corporate Communications Director, **CEMEX**

Alma G. Beltrán R., Strategic Communications Manager, **FEMSA**

Amanda Berenstein, Managing Director, **Weber Shandwick**

Pedro Esquivel Ayanegui, Director of Marketing and Commercial Strategy, **OXO**

Gabriela Cabrera, Director of Strategy, Marketing & Business Development, **Honeywell**

9:40 - Social Media Strategies

Going beyond 101 with leading Marketers through the labyrinth of Social Media strategies.

Panelists:

Alberto Reveles, Head of Digital Strategy, **Bimbo**

Esther Subias, Marketing Director, **Maskota**

Alejandro Berman, Sr. Media & Digital Manager, **Heineken / Cuauhtemoc Moctezuma**

Ricardo Gonzalez, Customer Experience & Digital Marketing Senior Manager, **Grupo Marti**

Patricio Del Real Guerra, External Communication Specialist, **Metalsa**

10:20 - Content Marketing Roundtable

Tactics and strategy for telling your story and using it to acquire and engage a relevant audience.

Panelists:

Ana Sordo, Marketing Manager, **Hubspot**

Alejandra Barrera Gonzalez, Marketing Director Mexico & Central America, **Turner**

Jesus Valdelamar, Head of Marketing Communications, **Diageo**

Maricruz Arrubarrena, CEO, **KidZania**

Armando Bonilla R., Director of Marketing & Export, **Grisi Hnos**

Sergio Serra, Director of Marketing, Sales, & Business Development, **Banyan Tree Hotels & Resorts**

Montserrat Santaella T., Senior Marketing Manager, **Grupo Posadas Provac**

11:00 - Morning Coffee & Networking Break – Sponsored by R&R Partners



11:30 - Optimizing Customer Experience

Listening to your customers and acting on feedback is key to building their loyalty. Marketers compare perspectives and share best practices from B2B and B2C markets.

Panelists:

Jesus Hoyos, CEO & Managing Director, **Solvis Consulting**
Alejandra Cabrera Nieto, Marketing & Lead Management, **Kaesser Compresores**
Andrés Hermida Cruells, Sr. Marketing Manager, **Philips Health Care**
Karla Ausencia Quezada Gonzalez, Marketing Coordinator, **BASF**
Max Raphel, VP LatAm Acquisition & Engagement, **Laureate International Universities**
Andrea Carneiro, Director of Marketing and Sales, **St. Regis Mexico City**

12:10 - Essential Practices in Crisis Communication Management

Creating and sustaining a marketing and PR narrative, client connectivity and relevance in the face of adversity.

Panelists:

Ernesto Adduci, SVP Account Director, Mexico Tourism Board, **LAPIZ**
Eleonora E. Leone, Director of Strategic Marketing & Communications, **Medtronic Latin America**
Ricardo Bussey, Director of Corporate Affairs, **ArcelorMittal**
Isolde Arzt, Director of Communications and Public Affairs, **Toyota**
Miguel Lira, Stakeholder Management Director, **AES Mexico**
Olga Oro Coppel, President, **PRORP**

12:50 - Beyond Branding

A discussion of brand primacy and its foundational role in marketing across industries - we debunk myths and identify essential strategies in brand delivery, recognizability, and customer experience across digital, mobile and social channels.

Panelists:

Manuel Portilla White, Director of Marketing, **Club Santos Laguna**
León Olvera, Director of Marketing, **Klassco**
Martha Yadira Ludlow Trejo, Marketing Manager, **Intertek**
Francisco Xavier Gomez, Brand Manager, **Holcim**

1:30 - Networking Lunch

3:00 - Leveraging Smart Data

How Marketers are understanding and using increasingly complex data sets to better reach customers.

Panelists:

Luis Ita, Country Manager – Mexico, **WAZE**
Adolfo Arditti Bejarano, Customer Management & Marketing Director, **Sura Mexico**
Gabriel Gonzalez Carbajal, Market Intelligence, **DINA**
Daniela Portilla Díaz, Industrial Marketing Manager Latin America, **Donaldson**
Mauricio Villasmil, VP of Marketing & Strategy, **SLM Sistemas**

3:40 - Meaningful Digital Engagement: Moving Beyond the Click-Through Rate
Case studies and innovations beyond the fundamentals in mobile and other digital engagement methods.

Panelists:

Marcus Philipp, Director of Marketing, **Volkswagen**

Adrián Camargo, Market Coordinator, **Sika**

Raul Velazquez, Corporate Communications Coordinator, **SEGLO Logistics / Schnellecke Logistics**

4:20 - Afternoon Coffee & Networking Break

5:00 - Building a Successful Agency/Client Relationship

Panelists from both sides discuss how marketers and their creative partners build and sustain a truly collaborative partnership. What are the ingredients for equity, success and sustainability?

Panelists:

Diego Velasquez, Partner/CEO, **CMV/R&R Partners**

Omar Carrión, Integrated Marketing Communications Director, **Kellogg Latin America**

Carol Eid, Content and Social Media Manager, **eBay**

Cesar Enriquez Moran, Founder President, **American Marketing Association-Mexico City**

Ruben Piza Reyna, Director of Marketing & Sales, **Papalote Museo del Niño**

Gustavo Razzetti, EVP Managing Director, **LAPIZ**

5:30 - Happy Hour & Networking Reception

TICKETS

<http://icsummits.com/latin-america-tickets/df>

2017 CALENDAR

Mexico Marketing Summit

March 8 // Mexico City, D.F.

Colombia Marketing Summit

May 24 // Bogota, Colombia

Chile Marketing Summit

Sept 7 // Santiago de Chile

Sponsorship inquiries: Jason Flynn // jason@icsummits.com // +1-929-428-1163