

# AGENDA

DAY 1



MONDAY


9:00am


CRMC 2026 REGISTRATION STARTS


PRE-EVENT ACTIVITIES Brand Marketers only

9:15am – 10:30am

WORKSHOPS Trevino / Sutton / Nelson Rooms


 **hightouch** Live Workshop: Build Your Next Lifecycle Campaign with AI Agents

 **badge** Apple and Google Wallets: Your Untapped Loyalty Channel


 **bnj** Not-So-Quiet Quitting Loyalty: LTV Lies & Invisible Indicators of Shifting Share

10:45am – 12:00pm

WORKSHOPS See page 20 for descriptions Trevino / Sutton / Nelson Rooms

 **OPTIMOVE** Beyond Personalized Content: AI-Driven Offers That Ring the Register

 **PHAEDON** Humanizing Loyalty in an AI-Driven World

 **SheerID** Beyond the Playbook: Building a Responsive Strategy for the Value-Conscious Era

12:00pm – 12:50pm

BRAND MARKETER LUNCHEON MIXER Library Lounge & Terrace

All Brand Marketers welcome to get acquainted with your peers, see old friends, and make new ones!

CRMC 2026 BEGINS

1:00pm – 1:10pm

WELCOME TO CRMC 2026: NEW HORIZONS Ryder Cup Ballroom D-E



**CRAIG WOOD**  
CRMC Host and CEO  
Definian



**GENERAL SESSION**

Ryder Cup Ballroom D-E

1:10pm – 1:20pm

**CRMC ADVISORY BOARD CHAIR INSIGHTS**



**ASHLEY TRAVIS**  
Head of Growth Marketing  
Pizza Hut

**SESSION INTRODUCTION** **INSIDER ONE**

1:20pm – 2:15pm

**KEYNOTE**

**Winning Customers—Attracting and Retaining Fans for Life**

How did Paul lead his teams to consistently sell out billion-dollar NFL stadiums with 70,000 fans in historically losing markets? Or transform an NBA team's revenue performance from 28th to 2nd in the league – despite being labeled by ESPN as "the worst brand in sports?" The answer lies in a powerful, scalable belief system that can be applied to any brand marketing team: Every seat has a story. This shift from blanket 'catch all' campaigns to a dynamic customer-to-customer approach driven by personalization, care, and championship journeys, led to sold-out stadiums and record-breaking revenue that didn't hinge on wins or losses. In the sports industry, every seat and fan had a story. In your case, every customer has a story. The question is:

"Will you get to know it?" Achieving customer success doesn't depend on perfect market conditions – it depends on consistently making each customer feel valued and seen. This keynote is HOW to do it, one story at a time. This session will provide a playbook to transform your customer into a raving fan via four key traits that build trust, and a listening strategy that elevates your customers and encourages them to invest in the relationship. A deeper dive into an exploration of synergies between your brand and your customer that can unlock future growth. Lastly, know the exact questions to ask when it matters most, and TOUCHPOINTS become TRANSFORMATION points. Walk away with a 52-week action plan to Win Monday™!



**PAUL EPSTEIN**  
CEO & Founder of Win Monday, Keynote Speaker,  
Author, Podcaster, & Organizational Consultant

2:15pm – 2:25pm

**OMNI HOTELS AND RESORTS**

**Welcome to the Omni PGA Frisco Resort and Spa**

Hear about the exciting offerings and activities that await you at CRMC's new home in Texas! Advisory Board Member, 2025 Presenter,

and all-around hostess Lindsay will take the stage to share fun tidbits and ways to enjoy your stay at this brand-new property.



**LINDSAY EICHTEN**  
Senior Director of Loyalty and Customer Engagement  
Omni Hotels and Resorts

2:25pm – 2:55pm

**AT HOME**

**Burning Down the House—Rebuilding Loyalty as a Relationship, Not a Program**

Most loyalty programs behave like bad relationships: a warm welcome, a birthday message once a year, and long stretches of silence in between. At Home realized it had fallen into that same pattern – operating a CRM program disguised as loyalty and expecting customers to feel connected. To rebuild trust, the team took the unusual step of deeply listening to customers, not about taglines or what they like about us, but about their real experiences, needs, and frustrations. What followed was a foundational reset of how At Home thinks about loyalty, recognition, and communication.

based on intention, recognition, and continuous dialogue. Beyond overhauling the value proposition and modernizing data through new partnerships, At Home also reimagined its community management approach, establishing active two-way conversations on social and digital channels to keep the conversation going long after its pilot. Through humor, candor, and real insights, attendees will learn how At Home turned customer conversations into fuel for program evolution, emotional loyalty, and ongoing engagement.

This session reveals how At Home rebuilt its loyalty vision by treating customers like real people, not data points – creating a relationship

Participants will walk away with frameworks, lessons learned, and a challenge: if your brand only "checks in" with customers on their birthday, it's time for a reset – and we are happy to bring the matches.



