

**AMA DFW 2023
MARKETER
OF THE YEAR
AWARDS**

UNITY

**ONE INDUSTRY, ONE VOICE:
Honoring the Marketers Who Unite Us**



Dallas / Fort Worth

FROM OUR PRESIDENT

Dear Esteemed Members and Friends of AMA DFW,

As the President of the American Marketing Association Dallas/Fort Worth Chapter, it is my honor to welcome you to this year's Marketer of the Year Awards Gala, an event that highlights the best in our industry and brings together a diverse group of marketing professionals from the Dallas/Fort Worth area. This year's theme of "UNITY" embodies our commitment to celebrating the power of connection, collaboration, and inclusivity within our community. As marketers, our success depends on our ability to understand and engage with diverse perspectives and experiences. It is through UNITY that we can unlock our true potential by embracing our differences and drawing upon the collective wisdom of our peers. Together, we can create meaningful impact on the world around us, drive innovation and shape the future of our industry.

As we gather to honor the exceptional individuals and companies leading the way in the field of marketing, we must also remember the importance of cultivating a community of inspiration and learning. It is in these spaces, where every voice, experience, and idea is valued, that we can truly grow as marketers and contribute to positive change.

As we celebrate tonight, let us remember that our UNITY is our strength. The Dallas/Fort Worth marketing community is a vibrant tapestry woven from diverse backgrounds, experiences, and insights. Together, we can continue to make a difference in the marketing industry and beyond.

I encourage each of you to seize this opportunity to forge new connections, share ideas, and learn from one another. Let us embrace the spirit of UNITY, and as a united marketing community, pave the way for a brighter future.

Thank you for being a part of our AMA DFW family, and congratulations to all our deserving winners!

With warmest regards,



TRINIDAD AGUIRRE

PRESIDENT, AMA DALLAS/FORT WORTH CHAPTER



**ALL OF THIS YEAR'S ACCOMPLISHED HONOREES
HAVE ONE THING IN COMMON – VISION.**

A hand holding a camera lens, with a QR code visible through the lens. The background is a blurred city skyline. The words "VISIONS" and "REALIZED" are written in large, white, sans-serif font on either side of the lens.

VISIONS REALIZED

VisioneersSM deliver innovation that disrupts, changes behavior and drives unparalleled results. We are proud to celebrate our united community of distinguished marketers who are making a difference in the industry and beyond.

MAKE YOUR VISION A REALITY

Scan the QR above or visit AugustineAgency.com

CONTACT JEFF ROBERTS AT JROBERTS@AUGUSTINEAGENCY.COM

KARGO

Two screens are better than one.

LEARN MORE ABOUT CTV



Little KISSES,
big love.



SCAN FOR
PEANUT BUTTER
BLOSSOM RECIPE



TABLE OF CONTENTS

FROM OUR PRESIDENT	2
UNITY UNLEASHED	7
VISIONARY MARKETING TRAILBLAZER	8
DFW: THE EMERGING MARKETING POWERHOUSE	11
THE MODERN CMO: LEADING IN A TECHNOLOGY-DRIVEN WORLD	12
SPECIAL RECOGNITION: MCKESSON CORPORATION	18
PANEL OF JUDGES	21
MARKETING MAVERICKS	22
MARKETER OF THE YEAR NOMINEES	24
AMA DFW: CHAMPIONING THE LOCAL MARKETING INDUSTRY	30
THE FUTURE OF MARKETING IN DFW: PREDICTIONS AND OPPORTUNITIES	31
CLOSING THOUGHTS	35

Vevo

The Home of Music Television

For information about advertising
and sponsorships contact
advertising@vevo.com

vevo

UNITY UNLEASHED:

Transforming Dallas/Fort Worth into a Marketing Powerhouse

In unity, we have the power to accomplish anything, even transforming the Dallas/Fort Worth area into the nation's marketing epicenter. Our region is a treasure trove of talent, creativity, and ingenuity, waiting to be harnessed. Now is the time for us to come together and turn our collective potential into greatness.

Envision a movement that transcends individual success and recognition, one that embodies collaboration, inspiration, and innovation. By joining forces, we can establish our region as a formidable presence in the marketing world nationwide, attracting the best and brightest talent to our community.

To bring this vision to life, we must see ourselves as part of a greater whole—a community that becomes stronger when we unite our talents and resources. Our interconnectedness will be the catalyst for our success.

By uniting, our region holds enormous potential to become the embodiment of cutting-edge marketing, where the nation's most talented marketers converge to learn, draw inspiration, and foster innovation. Let's cultivate a joint culture that celebrates creativity, embraces innovation, and encourages experimentation, so we can redefine the standards of marketing excellence in our region.

Achieving this shared vision requires a commitment to collaboration, learning from one another, and embracing both successes and failures. Encouraging each other to take risks and push boundaries will drive us to set an industry example through the power of unification.

