

# NEWS

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## **DIGITAL MARKETING LEADERS TO SHARE LATEST DEVELOPMENTS, BEST PRACTICES AT FIRST-OF-ITS KIND LEARNING CONFERENCE FOR BUSINESS EXECES**

*New DigitaLatest™ Conference Brings Together Senior Executives from Google, YouTube, Pinterest, Twitter, Giphy, Facebook, Instagram, LinkedIn, and More*

**BROOKLYN, NY (July 10, 2018)** – Senior management from the world's leading digital marketing companies will come together for a new, four-day executive learning conference, [DigitaLatest™](#) Aug, 6-9, 2018 in Brooklyn.

Marketing experts from Google, YouTube, Pinterest, Twitter, Giphy, and more than twenty digital technology companies will share insights, innovations, and best practices as part of [DigitaLatest™](#), a conference aimed at helping C-Suite executives get current, be inspired, and make better marketing decisions. The program has been designed to maximize the amount of valuable content shared and offer an unmatched breadth and depth of content to conference delegates. The brightest minds across podcasting, micro-influencers, AI Chatbots, Visual Search, Gamification, Dynamic/Programmatic Creative, Blockchain Marketing and more will present.

The knowledge learned at DigitaLatest™, will help marketers improve their ROI, resonate more with consumers, and better utilize the unique capabilities & strengths of each platform & technology. Attendees will walk away with the know-how to better manage, integrate, select and optimize programs across platforms, tools and technologies, and they'll have the opportunity to network with top-level marketing executives in an intimate environment.

Digital marketing is changing by the minute, and few executives can keep up. In contrast to other theoretical and more narrowly focused digital transformation conferences, DigitaLatest™ will equip attendees with lessons, best practices and new ideas to implement immediately, strengthening their competitive edge.

### **WHO SHOULD ATTEND DIGITALATEST™ :**

- **CMO'S** who need the latest on all the ways technology is changing, and to understand the new communication landscape
- **Traditional brand leaders**, challenged by the wide range of platforms & services
- **Senior marketers** responsible for assuring their organizations know about the latest platforms and technologies
- **Agencies and media partners** whose clients expect them to be platform experts who deliver best-in-class creative solutions

DigitaLatest™ will be held August 6-9, 2018 at Brooklyn's [Industry City](#), a 6 million square-foot innovation hub, home to more than 450 media, technology, design, and food companies. It's an inspiring, one-of-a-kind, global, cross-sector creative hub, close to Manhattan, yet away from all the distractions. The food and wine served at DigitaLatest™ will be unlike any other conference. Local vendors were selected for social impact, taste, and the inspiring entrepreneur stories their founders and senior management will share with attendees.

The conference is curated and organized by Michelle Greenwald, Director of the Digital Marketing Intensive in partnership between Johnson's Ithaca and Cornell Tech MBA programs. A former SVP of new products at Disney, and VP and GM at Pepsi-Cola, Michelle has more than 19 years of marketing experience at Fortune 500 companies. She blogs for Forbes' CMO Network about marketing and innovation, consults for diverse multinationals, and curates global, corporate learning expeditions focused on best-in-class, cross-sector innovation ([www.inventours.com](http://www.inventours.com)).

The all-inclusive registration fee will include breakfast, snacks, lunches and a networking reception. The 4-day tickets are transferable. For the full agenda, visit <http://www.digitalatest.com/>. To register visit <https://www.eventbrite.com/e/digitalatesttm-exec-digital-marketing-summit-new-york-tickets-45254579666>

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# **NEWS**

**For Immediate Release**

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## **DIGITAL MARKETING LEADERS TO SHARE LATEST DEVELOPMENTS, BEST PRACTICES AT FIRST-OF-ITS KIND EXECUTIVE EDUCATION CONFERENCE**

**-- New *DigitaLatest™* Conference to Bring Together Senior Executives from Google, YouTube, Pinterest, Twitter, Giphy, Facebook, Instagram, LinkedIn, and More --**

**BROOKLYN, NY (May 8, 2018)** – The world’s leading digital marketing companies will come together for a new, four-day executive education conference in Brooklyn this August.

Senior management from Google, YouTube, Pinterest, Twitter, Giphy, and more than a dozen other digital marketing companies will share insights, innovations, and best practices as part of **DigitaLatest™**, a conference aimed at helping C-Suite executives get current, be inspired, and make better marketing decisions.

Confirmed presenters include:

- Kevin Hartman, Head of Analytics at Google and YouTube
- Brett Prescott, Global Partnerships Director at Facebook and Instagram
- Brian Tietje, Global Client Director at LinkedIn
- Christine Cuoco, Head of Global Marketing at Twitter
- Vikram Bhaskaran, Head of Marketing Development at Pinterest
- David Rosenberg, Head of Business Development at Giphy
- Tom Klein, CMO at MailChimp
- Tim Ganss, Head of Echo Nest at Spotify
- Rori DuBoff, MD of AR/VR/MR at Accenture Interactive
- Alex Morrison, President at Grey West
- Mark Rolston, Founder of argodesign
- Christopher Hercik, Chief Creative Officer at The Foundry
- Puneet Mehta, Founder of msg.ai
- Ryan Stern, Founder of Collectively, a Micro Influencer Agency
- Alexa Tonner, Founder of Collectively, a Micro Influencer Agency
- Lex Friedman, CRO at Midroll Media, a Podcast Ad Network
- Kelly Peppers, Managing Director at Colossal Media
- Federico Treu, Founder and CEO of CubeYou

The conference is curated and organized by Michelle Greenwald, a former SVP of new products at Disney, and VP and GM at Pepsi-Cola, Michelle has more than 19 years of marketing

experience at Fortune 500 companies. She blogs about marketing and innovation for Forbes' CMO Network. Michelle is Director of the Johnson MBA Digital Marketing Intensive at the Cornell Tech campus, and has taught at Wharton, Columbia, NYU Stern and IESE Business Schools.

"Digital marketing is changing by the minute, and few executives can keep up," said Michelle Greenwald. "In contrast to theoretical, digital transformation programs for executives, DigitaLatest™ will equip attendees with lessons, best practices and new ideas to implement immediately."

The conference will be held from August 6-9, 2018 at Brooklyn's **Industry City**, a 6 million square-foot innovation hub, home to more than 450 media, technology, design, and food companies.

Attendees will gain insights into the latest platform innovations, learn how to manage, integrate, select and optimize programs across platforms, tools, and technologies, and network with top-level marketing executives. Price is \$2,950. Contact [info@digitalatest.com](mailto:info@digitalatest.com) for group discounts. Click <http://digitalatest.eventbrite.com/> to register.

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