**DAVID COULSON**  
Senior Director, Loyalty, CRM  
and Customer Analytics  
At Home Group

3:00pm – 4:15pm

**REFRESHMENT BREAK + SESSION I OF 1:1 MEETUPS & PEER DISCUSSIONS**

Ryder Cup Ballroom Foyer & Ryder Cup Ballroom C Hosted by **Kobie**♥

4:20pm – 4:50pm

**CINEMARK**

**Subscription Loyalty Best Practices—Reaching the Gold Standard**

With Subscription Loyalty programs on the rise, alongside the desire for exclusivity among shoppers in general, now may be the time for your brand to explore or update an existing program. Join Andrew, a passionate proponent of this growing area in loyalty, to learn more about Cinemark's Movie Club, launched in 2017. Following a timeline of successes as well as lessons learned along the way, this session will share takeaways that you can apply to your own company. You will

learn the key benefits (and trade-offs) of a subscription loyalty program; how to evaluate whether this type of program is a good fit for your organization; and if so, best practices for designing and launching. For those already exploring or with an existing subscription loyalty program, Andrew will share how Cinemark drives continued success through consistent improvements that address their customer base as well as attracting new customers.



**ANDREW SONNICHSEN**

Vice President, Loyalty & Performance Marketing  
Cinemark

4:50pm – 5:20pm

**FULLSPAN HEALTH**

**From Answers to Action: Activating the Consumer Journey with AI**

Fullspan Health has long helped consumers find answers to their health questions across Healthline Media and Healthgrades. But as customer expectations evolve across the consumer management industry, the opportunity for all marketers is no longer just to inform. It is to engage each person with the right next step in their journey. With hundreds of thousands of users visiting Fullspan Health properties daily and more than 10 million known users in its portfolio, Fullspan Health saw a clear need to move beyond a one-size-fits-all lifecycle

strategy. This is a challenge many marketers face today. To meet this need, Fullspan Health reimagined how they turn information into action. By using AI to uncover user intent, segment audiences across thousands of content experiences, and rapidly activate personalized email journeys based on on-site behavior, the team is delivering more timely and relevant experiences at scale. These same principles can be applied by marketing teams across industries to better connect data, personalize engagement, and drive action.



**LINDSEY ALLISON**

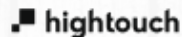
Director of Consumer Marketing  
Fullspan Health

5:20pm – 6:20pm

**WELCOME RECEPTION**

Ryder Cup Ballroom Foyer

Hosted by



Get to know your fellow CRMC attendees as we end the first day of sessions.

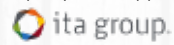
7:00pm – 10:00pm

**BRAND MARKETER CRMC KICK-OFF DINNER & PARTY**

Panther Creek Pavilion

Enjoy a delicious Tex-Mex dinner and networking in a rustic barn setting. Open to all Brand Marketers and Table Sponsors. Brand Marketers please RSVP to the Sponsor Table of your choosing in your Krowden activity schedule or at the Activities Hub on-site. After dinner stay for the after-party on the patio with live music at 8:30pm. BtoB attendees may purchase a ticket to the after-party in the app or Activities Hub.

Dinner hosts:





7:15am – 8:15am

**BREAKFAST**

Ryder Cup Ballroom F

Hosted by **OPTIMOVE****GENERAL SESSION**

Ryder Cup Ballroom D-E

8:15am – 8:20am

**WELCOME BACK****SESSION INTRODUCTION** **Adobe**

8:20am – 9:10am

**KEYNOTE****Be The Disruptor**

We are experiencing a historic acceleration in the pace of change in our world. Artificial intelligence, digitization, robotics, 3D printing, social shifts, and the rise of purpose-driven brands are reconfiguring how the retail industry operates. These changes divide brands into two camps: the "Disruptors" and the "Disrupted". Successful author, consultant and CEO Kaihan Krippendorff has spent over a decade studying the patterns of disruption. What makes some companies thrive and what makes others fall behind? What gives some the power to shape the future and makes others struggle to keep up? Kaihan has applied his cutting-edge findings to create more than \$2.5B in new value and help hundreds of businesses lean into change and thrive in tomorrow's fast-paced, digital, purpose-driven world. In this talk, Kaihan breaks down the underlying patterns of disruption and with compelling stories of successes, failures, and yet-unknown innovations, teaches practical tools to help you take action and become

a Disruptor. Learnings and outcomes include emerging trends from AI to digitization that are driving us into an era of disruption that cannot be avoided, and how to use the Outthinker Process® to generate powerful ideas that can drive bottom-line results across all levels of the company. Kaihan will then share the strategic patterns and best practices that the world's most innovative companies use to thrive during the ongoing shift of global business structures and thinking. Leave this session with a systematic process to overcome "innovator's dilemma" Learn this systematic process you can use to overcome the "innovator's dilemma" and create breakthrough growth ideas that will disrupt your market without disrupting your brand. You will learn tactics to empower and inspire your brand marketing peers so that they're ready to take action to develop, test and scale innovative growth ideas.