Let's demonstrate to the marketing world that together, we are boundless. Let's embrace this moment, unite and etch our mark in history, establishing the Dallas/Fort Worth area as the pinnacle of marketing excellence for generations to come.



IVONNE KINSER

EVP, MARKETER OF THE YEAR

2022 LIFETIME AWARD ACHIEVEMENT RECIPIENT

VISIONARY MARKETING TRAILBLAZER:

Honoring Pedro Lerma's Indelible Legacy



The American Marketing Association's DFW Lifetime Achievement Award is the highest accolade our organization bestows, recognizing extraordinary individuals who have redefined the boundaries of excellence in marketing. This year, we are immensely proud to honor Pedro Lerma, a visionary who has not only revolutionized the marketing landscape but also made significant societal contributions through his outstanding work.

Pedro Lerma is more than a game-changer in marketing; he is a trailblazer whose influence extends far beyond the professional sphere. As we celebrate his journey and achievements, we also have the opportunity to learn from the indelible

legacy of a man whose extraordinary vision and commitment have contributed to reshaping the future of marketing as a more inclusive industry.

His vision of a world where every individual and culture is valued and embraced has had a transformational impact on cross-cultural communications, marketing, and branding, and will continue to influence our industry in the years to come. LERMA/, the agency Pedro conceived and launched in 2009, stands as a testament to his commitment to creating an omnicultural agency that sets the bar for the future of advertising.

Raised by immigrant parents in West Texas, Pedro's unique background has equipped him with cultural fluency and an omnicultural perspective. His personal experiences, combined with his extensive expertise in general, digital, and Hispanic marketing, make him a unique guide for a growing roster of high-profile clients navigating today's ever-evolving world. Brands like Jim Beam & Makers Mark, Avocados From Mexico, He Gets Us, The Salvation Army, The Home Depot, all rely on Pedro and his team at LERMA/ for leadership, perspective and business results.

Beyond his professional pursuits, Pedro's passion extends to his community involvement. He serves on the boards of several esteemed organizations, including the United Way of Metropolitan Dallas, Booker T. Washington High School for the Visual and Performing Arts, Catholic Charities of Dallas and the Culture Marketing Council. Additionally, he chairs the annual Latino fundraiser for St. Jude Children's Research Hospital.

As we honor Pedro Lerma, we celebrate a man whose inspiring journey and extraordinary contributions to marketing and society at large continue to resonate and inspire us all.

ABOUT THE AMA DFW LIFETIME ACHIEVEMENT AWARD

The AMA DFW Lifetime Achievement Award is the organization's highest honor bestowed upon a deserving recipient. A testament to the extraordinary achievements of those who have redefined the boundaries of excellence in marketing.

causal iQ

Causal IQ is a leading programmatic solutions provider built on the expertise of the best digital marketers in the industry. We partner with the world's leading brands, agencies and advocacy groups to drive success through dynamic digital advertising campaigns. By leveraging unique data points and optimization methodology, Causal IQ brings a human approach to data science and campaign activation.

Drop us a line to learn more:

hello@causaliQ.com

causaliQ.com



marketing innovation lab

**growth-
driven
innovation.**

VANTAGE
creative

vantagecreativegroup.com

DFW: THE EMERGING MARKETING POWERHOUSE

The Dallas/Fort Worth (DFW) area is rapidly gaining recognition as an emerging marketing powerhouse, thanks to its thriving marketing industry, rich talent pool, and numerous opportunities for growth and innovation. Recent studies indicate that Dallas ranks 6th in the United States for job growth, with a 19.5% increase in marketing-related jobs between 2010 and 2020 (Forbes).

As businesses across various sectors continue to flourish in the region, the marketing landscape has evolved to keep pace with the dynamic demands of the modern world.

As we explore the factors contributing to DFW's growing marketing prominence and the exciting opportunities it presents for the future, we can't help but getting excited about the future of or region.

Growing Marketing Industry in Dallas/Fort Worth

The marketing industry in the DFW area has experienced impressive growth in recent years, with several key factors driving this expansion. Firstly, the region boasts a diverse economy that encompasses technology, healthcare, retail and many other sectors. In fact, the DFW area is home to 22 Fortune 500 companies, including industry giants like AT&T, Exxon Mobil, and American Airlines (Fortune). This variety has spurred a high demand for marketing services, as companies seek to establish their brand presence and reach their target audiences.

Secondly, the area has become a hub for innovation, attracting entrepreneurs, startups, and established businesses alike. According to the U.S. Chamber of Commerce, the DFW area ranks 12th in the country for startup growth, with a 41.6% increase in the number of startups between 2010 and 2020. This influx of ambitious, forward-thinking individuals and organizations has fostered a vibrant marketing ecosystem, with numerous agencies and marketing professionals catering to various niches and industries.

Lastly, the DFW area is home to several renowned universities and educational institutions, producing a steady stream of skilled marketing graduates every year. For instance, the University of North Texas and Southern Methodist University both offer highly regarded marketing programs. This influx of fresh talent keeps the local marketing industry current, innovative and competitive.

