

PAST ATTENDEE LIST

The largest and longest-running digital marketing for financial services event series in the United States

October 28–29, 2026

Sample Past Attendee List

COMPANY	JOB TITLE
Abacus Global Management	Director, Digital Marketing
Academy Mortgage Corporation	Digital Strategy Vice President, Business
Aetna	Vice President, Marketing Product Management
Affinity Federal Credit Union	AVP, Digital Experience
Alantra	Vice President, Business Development & Marketing
AllianceBernstein	Vice President, US Retail Marketing
Ally Financial Services	Director, Email Marketing & Domain Management
Amalgamated Bank	Chief Marketing Officer
American Century Investments	Chief Marketing Officer
American Express	VP, Global Digital Acquisition- Consumer & Small Business, Funnel Optimization, Sales Enablement
American Express	VP, Digital Marketing Solutions & Delivery, Enterprise Marketing Platforms & Solutions
American Express	Director, Marketing Analytics
American First Finance	Director, Growth & Lifecycle Marketing
American International Group (AIG)	SVP & CTO, Enterprise Platforms
Ameriprise Financial	Senior Manager, Paid Media
Ameritas	Senior VP & Chief Marketing Officer
Amica Mutual Insurance Company	Senior Assistant Vice President, Marketing
AmTrust Financial	Chief Marketing Officer
Aon	Chief Marketing Officer, North America
Apple Bank for Savings	Chief Marketing Officer
Apple Bank for Savings	SVP, Head of Marketing
Arbor Realty Trust	Chief Marketing Officer, MD

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COMPANY	JOB TITLE
Arbor Realty Trust	VP, Marketing Operations
Arch Insurance Group	Regional Head of Marketing
AssuredPartners	VP, Commercial Lines
Atradius US	AVP, Head of Marketing & Operations
AXA Investment Managers	Head of Marketing & Communications, Americas
Axos Bank	VP, Brand & Content
Baldwin Risk Partners	Senior Director, Enterprise Digital Marketing
Banco Santander	Senior Director
Bank of America	SVP, Marketing Director
Bank of America	Global Head of Product & Client Commercialization
Bank of America	Managing Director, Strategic Initiatives
Barclays	AVP, Acquisition Marketing
Bayview Asset Management	Head of Marketing, Consumer Lending Fintech
Bessemer Trust Company	Senior Editorial Director
Biz2Credit	VP, Growth Strategy
BlackRock	Chief Marketing Officer, Americas
Blackstone Group	Global Head of Marketing
Bloomberg LP	Global Head of Digital Strategy & Content Marketing
BMO Harris Bank	VP, Senior Digital Product Owner
BNY Mellon	VP, Digital Marketing Technology Development & Integrations
BNY Mellon Asset Management Canada	Vice President, Enterprise Social Media
BOK Financial	SVP, Marketing

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COMPANY	JOB TITLE
Bridgehouse Asset Managers	AVP, Sales & Marketing
Brown Brothers Harriman	Head of Marketing
Cambridge Associates	Associate Director, Digital Marketing
Canada Life	Director, Marketing
Canadian Western Bank	Creative Director & AVP, Creative Services
Capital One Financial	Head of Experience Insights
Carson Group	SVP, Digital Enablement & Creative
Cerity Partners	Chief Marketing Officer
Charles Schwab	Director, Financial Planning & Investor Engagement (Digital)
Chase	Vice President, Marketing Strategy Lead
Chase	VP, Product Marketing Strategy Lead – Chase Home Lending
Chase	Managing Director, Head of Paid Acquisition Credit Card Marketing
Chicago Stock Exchange	Director, Marketing Operations
Chubb	AVP, Social Media, North America
CI Financial	Chief Digital Officer
CIBC	Senior Director, Marketing
Citadel	Director, Marketing & Communications
Citi	SVP, Marketing & Advertising, Head of Affiliate Marketing
Citi	Director & Head of Marketing & Communications Delivery
Citi	Head of Media
Citibank	SVP, Advertising & Branding
Citigroup	Chief Marketing & Content Officer