**KAIHAN KRIPPENDORF**

Founder, Outthinker, 6x Bestselling Author,  
Professor, FIU, NYU, Wharton Senior Fellow

**SESSION INTRODUCTION**

9:10am – 9:45am

**MICHAELS STORES**

Ryder Cup Ballroom D-E

**One Purpose, Two Countries: How Michaels Rebuilt Loyalty to Reward Its Most Dedicated Creators Across North America**

Relaunching a loyalty program is hard. Doing it simultaneously across two countries — while making a deliberate strategic bet to reward your best customers, not just your broadest audience — is even harder. When Michaels undertook its biggest loyalty refresh in four years, we made two decisions that defined everything: design a tiered structure that gives the most back to the customers who show up most, and bring that same architecture to North America all at once. In March 2026, we launched a redesigned three-tier program in the U.S. — Red, Gold, and Platinum — offering up to 9% back in rewards,

scaled birthday perks, Everyday Perks for higher-tier members, and exclusive credit cardholder benefits. Six weeks later, we brought the full program to Canada for the first time, spanning 138 stores across 10 provinces. In this session, we'll share how to focus on your most dedicated shoppers rather than the widest net, the mechanics of a tiered structure to deepen engagement, and the playbook for launching loyalty across two markets, including member migration and cross-border challenges.

**SACHIN SCHROFF**

VP of Loyalty, CRM and  
Marketing Technology  
[Michaels Stores](#)

9:50am – 11:05am

**REFRESHMENT BREAK + SESSION II OF 1:1 MEETUPS & PEER DISCUSSIONS**Ryder Cup Ballroom Foyer & Ryder Cup Ballroom C Hosted by **Kobie** ♥

11:05am – 11:25am

**OPTIMOVE**

**Why We Are at the Positionless Marketing Moment**

Consumers expect brands to know them, reach them, and engage them in the moment... with the right message, on the right channel, at exactly the right time. The brands that deliver will earn loyalty. The brands that don't will be forgotten. Meeting that expectation with fixed marketing roles and manual processes is no longer possible. AI has changed what marketing teams can do, not by replacing

marketers, but by unleashing them. Think of the artisan: one person, extraordinary range, crafting something that connects on both a practical and emotional level. That is what Positionless Marketing gives every marketer the power to do for every customer, at scale, right now. The stakes have never been higher. The tools have never been better. This is the moment.



**PINI YAKUEL**  
CEO & Founder  
Optimove

11:25am – 11:55am

**MYHERITAGE**

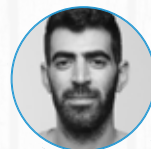
**Feature Spotlight: How MyHeritage Drove User Engagement with a Simple Concept**

Most marketing teams focus on conversion. MyHeritage asked a different question: what if every user could be shown exactly what they needed to do next on the platform... in their language, at their stage, with no friction between the email and the action? In this session, Asaf and Moshe share how MyHeritage built a personalized

video engagement program that treats every user as a segment of one, calculated daily, delivered weekly, and executed entirely by the marketing team without R&D involvement. A key was working with Optimove's unified platform and services offering removes the friction of fragmented agencies and multi-vendor stacks.



**ASAF YOUNGER**  
Vice President, Engagement & Monetization  
MyHeritage



**MOSHE DEMRI**  
SVP Revenue & GM, EMEA  
Optimove

**CONCURRENT SESSION I** *Ryder Cup Ballroom D-E and Wanamaker Ballroom C/E* **SESSION INTRODUCTION** **Kobie**

12:00pm – 12:30pm

**ANN TAYLOR | LOFT** *Ryder Cup Ballroom D-E*

**Loyalty You Can Feel—and Wear: How Premium Brands Activate Emotional Connection**

This session explores how retailers can guide customers through meaningful brand journeys by tapping into emotional loyalty. Ann Taylor/Loft and Kobie will present high-level learnings from consumer research, highlighting how emotional motivations shape customer behavior in ways traditional data cannot capture. As privacy expectations shift and cookies deprecate, emotional loyalty signals offer retailers a durable, future-resilient way to personalize experiences across fragmented channels. Attendees will learn how emotional data transforms the "what" of customer actions into the more

powerful "why," enabling empathetic and adaptive personalization in real time. The session will show how emotional loyalty metrics complement behavioral data to reveal customer sentiment, intention, and unmet needs. Speakers will also share real-world examples demonstrating how emotionally defined segments behave differently and how brands can act on this insight immediately. Finally, the session will outline practical ways retailers can scale emotionally driven experiences, ensuring relevance even as customer contexts and expectations continue to evolve.