Opportunities for Growth and Innovation in the Region

As the marketing industry in the DFW area continues to expand, there are numerous opportunities for growth and innovation that can further solidify its status as a marketing powerhouse.

- 1. Collaboration and Networking:** By fostering a collaborative environment, marketing professionals in the DFW area can share ideas, resources and best practices, leading to more creative and effective campaigns. Networking events, workshops and conferences can facilitate these connections and help strengthen the local marketing community. According to the Dallas Regional Chamber, there are over 100 networking events held each year.

- 2. Embracing New Technologies:** As technology continues to advance, marketers in the DFW area have the opportunity to harness cutting-edge tools and platforms to drive their campaigns. For example, a recent study by Salesforce revealed that 84% of marketers in the U.S. plan to increase their investments in artificial intelligence, virtual reality and advanced analytics in the coming years. By adopting these technologies, marketing professionals in the DFW area can create more targeted and personalized marketing strategies, providing a competitive edge in the industry.
- 3. Nurturing Talent:** The DFW area can continue to cultivate its marketing talent by offering educational and professional development opportunities for marketing professionals at all stages of their careers. Mentorship programs, specialized courses, and certifications can help individuals stay up to date with industry trends and advancements. In fact, the Dallas/Fort Worth chapter of the American Marketing Association offers various resources and events aimed at professional development and networking for marketing professionals.
- 4. Encouraging Entrepreneurship:** As the DFW area continues to grow, there is potential for new marketing agencies and startups to emerge, offering innovative solutions to brand in various industries. Supporting entrepreneurship in the marketing space can lead to the development of unique products and services, further enhancing the region's reputation as a marketing powerhouse. The Dallas Entrepreneur Center and the North Texas Entrepreneur Education and Training Center are just a few examples of organizations dedicated to nurturing and supporting local entrepreneurs.

The time is here Dallas/Fort Worth! Our market is poised for continued growth and innovation. With its diverse economy, thriving innovation ecosystem, and a steady stream of skilled talent, the region offers ample opportunities for marketers to excel. By seizing these opportunities and embracing collaboration, new technologies, talent development and entrepreneurship, the DFW area can cement its status as an emerging marketing powerhouse for years to come. As the marketing landscape continues to evolve, DFW's strong foundation and commitment to growth will undoubtedly position the region at the forefront of marketing excellence, setting an example for other cities and regions across the nation.

THE MODERN CMO: LEADING IN A TECHNOLOGY-DRIVEN WORLD

As technology continues to shape the way businesses operate and communicate with their customers, the role of the Chief Marketing Officer (CMO) has evolved dramatically. In today's fast-paced, technology-driven world, marketing leaders face a unique set of challenges and opportunities. In this article we explore the essential skills and qualities that successful CMOs must possess to navigate the complexities of the digital age and drive business growth.

The Evolving Role of the CMO

In the past, CMOs primarily focused on crafting and executing marketing strategies that built brand awareness, generated leads, and drove sales. However, the rapid rise of digital technologies and data-driven marketing has expanded their role, making them responsible for a broader range of activities, including customer experience, analytics and even technology investments.

According to a 2021 Gartner survey, 61% of CMOs report being responsible for customer experience and 53% for digital commerce. Moreover, the CMO's role in technology investments has grown significantly, with marketing technology (martech) budgets accounting for 26.7% of total marketing budgets in 2020 (Gartner).

Essential Skills and Qualities for CMOs in the Digital Age

The essential skills of the modern CMO have significantly evolved from what they were prior to the digital revolution. Back then, marketing structures were simpler, the consumer journey was linear, the media landscape was limited, and the over 7,000 martech tools and platforms that exist today had not even been invented. In addition to the soft skills that any key leader must possess to succeed and help their teams thrive, there is a whole new world of hard skills that are imperative for guiding an organization down a successful marketing path.

Below is a combination of five both hard and soft skills that the modern CMO must bring to the table.

- 1. Data-Driven Decision Making:** Modern CMOs must be comfortable with data and analytics to make informed decisions, optimize marketing campaigns and measure their impact. A recent study by Deloitte revealed that 64% of CMOs believe data-driven marketing is crucial to success in today's technology-driven world.
- 2. Technological Savvy:** In a digital-first landscape, CMOs must be knowledgeable about the latest marketing technologies and tools, such as marketing automation, artificial intelligence and customer data platforms. According to a 2020 report by Chiefmartec, there are over 8,000 martech solutions available, highlighting the importance of understanding and leveraging these tools to drive marketing success.
- 3. Agile Leadership:** To adapt to rapidly changing market conditions and customer expectations, CMOs must embrace agile leadership principles. This includes fostering a culture of experimentation, encouraging cross-functional collaboration, and promoting continuous learning. A 2021 McKinsey study found that companies with agile marketing practices were three times more likely to achieve above-average revenue growth.
- 4. Customer-Centric Mindset:** Successful CMOs prioritize customer needs and experiences, driving marketing strategies that resonate with their target audience. A 2020 PwC survey revealed that 73% of consumers consider customer experience a critical factor in their purchasing decisions, emphasizing the importance of a customer-centric approach.



