



mCordis Announces Speakers and Agenda for the Connected Marketer Summit & Awards in San Francisco Jan. 24

Leading brand and retailer influencers from Keurig, Nielsen, Philips, Gallo Winery and more to provide insights in achieving success in the era of the connected individual

SAN FRANCISCO, CA, November 15, 2016 **/24-7PressRelease/** -- [mCordis](#), the strategic mobile and connected marketing education and advisory services company, announced the agenda and speakers today for its inaugural The Connected Marketer Summit & Awards being held at the Mission Bay Conference Center in San Francisco on Jan. 24, 2017. Pre-conference workshops and a VIP reception will be held on Jan. 23, 2017.

[The Connected Marketer](#) (TCM) is a new marketing approach developed by mCordis and shaped by members of The Connected Marketer Institute. The TCM approach provides a framework to help marketers and retailers, and their MarTech partners, serve the connected individual, at scale, on the individual's terms. It also helps them integrate the four human dimensions (physical, digital, sensorial and emotional) into their products and services, and master the seven layers of connectivity (connection, collection, monitoring, analysis, prediction, synchronization and real-time service).

During the summit, leading brand marketers and MarTech providers will share their perspectives and insights on how they are applying the TCM approach to their marketing efforts. The event will also feature workshops, exhibits and breakout sessions by industry experts for those interested in the tactical execution of TCM principles and practices.

The speaker line-up for The Connected Marketer Summit features highly respected brand marketing and retailer influencers, including:

- Behzad Soltani, VP/GM Digital Strategy & eCommerce, Keurig will share how the company uses complex digital marketing and customer engagement activities to drive forward Keurig's \$400M eCommerce business and be a top 100 Internet Retailer
- Alessandra Ghini, CMO, Teforia and former brand strategist for Apple, Starbucks and Vans, will discuss how to merge physical and digital brand experiences;
- Dr. Carl Marci, Chief Neuroscientist, Nielsen will share new thinking around the changing ways human minds are wired as connected individuals;
- Thomas Marzano, Global Head of Design for Brand, Communication & Digital, Philips will discuss how to deliver brand experiences across physical and digital channels;
- Kei Shimada, Director of Business Development & Product Innovation, Dentsu in Tokyo will share perspectives on the role artificial intelligence, machine learning and data in creating brand experiences;
- Jodie Hopperton, CEO, HoppX and an expert in the emerging world of virtual reality, will share ideas on how VR will create new emotional connections between brands and connected individuals;
- Scott Brinker, publisher of Chiefmartech.com, an essential destination for marketers looking to understand the role and impact of marketing technology, will provide an overview of the developing marketing technology landscape and offer clear advice on how marketers can meet the challenge of building brand experiences.

Additional featured speakers on the docket include Robert Chin, VP Marketing Services, E. & J. Gallo Winery; Brian Wong, CEO of Kiip; Jon Nordmark, CEO of Iterate.ai; Mike Edwards, CEO of eBags.com; Dustin Amrhein, Solutions Leader at Insert.io; Susan Marshall, CEO, Torchlight Marketing; Lauren Mulvey, Business Director of Corporate Marketing, Marketing Cloud, Salesforce; and Heather Andrus, Silicon Valley and Managing Director, Radius Digital Prototype Labs.

The current agenda and additional speaker information is available [here](#).

"By 2020, it's estimated that individuals and households will be connected to dozens of devices beyond their mobile phones that will be providing value to their lives," said Paul Berney, co-founder and managing partner of mCordis and The

Connected Marketer Institute. "To thrive and service these connected individuals, marketers must consider new approaches, align with new partners and develop new capabilities. That is the guiding philosophy behind The Connected Marketer Summit."

"It's an exciting time to be involved in marketing with new technologies and platforms, unprecedented data, and evolving consumer behavior creating difficult challenges while opening great opportunities," said Dr. Carl Marci, Chief Neuroscientist at Nielsen. "I'm looking forward to sharing my perspective at the first The Connected Marketer Summit, as well as hearing from other industry leaders on how they're navigating the future of marketing."

The Connected Marketer Summit will run from 8 a.m. to 5:30 p.m. Immediately following the close of the summit, mCordis and The Connected Marketer Institute will host [The Connected Marketer Awards](#) ceremony and cocktail reception from 5:30 to 8 p.m. to honor those marketers and MarTech solution providers that are demonstrating leadership in serving the connected individual. Nominations are open through Friday, Dec. 9.

"We'd like to recognize our sponsors for the TCM Institute Summit & Awards," said Michael Becker, co-founder and managing partner of mCordis and The Connected Marketer Institute. "An event of this nature does not happen without their support and commitment: Waterfall, Insert, Phoji, FunMobility, Marketing EDGE, Radius Innovation, Conteneo, DMA Northern California, American Marketing Association, E. & J. Gallo Winery, Swrve, Stable Kernel, 4INFO, Torchlight Marketing, Ampsy, Mobile Marketer, and Radius Digital Prototype Labs."

The [Mission Bay Conference Center](#) is located at 1675 Owens St. in San Francisco. To register for the summit and awards ceremony, visit [here](#).

The first 50 qualified brands to register can attend the event at no charge. [Apply here](#) for a complimentary pass.

About mCordis

mCordis is a mobile and connected marketing educational and advisory firm. The organization counsels brands on placing mobile and connectivity in the heart of their marketing through educational programs and strategic consulting, and acts as neutral advisors when introducing them to MarTech suppliers. It also advises MarTech suppliers on their value proposition, go-to-market strategies, and educational marketing and sales efforts. In addition to delivering its own educational programs, mCordis also delivers instruction through other groups. mCordis executives are on the faculty of marketing for the Association of National Advertisers, The Direct Marketing Association, The Path To Purchase Institute and National University. Click here to learn more about mCordis, www.mcordis.com.

About The Connected Marketer Institute

The Connected Marketer Institute is an mCordis initiative focused on building an industry community around The Connected Marketer (TCM) approach to marketing. The TCM approach is focused on helping businesses serve individuals, at scale, on an individual's terms, by integrating the four human dimensions into their products and services, and to master the seven layers of connectivity. The TCM Institute community is coming together to educate and share insights, grow the market, stimulate conversation and build frameworks, standards, best practices, and influence policy around marketing and the TCM approach. TCM invite companies to join the organization in shaping the community and The Connected Marketer approach to marketing. The first-tier membership, Associate Member, is free. Click here to learn more at mcordis.ly/tcml-join.

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