**DREW ORMROD**  
AVP of Loyalty & Credit  
Ann Taylor | LOFT



**TANIA TAWIL**  
GM & SVP, Client Services  
Kobie

12:00pm – 12:30pm

**7-ELEVEN** *Wanamaker Ballroom C*

**Messaging your Customers on the Channels They Love Most**

Join Dominic and John for a look at modern communication and messaging channels - including RCS - and how to ensure that brands can balance their customers' stated preferences and needs with your own revenue and engagement goals. We'll review some of the ways

7-Eleven makes ongoing communication a pleasurable and engagement-enhancing experience for its many customers, and explore what channels like RCS now mean for the future of retail ordering, loyalty and servicing.



**DOMINIC BONADIO**  
Head of CRM and Personalization  
7-Eleven



**JOHN JOHNSON**  
VP - Full Customer Lifecycle  
Vibes

12:00pm – 12:30pm

**HANNA ANDERSSON** Wanamaker Ballroom E

### The Frequency Problem: How Hanna Andersson Is Using CRM and Loyalty to Move Customers from One-and-Done to Long-Term Relationships

In a category where the average customer has a natural reason to lapse — their child outgrows your size range, their baby phase ends — retention isn't passive. You have to earn the next purchase deliberately.

This is a data story about what drives second and third purchases, and how CRM and loyalty are being deployed together to close the gap.



**LISA REGELMAN**

Head of CRM  
Hanna Andersson



**ASHLEY HANCOCK**

Director of Loyalty  
Hanna Andersson

## CONCURRENT SESSION II

12:40pm – 1:10pm

**TORRID** Ryder Cup Ballroom D-E

### Finding the Perfect Fit—How Torrid Uses Data to Tailor Customer Loyalty Experiences

For Torrid, a plus size fashion retailer, marketing needs to be as unique and original as their customers. That's why optimizing their loyalty program, they turn to customer data. Their data-driven approach emboldens a tailored loyalty strategy that keeps customers

engaged—and attracts new ones—in meaningful, personalized ways. In this session, hear Torrid's Nate Turk and Epsilon's Shamba Schmidt discuss how loyalty data is critical to understanding customers more deeply and driving strategies designed to fit real people.



**NATE TURK**

Director of Customer Loyalty  
Torrid



**SHAMBA SCHMIDT**

Vice President Sales, Solution Consulting  
Epsilon

12:40pm – 1:10pm

**THE WALT DISNEY COMPANY** Wanamaker Ballroom C

### When Data Meets Magic—How Disney Reimagined CRM to Build Fandom and Long-Term Value

For too long, CRM has been treated solely as a performance channel. Disney chose to treat it as a brand experience. In this session, Emma Cox, Head of CRM EMEA at Disney, and James Ray, SVP Global Head of CRM at Bond, reveal how Disney has reimagined CRM — a channel often dominated by functional, performance-led thinking — into a powerful engine of fandom, engagement and long-term value. By fusing first-party data, deep customer insight and marketing technology with Disney's storytelling heritage, the team transformed email into distinctive, entertaining and deeply engaging customer experiences—from immersive Marvel and Star Wars

moments to unexpected interactions that reward curiosity on open. The result: measurable increases in retention, conversion and long-term customer value, proving experience-led CRM can outperform promotion-led approaches. Attendees will learn how creativity and interactivity can become a core strategic ingredient in building differentiated, high-performing CRM programs that drive sustained commercial impact. Join this session to discover what happens when data science meets imagination—and why the future of CRM belongs to brands that choose wonder over noise.



**EMMA COX**

Head of CRM, EMEA  
The Walt Disney Company



**JAMES RAY**

SVP, Global Head of CRM  
Bond Brand Loyalty

12:40pm – 1:10pm

**HIBBETT** Wanamaker Ballroom E

### Driving Loyalty Through Data—How Hibbett Builds Personalized Customer Journeys to Maximize Growth

Customer loyalty is not an accident—it's the result of harnessing customer data to deliver personalized, seamless experiences across every touchpoint. In this case study, Hibbett and Baesman will show-case how brands can leverage customer analytics to strengthen loyalty, improve retention, and drive long-term growth. The session will highlight how creating a single customer view and integrating engagement data across omnichannel touch-points allows brands to better understand and anticipate customer needs. Using Hibbett's customer-first approach as a real-world example, we'll explore how

data-driven insights can inform strategy, deliver measurable ROI, and ultimately "drive customers to new horizons." Key takeaways include How to use customer data to personalize experiences across acquisition, loyalty, and retention. Real case studies showing how Hibbett leverages insights to boost repeat purchases and engagement; A framework for connecting KPIs like CLV and redemption engagement to actionable strategies that enhance the customer journey; and practical methods for evaluating and forecasting campaign success to align loyalty goals with broader brand performance.