*A deliberately DIVERSE,
CULTURALLY based
AGENCY with a CLEAR VIEW
of TODAY'S America.*

LERMA

Made for marketers.



Plan, activate, and measure

illuminate lets marketers reach people in the moments that matter.
Visualize the customer journey and connect your entire media
strategy to real-time outcomes.

5. **Emotional Intelligence:** In an increasingly complex business environment, CMOs must demonstrate strong emotional intelligence, which includes empathy, self-awareness and relationship management. According to a 2021 Forbes article, emotionally intelligent leaders are better equipped to navigate uncertainty, build strong teams, and foster a positive company culture.

Challenges and Opportunities for Modern CMOs

As marketing leaders navigate the complexities of a technology-driven world, they face several challenges, including:

1. **Balancing Short-term and Long-term Goals:** CMOs must strike a balance between driving immediate results and investing in long-term brand building, requiring a strategic mindset and a focus on sustainable growth.
2. **Managing Information Overload:** With the wealth of data and insights available from a broad array of digital marketing platforms, today's CMOs must develop processes and systems to manage information effectively, ensuring that relevant insights are leveraged to inform marketing decisions.
3. **Navigating Data Privacy and regulation:** As data privacy concerns and regulations like GDPR and CCPA become increasingly prevalent, CMOs must ensure their marketing strategies comply with these regulations while still delivering personalized experiences to customers.
4. **Talent Development and Retention:** With the rapid evolution of marketing technology and practices, CMOs must prioritize the development and retention of skilled marketing professionals. This includes providing continuous learning opportunities and fostering a collaborative work environment.

Despite these challenges, the technology-driven world presents numerous opportunities for CMOs to drive business growth and create meaningful connections with customers. By leveraging data-driven insights, embracing new technologies and fostering a customer-centric approach, CMOs can deliver innovative marketing strategies that resonate with their target audience and drive sustainable growth.

In conclusion, the role of the modern CMO has evolved significantly in response to the fast-paced, technology-driven world we live in today. As marketing leaders navigate this complex landscape, they must possess a diverse set of skills and qualities, ranging from data-driven decision making to emotional intelligence. By embracing these essential traits and addressing the unique challenges and opportunities presented by the digital age, CMOs can lead their organizations to new heights of marketing success and business growth. In the end, the modern CMO's ability to adapt, innovate and inspire will be critical in determining their organization's success in an increasingly competitive and dynamic marketplace.

AdChat™ dfw

PROMOTING:
**Advertising, Marketing,
Production & Film in DFW**



VISIT: WWW.ADCHATDFW.COM

Independent Pharmacies MOY Recognition

SPECIAL RECOGNITION: MCKESSON CORPORATION

We, the Board of Directors, take immense pride in recognizing McKesson Corporation with a special recognition, not only for their phenomenal marketing strategies but also for the far-reaching and transformative societal impact that stems from those efforts.

As an organization that has been unwavering in its dedication to drive positive change in healthcare, McKesson has time and again exemplified how strategic marketing can propel an organization to the forefront of its industry, create opportunities for growth and innovation, and shape a healthier world from within our community.

The MOY committee is pleased to recognize McKesson Corporation, a titan of healthcare supply chain management, for their exceptional achievements in

the marketing industry. We recognize McKesson's innovative approach, entrepreneurial spirit, and socially impactful actions that have significantly reshaped the pharmaceutical marketing landscape and the healthcare industry at large.



McKesson, a beacon of progress, has been the conduit for transformative marketing strategies that leverage the power of their vast independent pharmacy network. The corporation has pioneered an innovative Value Proposition and Messaging Framework, strengthening the overall health of pharmacies and elevating their role in people's lives.

Their ingenuity in B2C and B2B2C marketing models and their inventive approach to creating the McKesson ideaShare, a proprietary event for independent pharmacies, has created opportunities for peer-to-peer learning and networking at a scale that is unrivaled in the industry. The McKesson ideaShare is a testament to the power of innovation, embodying the modern marketing

ethos of knowledge sharing, networking, and continuing education. Furthermore, the upcoming launch of the private label OTC brand, Foster & Thrive, demonstrates the company's commitment to continuous growth and adaptation.

In addition to these groundbreaking marketing initiatives, McKesson's profound impact on our communities through its corporate social responsibility efforts deserves special recognition.

One such effort is their critical role in combating the COVID-19 pandemic. As the pandemic rapidly evolved, McKesson rose to the challenge by fully committing to supporting vaccination efforts, working in partnership with thousands of customers and coordinating with regulatory authorities and other leading companies to bring personal protective equipment, medications and essential supplies to healthcare facilities and first responders. Additionally, the corporation has also partnered with FindHelp.org, a closed-loop Social Determinants of Health (SDOH) referral system.

