

DIGITAL COUNCIL

MARCH 8-9 | DENVER, CO

HOSTED BY JANUS



Scott Burke, Digital Delivery Manager-Americas — Aberdeen Asset Management

Scott is responsible for overseeing the digital strategy for the Americas business, which includes U.S., Canada and Brazil. Prior to joining Aberdeen, Scott worked at a boutique agency in New York that catered to financial firms. He has over 15 years of diverse marketing and communications experience.



Kristen McCarthy, Vice President, Communications — Dodge & Cox

Kristen is the Vice President of Communications for Dodge & Cox and has over 15 years of marketing and communications experience.



Harsh Choudhary, Chief Product Officer — Appatura

As Chief Product Officer, Harsh has been designing and evangelizing Appatura's cloud-based digital content hub enabling marketing and compliance teams to intelligently create, track, reuse, assemble and publish granular content to multiple platforms and channels from an authorized single source.



Mike Croth, Vice President Digital Marketing — Matthews Asia

Mike manages all web properties along with social media, email and digital campaigns. In addition, Mike oversees the design and development of the technology platform in support of the Marketing and Distribution teams.



John Hazard, Vice President, Enterprise Services — Contently

John and his team are responsible for helping brands chart successful content strategies for many of the world's most recognizable brands. He is also a technology reporter with bylines in Baseline, eWEEK, PC Magazine, and ZDNet.



Gretchen Luebke, Head of Marketing Operations — Janus

Gretchen is responsible for engineering and implementing the creative process and maximizing efficiencies within the marketing organization. She oversees Janus' Editorial Desk as well as the Account Management and Knowledge Management teams and the Marketing Production group.



Natalie Marin, Vice President of Public Relations & Head of Social Media — OppenheimerFunds

Natalie plays a key role in the development and implementation of OppenheimerFunds' external communications programs, partnering closely with the firm's product, digital, integrated marketing, legal and distribution teams. She acts as deputy spokesperson on crisis and issues management.



Host



Digital Council Sponsor



Marketing Council Sponsor





Brian Melter, Managing Director — Boston Financial Data Services

Brian and his team built the Digital Investor™ platform which now serves as the enterprise, next-generation web platform for secure account access for Boston Financial and DST clients.



Dave Neuman, Director of Social Strategy — Prime Visibility

David is responsible for leading social media strategy at RhythmOne, a technology-enabled digital media company that connects online audiences with brands through premium content across devices.



Graig Norden, Founder & President — Freewheel Marketing

Graig is the founder and president of Freewheel Marketing. Prior to founding the firm, he spent a decade in the financial services industry, the last of which involved developing the strategy and executing the implementation of marketing technology platforms for two multi-factor ETF issuers.



David Pitta, Chief Marketing Officer — BrightTALK

David is the Chief Marketing Officer at BrightTALK, an online destination bringing professionals and businesses together to learn and grow. He has 15+ years experience growing businesses with innovative go-to-market strategies and has spent the last decade in the video/web collaboration technology market.



Dan Saltzman, Vice President — Effective

Dan co-manages the design team and provides strategic guidance for key partners and peer support to senior-level stakeholders.



Andy Seibert, Managing Partner — IMPRINT

Andy founded Imprint as a full-service content marketing agency in early 2013 after almost two decades in the custom content industry. He has created successful, long-running content marketing programs that combine a deep understanding of customer behavior with creative talent.



Lois Welsh, Senior Director — TIAA - Tuition Financing Inc.

Lois is responsible for providing a holistic and strategic marketing view across all TFI plans in order to create effective and efficient marketing strategies, leverage learnings and champion opportunities.



Natalie Widdowson, Head of Content Marketing, Individual Investors — T. Rowe Price

Natalie has grown the firm's content marketing program into a multi-channel, integrated strategy spanning web, email, direct mail, advertising, and content sponsorships.



Host



Digital Council Sponsor



Marketing Council Sponsor