**KAYLA BROWN**

Director, Customer Lifecycle  
Hibbett



**KIM WELTHER**

Vice President, CRM & Loyalty  
Baesman

1:15pm – 2:10pm

**GENERAL LUNCHEON** Ryder Cup Ballroom F & Outside Patio Buffet lunch provided for all attendees. Hosted by **COMARCH**

**LUNCH TABLE TOPICS** Trevino / Sutton / Nelson Rooms – Lunch Provided Outside These Rooms



Loyalty Partnerships: The Highest-ROI Growth Channel in Loyalty



The 90-Day Cliff: What Program Operators and Designers Owe Each Other After Enrollment



Title: AI Glow-Up. Data Déjà Vu

**CONCURRENT SESSION III** **SESSION INTRODUCTION COMARCH**

2:20pm – 2:50pm

**CHIPOTLE / NOTHING BUNDT CAKES** Ryder Cup Ballroom D-E

**From First Visit to Loyal Fan—How Strategic Tech Partnerships Power the Full Customer Journey**

Building a guest engagement strategy that works across the entire customer lifecycle—from the first touchpoint through win-back—requires more than great technology. It requires the right partners, the right architecture, and hard-won experience navigating the real-world complexity of enterprise retail. In this session, you'll hear from two brands at very different stages of that journey. Chipotle has spent years refining a sophisticated engagement ecosystem, using strategic technology partnerships to drive personalization, loyalty, and measurable revenue at massive scale. Nothing Bundt Cakes

is earlier in that evolution—bringing a clear vision and the ambition to build something exceptional from the ground up. Together, Jason Scoggins and Jenn McMillen offer a rare dual perspective: what it looks like when the strategy is fully mature, and what it looks like when the most important decisions are still being made. Whether you're just getting started or looking to take your program to the next level, this conversation will give you a candid, practical look at what it actually takes to win.



**JASON SCOGGINS**

Senior Director,  
Customer Activations  
Chipotle Mexican Grill



**JENN MCMILLEN**

VP Guest Loyalty & Insight  
Nothing Bundt Cakes



**CATHERINE TABOR**

Founder & CEO  
Sparkfly

2:20pm – 2:50pm

**PATAGONIA** Wanamaker Ballroom C

**Human Lifecycle Marketing**

LaVella will show the audience how Patagonia designs lifecycle programs that prioritize customer experience through examples like Worn Wear trade-in flows, post-purchase education, and customer

surprise and delight moments. She will also share strategies for building frameworks that map customer journeys and adapt to evolving customer needs.



**LAVELLA BISHOP**

Senior Manager,  
CRM & Retention Marketing  
Patagonia

2:20pm – 2:50pm

**STAPLES CANADA** Wanamaker Ballroom E

**Moving Beyond Mass Discounting: Driving Profit with Offer Agents**

Retailers are under pressure to grow e-commerce revenue without relying on margin-eroding promotions. For Staples, that challenge was amplified by a broad, cross-category business and a high volume of anonymous traffic spanning both business and consumer purchase needs. In this session, Staples reveals how they moved past mass discounting—using an Offer Agent powered by AI and real-time behavioral signals to decide exactly when and how to engage each shopper. The focus: convert new visitors and re-engage lapsed shoppers, including anonymous sessions, by delivering the right incentive

at the right moment while maintaining a disciplined approach to margin. Starting with a targeted test, the team proved incremental impact and scaled a repeatable model that improved conversion, lifted AOV, and reduced reliance on broad promotions. Attendees will learn how to: (1) Identify where real-time, in-session engagement drives incremental value, (2) Convert anonymous traffic more profitably without relying on one-size-fits-all promotions, (3) Balance customer experience with margin protection and (4) Scale from initial test to broader adoption.



**MEGAN BLACKBURN**

Senior Director Integrated Marketing  
Staples Canada

## CONCURRENT SESSION IV

2:55pm – 3:25pm

**T-MOBILE** Ryder Cup Ballroom D-E

### Loyalty Disruption and the Rise of the Un-Carrier Membership

Wireless loyalty was broken—a simple insight that fuel disruption. T-Mobile's meteoric rise to industry leader wasn't fueled by points, but by a commitment to putting customers first through the Un-Carrier strategy. Central to this success is a total redefinition of the brand-customer relationship: shifting from 'brand loyalty' to 'customer appreciation' and now 'membership.'

In this session, John Kelly and Doug Speedie reveal the insights behind T-Mobile Tuesdays and the brand's evolution into a lifestyle powerhouse. Learn how to maintain a disruptor's edge, leverage strategic partnerships to drive value, and create a culture of appreciation that turns customers into lifelong members.