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COMPANY	JOB TITLE
Citizens Financial Group	SVP, Head of Marketing, Digital & CX Analytics
Citizens Financial Group	Head of Marketing Operations
City National Bank	Vice President, Marketing
Clear Street	Chief Marketing Officer
CME Group	Director, Equity & Crypto Currency Products
CNO Financial Group	Director, Ecommerce
Cohen & Steers Capital Management	VP, Head of Digital Marketing
Columbia Threadneedle Investments, US	Marketing Director, Paid Media
Combined Insurance	Chief Executive Officer
Comerica Bank	Vice President, Digital Marketing
Commonwealth Equity Services	Chief Marketing Officer
Commonwealth Financial Network	Chief Marketing Officer
Crawford & Company	Vice President, North America Marketing
Credit Karma	Head of Growth Marketing
Customers Bank	SVP, Digital Marketing
DailyPay	VP, Brand Strategy
Delta Community Credit Union	Vice President, Digital Strategy
Depository Trust & Clearing Corporation (DTCC)	Executive Director, Global Account Management
Deutsche Bank	Vice President, Business Product Manager
Digital Federal Credit Union (DCU)	Marketing Director
Discover Financial Services	Vice President & Head of Marketing & Product Management
Dow Jones	Senior Vice President, Brand Marketing

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COMPANY	JOB TITLE
East West Bancorp	Director, Consumer Strategy
Edward Jones	Director, Marketing
Edward Jones	Head of Digital Experience
Empower	Senior Director, Retirement Product Marketing
Epoch Investment Partners	Managing Director, Marketing
Equifax	VP, Tech & Media Platforms
Equifax Canada	Chief Data Officer, Data-Driven Marketing
Equitable Bank	Senior VP, Sales & Marketing
Equitable Holdings	Marketing Director
Ernst & Young	Lead, Digital Products & GTM
EverBank	SVP, Head of Marketing Strategy & Operations
EZCorp	Head of Growth Marketing
FactSet	Director, Digital Client Experience
Federated Hermes	Senior Manager, Content Strategy
Fidelity Investments	Vice President, Digital Experience & Marketing Technology
Fidelity Investments	Vice President, Web Strategy & Digital Experience
Fidelity Investments	Director, Email Marketing
Fidelity Life	Director, Marketing & Business Development
First Bank	VP, Marketing
First Command Financial Services	Vice President, Strategic Marketing
First Eagle Investment Management	AVP, Digital Marketing Manager
First Midwest Bancorp	Senior VP & Director, Digital Marketing Strategy & Programming

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COMPANY	JOB TITLE
First National Bank	Director, Digital & Direct Marketing
Fiserv	Senior Vice President, Enterprise Marketing
Fitch Ratings	Senior Director, CRM Operations
Flagstar Bank	Senior VP, Brand, Advertising & Marketing Operations
Flagstar Bank	Senior VP, Creative Management
Franklin Templeton Investments	Institutional Marketing Head (US)
Franklin Templeton Investments	Social Media Director
Freddie Mac	Director, Marketing & Communications
Goldman Sachs	Managing Director, Global Head of Content & Product Marketing
Great-West Lifeco	Director, Strategy & Innovation
GreenPath Financial Wellness	Chief Marketing Officer
Guardian Group Benefits	Head of Strategy & Operations, Individual Markets Marketing
Guardian Group Benefits	Director, Omnichannel & Digital Adoption
Guardian Life Insurance	Chief Marketing Officer
Hamilton Lane	Vice President, Head of Marketing Infrastructure & Technology
Harbor Capital Advisors	Director, Customer Growth Marketing
Havas	VP, Programmatic Marketing
Havas	Associate Director, Programmatic Advertising
HomeStreet Bank	Senior Vice President, Retail Banking Senior Operations Manager
Horizons Exchange Traded Funds	Executive Vice President, Head of Marketing
Houlihan Lokey	Chief Marketing Officer
HSBC Bank Canada	Senior VP, Advertising & Marketing, Strategic Sourcing

