

*Change is Inevitable,
Transformation is Intentional*

blueconic

Executive Customer Advisory Board
Fall 2022 Meeting

October 25-26, 2022
Boston, Massachusetts

BlueConic Executive Customer Advisory Board Fall 2022 Meeting

October 25-26, 2022 | Boston, Massachusetts

Change is Inevitable | Transformation is Intentional

Tuesday, October 25

Welcome Reception | Networking Dinner

Scampo, 215 Charles Street, Boston, MA 02114

6:30 – 9:00 p.m.

Wednesday, October 26

Executive Customer Advisory Board Meeting

The Newbury Boston, One Newbury Street, Boston, MA 02116

8:15 a.m. – 5:30 p.m.

Breakfast Conversations

Connect with Your BlueConic Customer Peers

The Ivy Salon

8:15 – 8:45 a.m.

Welcome | Introduction to the Board

Jackie Rousseau-Anderson, Chief Customer Officer, BlueConic

The Ivy Room

9:00 a.m.

Introductions

Jackie Rousseau-Anderson, Chief Customer Officer, BlueConic

9:10 a.m.

Transformation is a Journey

Cory Munchbach, President and Chief Operating Officer, BlueConic

9:45 a.m.

Break

The Ivy Salon

10:40 a.m.

Culture is Key to Success

Kimberly Lee Minor, President, Chief Commercial Officer, Bandier

The Ivy Room

11:00 a.m.

Lunch

Contessa at The Newbury Boston, Rooftop Wine Room

12:15 p.m.

Fireside Chat

Cory Munchbach, President and Chief Operating Officer, BlueConic

Reem Seghairoun, Global VP - Consumer 360 and Social Platforms, VF Corporation

The Ivy Room

1:30 p.m.

Break

The Ivy Salon

2:10 p.m.

BlueConic Roadmap

Cory Munchbach, President and Chief Operating Officer, BlueConic

Patrick Reynolds, Chief Marketing Officer, BlueConic

The Ivy Room

2:30 p.m.

Reflections | Next Steps

Jackie Rousseau-Anderson, Chief Customer Officer, BlueConic

4:00 p.m.

Networking Reception

The Ivy Salon

4:30 – 5:30 p.m.

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