**JOHN KELLY**

Vice President of Loyalty and Partnerships  
T-Mobile



**DOUG SPEEDIE**

Senior Manager - Loyalty  
T-Mobile

2:55pm – 3:25pm

**GRAND OLE OPRY** Wanamaker Ballroom C

### Leveraging the Centennial Celebration to Drive Database Growth Through Engagement and Conversion

Milestone events create rare cultural moments—but their true business value is unlocked when emotion is translated into action. The centennial celebration of the Grand Ole Opry, Opry 100, was leveraged as a strategic growth engine to expand and deepen a customer database through intentional engagement and conversion design. The Opry 100 strategy reframed a point in time milestone into a year-long plus journey. High profile engagement moments

were used to accelerate first-party data acquisition and strengthen customer relationships. Customer journeys were optimized to move audiences from engagement to conversion, delivering measurable lifts in downstream revenue. The approach demonstrates how milestone-driven storytelling, paired with performance measurement and customer-centric design, can turn iconic cultural moments into scalable, long-term growth opportunities.



**JENNIFER BIEFEL**

Customer Acquisition & Experience Marketing  
Opry Entertainment Group

2:55pm – 3:25pm

**SUNCOR** Wanamaker Ballroom E

### Removing Friction from Fuel Loyalty—A Digital Product Approach to Modern Engagement

Fuel and convenience loyalty faces a loyalty paradox, where extremely high visit frequency does not translate into meaningful brand preference or engagement. Petro-Canada is addressing this through digital product evolution focused on reducing friction and enabling real-time value across fuel and convenience missions. This session

highlights how Petro-Canada simplified loyalty interactions, modernized digital capabilities, and increased customer activity and value through intuitive, real-time engagement. Attendees will learn actionable approaches to improving loyalty experiences by removing friction rather than relying solely on traditional incentive mechanics.



**KRIS HAYWARD**

Principal Product Manager, Consumer Digital  
Suncor



**HEATHER DAW**

VP and Head of Client Success  
Exchange Solutions

3:30pm – 4:45pm

**REFRESHMENT BREAK + SESSION III OF 1:1 MEETUPS & PEER DISCUSSIONS**

Ryder Cup Ballroom Foyer & Ryder Cup Ballroom C Hosted by **Kobie** ♥



## CONCURRENT SESSION V

4:55pm – 5:25pm

**HUDSON BRANDS** Ryder Cup Ballroom D-E

### The Fundamentals of Brand Repositioning

Join this session to learn from Ruth how brand purpose and a framework built around customer focus, digital strategies, and Brand Strategy are integral to the success of any brand and required to retain and acquire customers while keeping a brand relevant in the

changing landscape of retail. She will share examples from companies like Harley-Davidson, Nickelodeon, Universal Studios, M&M Mars and Hudson Group, the largest travel retail Company in the world.



#### RUTH CROWLEY

Vice President Concept Portfolio  
and Brand Strategy  
Hudson Group

4:55pm – 5:25pm

**LIVE NATION** Wanamaker Ballroom C

### Redefining Fan Engagement—How Live Nation VIP Uses Dynamic Video to Drive New Horizons in Loyalty

For Live Nation VIP, the challenge was maintaining a premium experience during the long gap between a ticket purchase and the night of the show. Traditional CRM methods were often too static and transactional to capture the high-energy pulse of live music. To foster deep emotional loyalty with a new generation of fans, Live Nation had to solve a complex puzzle. They needed to deliver high-touch, personalized communication at a global scale while keeping the experience human and exciting. This session provides a transparent look at Live Nation's strategic pivot toward guiding fans through a tailored, data-driven narrative. We will explore the internal hurdles of

bridging the gap between massive data sets and creative execution. Leaders from Live Nation and Blings will share how they implemented real-time rendering to transform static touch-points into interactive journeys. Attendees will leave with relatable takeaways on how this shift to dynamic content redefined their retention strategy and drove significant wins in fan sentiment by meeting fans exactly where they are in the moment. Join this session to get a transparent look at how Live Nation addressed the challenges of implementing real-time rendering at scale, and how the strategic wins were achieved.



#### EVAN ABRAMS

VP of VIP Nation  
VIP Nation (Live Nation)



#### YOSEF PETERSEIL

COO & Co-Founder  
Blings

4:55pm – 5:25pm

**GAP INC.** Wanamaker Ballroom E

### Loyalty's New Operating System—How Encore was Built to Move at the Speed of Culture

Earning customer loyalty is hard work. Earning it across four brands, each built for a different customer at a different chapter of life, is an entirely different challenge. When Encore launched in February 2026, something notable happened. A program built to unify over forty million members across Old Navy, Gap, Banana Republic, and Athleta did not just arrive to the market. Encore signaled the beginning of a movement. It was one of those rare moments when an apparel brand transcended retail and entered the cultural conversation at scale. Whether one is lucky and experienced enough to create unique cultural moments of their own, or one is agile and aware enough to ride the broader cultural conversation waves that ebb and flow with a fickle consumer, it pays to be prepared philosophically, operationally, and technologically.