Through this partnership, they launched a Health Mart branded tool for all Health Mart pharmacies that provides resources for all 50 states, Puerto Rico and all US territories strengthening their commitment to provide tools to support health equity in all communities.

Lastly, it is important to acknowledge McKesson's efforts to advance patient care and address health equities for underserved communities. They are investing in certified pharmacy technicians who are passionate about making a difference. While the pandemic exposed many health equity and public health needs in local communities, it also emphasized pharmacies as the most accessible and trusted health care destinations. To help address those needs and elevate the role of pharmacies in people's lives, McKesson and Health Mart are offering certified pharmacy technicians an opportunity to grow their career and provide even more value to their communities as Community Health Workers (CHW). McKesson will fund 60 scholarships for certified pharmacy technicians that will help them with the financial support needed through an unrestricted educational grant.

McKesson Corporation, led by the heart from DFW, has shown an unrivaled commitment to improving global health outcomes and a relentless drive to innovate in the marketing space. Their marketing strategies and corporate initiatives have had a far-reaching positive impact on their employees, our community, and our environment.

For their remarkable achievements, their pursuit of innovation, and their extraordinary contribution to public health and marketing in our region, we wholeheartedly recognize McKesson Corporation as an example to follow. We firmly believe that McKesson embodies the core values of our community and sets an exceptional standard in the marketing industry. Their innovative spirit, entrepreneurial ethos and commitment to creating a healthier world are truly inspiring.



**Named like a fairy-tale.
Always a happy ending.**

Let's create beautiful things together.

BeautifulBeast

beautifulbeastad.com



Dallas / Fort Worth

CONGRATULATIONS TO ALL OF THE HONOREES

“It is through UNITY that we can unlock our true potential by embracing our differences and drawing upon the collective wisdom of our peers. Together, we can create a meaningful impact on the world around us, drive innovation and shape the future of our industry.”

TRINIDAD AGUIRRE

PRESIDENT, AMA DALLAS/FORT WORTH CHAPTER

PANEL OF JUDGES



HENRY ADASO
HEAD OF MARKETING
CEMEX USA



MAYA BROWN
EXECUTIVE DIRECTOR
OF MARKETING
FISK UNIVERSITY



JESSICA CRAWFORD
DIRECTOR OF MARKETING
OPERATIONS
GENIUS RX



TRAVIS CHRISTMAN
SENIOR PRODUCT
MARKETING MANAGER
SELF-EMPLOYED



MARC DAIGLE
VP MARKETING SERVICES
MAINSTAY



CARLA DODDS
CMO
HYPH



JASON R. DYER
CMO
CHIEF OUTSIDERS



SARAH GROVES
SENIOR DIRECTOR BRAND
STRATEGY AND MARKETING
COMMUNICATIONS
EXXON MOBIL



SHARLENE JENNER
VP DIRECTOR OF
ENGAGEMENT
ABELSON TAYLOR



JEROME JONES
CREATIVE DIRECTOR
EVIDEN



KELLY MEYER
DIGITAL MARKETING MANAGER
SONIC FOUNDRY INC.
AMA WISCONSIN



ASHLEY PARKER
SVP OF MARKETING
BOARDROOM



MICHELLE RIDER
MARKETING EXECUTIVE
AMAZON HEALTH SERVICES



JOHN ROBINS
CEO
GREAT IMPRESSIONS
ADVERTISING AND MARKETING



VALERIE VESPA
VP BRAND PARTNERSHIPS
OUTFRONT MEDIA



MARKETING MAVERICKS

UNITY: ONE INDUSTRY, ONE VOICE



BRIDGET AHR

McKESSON



RAJI BEHNIWAL

captiv8



CHRIS BELLINGER



SIMON BENNETT

ΛOE CREATIVE



MARISSA EDDINGS



SHAWNA GUEVARA



MARKETING MAVERICKS

UNITY: ONE INDUSTRY, ONE VOICE



CIMONE KEY



HOWARD TERRY



JOSE TORRENS



ANGELA VARGO



ANA XAVIER



Dallas / Fort Worth

CMO OF THE YEAR

UNITY: ONE INDUSTRY, ONE VOICE



HONOREE

GREG GOYNE

Greg is the CMO of Xome®, a leading real estate marketplace with a best-in-class online auction platform. Xome is a subsidiary of the Mr. Cooper Group.

Until early 2023, Greg was Chief Brand and Experience Officer at Mr. Cooper® (formerly Nationstar Mortgage), the largest non-bank mortgage servicer in the country. Leading the company's efforts to transform itself, Greg led a team to research and define the new brand promise with the goal of providing an improved customer experience and greater customer loyalty. A firm believer that great brands are built from the inside out, Greg led the charge to "keep the dream of homeownership alive," driving freshly minted core values deep into the company culture, identifying key brand touchpoints and then developing and executing strategic marketing plans to successfully make a crater-sized impact on the hearts and minds of their customers.