Express access at Coachella. Members-only experiences with Disney, NBCUniversal, and AMC Theatres. A rotating Encore Market delivering cultural access and member value that no transactional rewards alone could rival. This is Fashiontainment at work - and it does not happen without a strong partnership across teams leveraging a unified platform built to operate at enterprise scale and run at culture speed. In this session, Kevin and Emil will walk through what it actually took to build Encore; the multi-brand logic, the integrations, and the engine that powers Encore's unique value proposition and drives customer-centric innovation into an exciting future. They will share what it took to migrate over forty million members with zero downtime while building toward something unique in the loyalty space.



#### KEVIN MEINERS

Head of Loyalty and Payments  
Gap Inc.



#### EMIL SARKISSIAN

CEO and Co-founder  
Loyalty Methods

5:30pm – 6:30pm

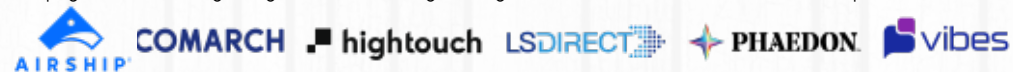
**NETWORKING RECEPTION** Ryder Cup Ballroom Foyer Hosted by ZETA

Get to know your fellow CRMC attendees as we end the second day of the event.

7:00pm – 10:00pm

**BRAND DINNER & GOLF HITTING BAYS** Ice House Restaurant and adjacent Hitting Bays

See page 5 for details regarding this fun networking evening event available to Brand Marketers and Sponsor hosts:





7:15am – 8:30am

**ADVISORY BOARD MEETING AND SPONSOR REPRESENTATIVE BREAKFAST** Palmer C

7:30am – 8:30am

**BREAKFAST** Hosted by **OPTIMOVE** Ryder Cup Ballroom F & Outside Patio

7:30am – 8:45am

**SESSION IV OF 1:1 MEETUPS & LOUNGE DISCUSSIONS**  
Ryder Cup Ballroom Foyer & Ryder Cup Ballroom C Hosted by **Kobie**♥**GENERAL SESSION** Ryder Cup Ballroom D-E

8:45am - 9:35am

**KEYNOTE****Ridiculously Easy to Do Business With™ Serving a New Generation of Retail Customer Wants, Needs, and Expectations**

The greatest predictor of customer loyalty isn't satisfaction — it's effort! Winning in retail today is often determined by who can respond faster, simplify their process, resolve issues easily and become a more convenient choice for their customers. In this revealing, thought-provoking and entertaining presentation, Customer Experience expert David Avrin, CSP, GSF shares the latest research

on customer sentiment and behavior to reveal the points-of-friction that drives customers away and into the arms of competitors. You will leave the session with a new understand as to where friction lives in your organization, as well as new strategies to improve your customer engagement, eliminate friction and create customer experiences worth sharing.

**DAVID AVRIN**

CSP, Global Speaking Fellow

9:35am – 10:05am

**J. CREW**

Title TBD

10:05am – 10:35am

**LOWE'S HOME IMPROVEMENT****Solving Problems, Fulfilling Dreams—How Lowe's Drives Customers to Their Next Horizon**

Lowe's is on a journey to transform how it connects with customers by putting their needs, behaviors, and aspirations at the center of every interaction. Guided by our mission to solve problems and fulfill dreams for the home, we have built an audience-first, data-driven marketing approach that enables more meaningful and relevant customer journeys at scale. In this session, we will share how Lowe's translates high-level customer segments into actionable go-to-market audiences and uses unified customer data to power personalized experiences across owned and paid channels. By leveraging our CDP and integrated MarTech ecosystem, we are able to move from siloed, manual activation to real-time, signal-based engagement that

adapts to each customer's unique needs. We will walk through how we connect lifecycle, loyalty, and behavioral data to proactively guide customers through their home improvement journey, from inspiration to project completion and beyond. This approach not only drives acquisition and share of wallet, but also builds deeper emotional loyalty by showing up in moments that matter. Attendees will gain a practical framework for turning customer signals into omni-channel journeys that both solve real customer problems and unlock new growth opportunities. We will also share key learnings, challenges, and how we are continuing to evolve our capabilities to meet the future of customer engagement.