Over the course of his career, Greg has led the development and execution of innovative marketing programs for a wide variety of blue-chip brands in healthcare, technology, hospitality, retail, consumer packaged goods, consumer durable goods, real estate, media, fashion and non-profit categories, including blue-chip brands such as McDonald's, Heinz, Kraft, Nokia, Huawei, MADD, Centex Homes, FedEx, Motel 6, Red Roof Inns, Sonic Drive-Ins, Brinker and Darden restaurants. Greg earned his Bachelor of Arts followed by an M.B.A. in brand management, both from the University of North Carolina in Chapel Hill.

mr.
cooper®
CHANGING THE FACE OF HOME LOANS

AM>
AMERICAN MARKETING
ASSOCIATION

Dallas / Fort Worth

CMO OF THE YEAR

UNITY: ONE INDUSTRY, ONE VOICE



HONOREE

MARISSA HENDERSON JARRATT

Marissa Jarratt is Executive Vice President and Chief Marketing and Sustainability Officer at 7-Eleven, Inc. She leads the strategy to “redefine convenience” for today’s digitally savvy customer through creative strategy and media, cultural partnerships, customer insights, loyalty and personalization, data monetization and retail media, in-store marketing and corporate communications. Additionally, she is responsible for the company’s Government Affairs and ESG practices to accelerate 7-Eleven’s leadership in responsible and sustainable convenience.

Prior to joining 7-Eleven, Marissa held multiple senior marketing and general manager leadership positions at PepsiCo and Dean Foods Company. Marissa is a two-time honoree on the Forbes Global 50 Most Influential CMOs, is an AdAge 2022 Global Leading Woman and was inducted into the Path to Purchase 2022 Hall of Fame.

Marissa is a life-long Texas Longhorn and holds an MBA, BBA-Finance and a BA-Spanish from The University of Texas at Austin. She and her family live in the Dallas area.



CMO OF THE YEAR

UNITY: ONE INDUSTRY, ONE VOICE



HONOREE

TRICIA MAHONEY

At Twisted X Global Brands, the environment can be fast paced, and we mean that in a warp-speed, vision-blurring, time-bending pace. Twisted X Global Brands is made up of a family of over 5 brands, Twisted X Footwear, Twisted X Work Footwear, Black Star Boots, Wrangler Footwear and CellSole Comfort Footbeds. Tricia Mahoney, the Chief Marketing Officer, has the cumbersome task of managing, planning and executing the strategy and vision all of them. Since her involvement with Twisted X Global Brands in 2019, she has built a mean and loyal marketing team and worked to create the closest dynamics to an in-house creative agency as possible.

Tricia employs, inspires and oversees the building and executing of these brands, from consumer-facing digital properties, sales materials, retailer/point of purchase materials and branding. She often takes on grueling internal tasks that are outside of a typical scope of work of a Chief Marketing Officer, sometimes due to her ability to get things accomplished.

Tricia is a forward-thinking thought leader when it comes to marketing initiatives. She continually pushes the brands to be innovative and challenges the footwear industry to employ new and cutting-edge tactics.

She is fearless when it comes to creative leadership and allows for creative risks in an industry often stifled and repetitive with communications. She stands up for what she believes in and defends creative decisions that typically arise internally at most companies outside of the marketing department. She continually comes to the table with an uplifting spirit and positive approach to creative decisions.



CMO OF THE YEAR

UNITY: ONE INDUSTRY, ONE VOICE



HONOREE

MELISSA MIRANDA

Melissa Miranda serves as the VP & CMO for PepsiCo's PBNA Central Division leading the growth agenda for PepsiCo's vast Beverage portfolio with accountability across portfolio strategy, innovation, brand communications and media, consumer engagement and sports partnership.

A 15-year PepsiCo Veteran, Melissa has held various Senior Marketing roles since her joining in 2009 bringing her expertise in Management Consulting and global brands growth expansion. During her career at PepsiCo, Melissa has delivered important change agendas across various brands and businesses in highly contested consumer categories across beverages, snacks and nutrition.

Miranda has led teams that accelerated the growth of brands across the portfolio, including expanding Pepsi into premium offerings, driving engagement with multicultural cohorts, delivering hyper local relevance with Pepsi's "Taste of Your Texas" and "Dew Outdoors" campaigns and orchestrating the 17-year creative comeback of the iconic Lay's brand with the campaign "Lay's Stay Golden" premiered at 2022 Super Bowl recognized as #2 Ad by Adweek and top 10 Super Bowl Ad Meter.

Melissa is an MBA graduate of the Wharton School at the University of Pennsylvania and holds an Economics degree from Lima University located in her native Peru. Melissa currently resides in Dallas, Texas where she dedicates to yoga and mixed-media painting following her passion for Art & Design.



CMO OF THE YEAR

UNITY: ONE INDUSTRY, ONE VOICE



BRAD PRITCHETT

Featured in Dallas' Regional Chamber Magazine, D Magazine, D CEO and Passport Magazine as THE Dallas arts and non-profit Enthusiast and LGBTQ Advocate, Brad Pritchett is a Tony Award-winning marketing and communications executive and community activist. Brad is the Chief Experience Officer at the Dallas Museum of Art where he oversees all marketing, PR, advertising and earned revenue strategies for the Museum. With 20 years of marketing, communications and brand equity experience, he is a hands-on strategist with a proven ability to streamline business operations and increase efficiencies to enhance internal/external communications, brand relevance and increased revenue. Brad led the marcom efforts for Dallas Theater Center and the American Heart Association prior to his role at the DMA. He has professionally entertained audiences all over the world singing, acting and dancing for Disney, Six Flags, Radisson Cruise Lines, The Mandalay Bay in Las Vegas and theaters throughout Branson, Missouri. He has also worked as an Arts Host and Contributor for WFAA Channel 8, On-Air Media and hosted his own LGBTQ podcast, the good, the Brad & the ugly, on Yea Network. He was recently featured in Culture Map as one of their top 5 fashion influencers for the Style Maker Awards and is one of the faces of Express for Men and the Dallas Mavericks. In his spare time, Brad is actively involved in the community serving on the Advisory Board and former chairman of Black Tie Dinner Board of Directors, was appointed to the DCEO Top 500 List in 2022 and was also a member and spokesperson of the Federal Bureau of Investigation Citizen's Academy program. Brad's journey is copiloted by his husband, David Chadd, and their three rescue fur babies: Charlie, Chester and Chase.

DMA
DALLAS MUSEUM OF ART



Galligan Media

VIDEOGRAPHY & LIVE STREAMING



LIVE STREAMING



INTERVIEWS



SPORTS



CONFERENCES

Galligan Media is a professional video production agency specializing in video production and live-streamed events

www.galliganmedia.com



AMA DFW: CHAMPIONING THE LOCAL MARKETING INDUSTRY

Industry organizations play a pivotal role in fostering the growth and development of not only their respective industries, but also the communities they serve. By uniting professionals, academics, and enthusiasts under a shared mission, these organizations create a collaborative environment that nurtures innovation, knowledge sharing and professional development. Through a wide array of programs, events and initiatives, industry organizations contribute to the enhancement of industry standards, the cultivation of future leaders, and the promotion of ethical practices. Ultimately, the positive impact of these organizations extends beyond their immediate sphere of influence, contributing to the overall prosperity and resilience of the communities in which they operate.

The DFW American Marketing Association (AMA) chapter is part of an international organization dedicated to promoting and advancing the marketing profession. With over 30,000 members worldwide, the AMA offers valuable resources, networking opportunities, and industry insights to marketing professionals, academics, and students. At the heart of this thriving community are local chapters, like ours, which play a crucial role in supporting the marketing industry at the local level.

The Role and Function of the AMA DFW Chapter

As one of the over 70 chapters across the US, Canada and Mexico, the AMA DFW Chapter serves as a hub for marketing professionals in the Dallas-Fort Worth area. Its mission is to provide a platform for local marketers to connect, exchange information, and share ideas about the latest trends and best practices in the industry. Through local events, networking opportunities and leadership development, our DFW Chapter helps members stay at the forefront of the marketing field and grow their careers.

The AMA DFW Chapter offers a wide range of initiatives and programs that aim to enhance the skills, knowledge and professional growth of marketers in the region. Some of these initiatives include:

- 1. Member-Only Content:** AMA DFW members have access to exclusive resources, such as white papers, best and research reports written by industry experts. This content covers a wide array of marketing topics and keeps members informed about the latest trends and developments in the field.
- 2. Local Events and Training:** Through various events, including conferences, workshops, and training sessions, the AMA DFW Chapter provides members with opportunities to learn from industry leaders, network with peers, and enhance their marketing skills.
- 3. AMA Marketer's Toolkit:** This comprehensive set of interactive templates, tools, and resources is designed to help members excel in their jobs and stay ahead of the curve in the ever-evolving marketing landscape.

4. **Career Resources and Certification:** The AMA DFW Chapter offers resources such as job postings, career tips and strategies, as well as a 30% discount on the Professional Certified Marketer (PCM) program, which allows members to showcase their marketing expertise and accomplishments to prospective employers.

By fostering a strong community of marketers in the Dallas-Fort Worth area, the AMA DFW Chapter is championing the growth and success of the marketing profession at the local level. Join the AMA DFW Chapter today to unlock a world of opportunities, knowledge and connections that will propel your marketing career to new heights.