**AMELIA GITTER**Director, Customer Marketing  
Lowe's Companies

10:35am – 11:10am

**BRAND PANEL**

Insights &amp; Answers from Top Marketers

11:10am – 11:30am

**PRIZE GIVEAWAY AND ADJOURN**

# WORKSHOPS

DAY 1



MONDAY

9:15am – 10:30am

WORKSHOPS · SESSION 1 Second Floor

**HIGHTOUCH** Trevino Room

## Live Workshop: Build Your Next Lifecycle Campaign with AI Agents

Everyone's talking about AI in marketing. This workshop is where you actually get to use it. We'll do a live campaign build using Hightouch's Agentic Marketing Platform. You'll see firsthand how AI Agents can take on the heavy lifting, from spotting high-value moments in your customer data to pulling together personalized content and getting

campaigns configured end-to-end. You can stay focused on strategy and creative direction while agents handle the execution. If you're looking to move faster, do more with your existing team, or just see what this technology actually looks like in practice, this is the workshop for you!

**BADGE** Sutton Room

## Apple and Google Wallets: Your Untapped Loyalty Channel

120M+ consumers in the U.S. use mobile wallets daily, with Apple and Google Wallet among the most trusted and frequently used surfaces on the phone. For loyalty and CRM teams, this represents a massive, untapped opportunity. In this workshop, you'll learn how leading retailers are bringing loyalty into mobile wallets to increase member

identification at checkout, improve offer + rewards visibility, and deliver timely notifications that drive trips, basket size, and lifetime value. You'll see real examples and leave with a clear path to test, including building a branded Apple and Google Wallet pass of your own in real time.

**BOND** Nelson Room

## Not-So-Quiet Quitting Loyalty: LTV Lies & Invisible Indicators of Shifting Share

Loyalty pros live a love/hate reality: we thrive on driving engagement and building programs customers can't resist, but wrestle with budget battles, blurred lines with CRM, digital, promotions, and media, and proving impact when incremental revenue is hard to attribute. So let's quit Loyalty. Not actually. Unless...This session basks in the healthy disdain we have for the topic we love and live. Using Bond's latest loyalty, wallet, and app engagement data plus brand-new Loyalty Report insights, we'll cut through the noise to reveal the DOs

and DON'Ts of customer engagement when you're sooOOOoo done with loyalty as usual. Pick up the patterns of your own customers that are otherwise invisible to you. Learn how to use those signals to drive double-digit growth—next quarter, all year, and into your next role. The session reveals the broader customer impact you can make right now, whether you're staying in loyalty or writing your next chapter elsewhere.

10:45am – 12:00pm

WORKSHOPS SESSION 2 Second Floor

**OPTIMOVE** Trevino Room

## Beyond Personalized Content: AI-Driven Offers That Ring the Register

Agentic AI makes decisions on your behalf as a marketer. That's the promise. But here's the question few are asking: how do you know it's making the right decisions? This workshop discusses how marketers

can ensure they see what Agentic AI is deciding, why it's deciding it, and what it's optimizing for.

**PHAEDON** Sutton Room

## Humanizing Loyalty in an AI-Driven World

Every brand is feeling the pressure: rising acquisition costs, members who chase the next best offer, and a flood of AI tools that promise personalization but risk making your program feel less human. Meanwhile, your most loyal customers are telling you exactly what they need. Are you listening? In this interactive masterclass, we will share Phaedon's latest research, best practices, and consumer insights for building emotional loyalty that drives retention, grows share of wallet, and turns members into advocates for your brand even when competitors make it easy to leave. Through structured peer discussions, you'll hear how others are navigating the same challenges and leave with the kind of unfiltered, industry-specific insights that only come from being in the room. Backed by our recent consumer research across five industries, you'll learn how to identify where

your loyalty efforts are falling short on emotional connection, close the gaps that matter most to your customers, and measure loyalty in a way that reflects how people actually feel, not just how they transact. You'll leave with a clear picture of emotional loyalty opportunities and a set of actionable strategies to humanize loyalty in an AI-driven world. Key Takeaways include completion of a self-assessment of where your brand stands on emotional loyalty today; gain an understanding of the six emotional loyalty drivers and how they map to your industry's specific performance gaps; learn how to distinguish between table stakes, nice-to-haves, and true brand differentiators in your loyalty program; receive practical guidance that goes beyond transactional metrics to capture how customers actually feel.

**SHEERID** Nelson Room

## Beyond the Playbook: Building a Responsive Strategy for the Value-Conscious Era

Is loyalty still a thing in a value-conscious economy? The answer lies in how quickly a brand can adapt. While many retailers are stuck in "order-taking" mode—reacting to price wars with deep discounts—sophisticated brands are reassessing their loyalty frameworks through the lens of strategic agility and achieving. This session features a deep dive into Shoe Carnival's journey to evolve their customer experience

by prioritizing data-driven precision over "shiny object" requests. We will discuss how to build a scalable foundation of permissioned data that empowers your team to pivot seamlessly when market signals shift. Attend this workshop to learn how to surprise your most loyal customers and acquire new ones by being the most relevant brand in the room, regardless of the economic climate.