For membership information call Call AMA at (800) 262-1150 or contact AMA Membership team at membership@amadfw.com

THE FUTURE OF MARKETING IN DFW: PREDICTIONS AND OPPORTUNITIES

As the marketing landscape continues to evolve, marketers need to stay up to date with emerging trends and technologies to remain relevant and competitive. Let's take a closer look at some of the top marketing technology trends to watch in 2023 and how they can impact the industry.

1. **Device Connectivity to eCommerce:** With more consumers than ever using mobile devices to browse and shop online, it's becoming increasingly important for marketers to create a seamless, direct path from inspiration to purchase. By leveraging connected devices, such as smartphones and smart speakers we can create a frictionless experience that makes it easy for our customers to find and purchase what they're looking for.
2. **Generative AI:** This technology is rapidly advancing and being used by marketers to create personalized content, streamline operations and improve the customer experience. Generative AI involves using machine learning algorithms to generate new content, such as product descriptions, blog posts and even entire websites. This technology can help us save time and resources while creating more relevant and engaging content for our audiences.
3. **Clean Rooms for Interoperability:** Clean rooms are virtual spaces that allow marketers to share data securely and collaborate more effectively with partners and vendors. This technology helps break down silos and create a more efficient and effective marketing ecosystem. By using clean rooms for interoperability, we can unlock new insights, improve targeting, and deliver more effective campaigns with better results and higher performance.
4. **Web 3:** The next evolution of the internet promises to create a more decentralized, user-centric experience, with increased privacy, security and control for users. For us, marketers, this could mean new opportunities to build trust and loyalty with our customers, by delivering more personalized, relevant content and experiences. Web 3 will also bring about new advertising models, such as incentivized advertising, which rewards users for engaging with ads.

- 5. Gaming:** Gaming is an increasingly popular and engaging way for brands to connect with younger audiences. Whether it's sponsoring esports tournaments, creating branded content for gaming platforms, or partnering with influencers to promote products and services, gaming presents a unique opportunity for marketers to reach a highly engaged and passionate audience.

By tapping into the gaming community, marketers can build brand awareness, drive engagement and create long-term loyalty with a demographic that is notoriously difficult to reach through traditional marketing channels.

As marketers in Dallas/Fort Worth, we have access to a wealth of resources and support through DFW AMA. Our mission is to educate, support, and enhance the performance of its members and marketing professionals in the region and our vision is to be the region's most relevant force and voice for the marketing industry.

Through the AMA's courses, materials and conferences, all marketers in the region can stay on top of the emerging trends and technologies that are shaping the future of marketing.

Whether you're interested in device connectivity to eCommerce, generative AI, clean rooms for interoperability, Web 3, gaming, or any other emerging trend, the AMA is here to support you. Let's work together to build a stronger, more innovative marketing community in the Dallas/Fort Worth area.

STEP INTO A WORLD WHERE TECHNOLOGIES AND CREATIVE IDEAS CONVERGE

270^{DB}

270B is proud to be a sponsor of the 2023 AMA Marketer of the Year. We combine award-winning creative with cutting-edge technologies to bring ideas to life.

LET'S DO BIG TOGETHER:

- > 270b.com
- > hello@270b.com
- > [@270Bagency](https://twitter.com/270Bagency)



EXPERIENCE THE
CMO'S HONOR ROOM
IN THE **METAVERSE**



A man with short grey hair, wearing a grey quilted vest over a pink and white striped shirt, is speaking into a silver microphone. He is gesturing with his left hand. The background is a server room with blue lighting and binary code (0s and 1s) floating in the air.

**DIGITAL
FIGHT
CLUB**

10.26.2023

MARKETING

DRINK • HECKLE • VOTE • LEARN • CONNECT

A MARKETING EVENT LIKE NOTHING YOU HAVE EXPERIENCED BEFORE

MORE INFO: DIGITALFIGHTCLUB.CO

HOST MIKE PRATT

CLOSING THOUGHTS

As we bring this amazing Awards Gala to a close tonight, I want to take a moment to reflect on the importance of unity and collaboration in the marketing community.

Events like this bring together some of the brightest minds in our industry, and serve as a reminder of the incredible talent and creativity that exists here in the Dallas/Fort Worth area. But it's not just about celebrating our achievements - it's about using this occasion as a catalyst for change and growth.

My hope is that this event serves as an inspiration for all of us to come together and move forward in unity. By collaborating, sharing knowledge and resources, and supporting each other, we can create a stronger and more vibrant marketing community in the region.

As we leave this event tonight, let's commit ourselves to building a better future for marketing in Dallas/Fort Worth supporting each other in our endeavors, and working together to achieve greatness.

Thank you to everyone who made this event possible, and here's to a bright and exciting future for marketing in the Dallas/Fort Worth area.



TRINIDAD AGUIRRE

PRESIDENT, AMA DALLAS/FORT WORTH CHAPTER



AM>
AMERICAN MARKETING
ASSOCIATION

Dallas / Fort Worth