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COMPANY	JOB TITLE
Hudson Valley Credit Union	Senior Vice President & Senior Director, Marketing
Huntington National Bank	VP, Digital Activation & Innovation Senior Manager
iCapital Network	SVP, Head of Digital Marketing
IGM Financial	Director, Marketing Operations
Institutional Shareholder Services (ISS)	VP, Marketing
Intercontinental Exchange (ICE)	Chief Marketing Officer
J.P. Morgan	Vice President, Marketing Operations, Next Gen Technology
J.P. Morgan Asset Management	VP, Marketing
Janus Henderson Investors	Global Chief Marketing Officer
Jefferies	Head of Marketing & Communications
Jenius Bank	VP, Engineering, Martech, AdTech & CX Engineering
JMMB Group	Group Chief Marketing Officer
JPMorgan Chase	Vice President, Marketing Strategy Lead
JPMorgan Chase	Vice President, Digital Strategy & Content
Kapitus Servicing	Director, Marketing
Katapult	B2B Marketing Director
Kearny Bank	Chief Marketing Officer & SVP
KeyBank	VP, Consumer Bank Strategy
Kotak Mahindra Group	Senior Vice President, Digital Banking
KPMG International Cooperative	Director, Communications
Lazard	Vice President, Global Communications & Marketing
LendingTree	Media Director, Brand

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COMPANY	JOB TITLE
Liberty Mutual	Director, Product Marketing & Advanced Analytics
Lincoln Financial Group	VP, Marketing & Sales Technology Strategy
London Stock Exchange Group	Global Head, Business Marketing
Loomis Sayles & Company	VP, Brand & Design
Lord, Abbett	Head of Digital Experience
LPL Financial	Chief Marketing & Communications Officer
M&T Bank	SVP, Senior Digital Engagement Manager
Manulife	AVP, Head of Marketing | Affinity Markets
Marsh	SVP, Strategic Data Delivery, Derivation & Insight
MassMutual	Director, Marketing & Customer Experience Group (Client Acquisition)
Mastercard	Senior Vice President, Marketing Services
Masterworks	SVP, Communications, Content & Partnerships
Maybank	SVP & Head of Pricing & Data Analytics
Meridian Credit Union	Chief Marketing Officer & Senior VP, Retail Banking
Meritrust Credit Union	Director, Digital Marketing & Analytics, Growth Strategies
MetLife	Chief Marketing Officer
MetLife	Head of Paid Media
MetLife	Assistant Vice President, Institutional Marketing
MissionSquare Retirement	Chief Marketing Officer
Morgan Stanley	Managing Director, Global Head of Digital & Direct
Morgan Stanley Wealth Management	Executive Director, Digital Marketing
Morningstar	Global Head of Marketing

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COMPANY	JOB TITLE
Mountain America Credit Union	Senior VP, E-Marketing
Movement Mortgage	Regional Director, Marketing
MSCI	Vice President, Digital Optimization & Performance
Mutual of America Life Insurance Company	Vice President, Digital Marketing & Social Media Strategy
Mutual of America Life Insurance Company	VP, Digital Marketing & Social Media
Nasdaq	Director, Digital Marketing
Nasdaq	Head of Data Marketing
Nasdaq	Director, Search (SEO & SEM)
Nationwide Mutual Insurance Company	Director, Social Media
Neo Financial	Head of Communications
Neuberger Berman	Chief Marketing Officer
Neuberger Berman	Global Head of Brand Experience
Neuberger Berman	Vice President, Digital Design & UX Lead
New York Life Insurance Company	Director, Content Strategy, Planning & Management
New York Life Investment Management	Global Director, Brand & Creative
New York Life Investment Management	Director, Digital Properties
Ninety One Limited	Marketing Director, North America
NJM Insurance Group	Digital Marketing Strategy Leader
Nomura International	Head of Marketing
Northern Trust	Chief Marketing Officer
Northern Trust	Vice President, Wealth Client Group Marketing
Northfield Bancorp	Vice President, Marketing Manager

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COMPANY	JOB TITLE
Northwestern Mutual	Chief Marketing Officer
Northwestern Mutual	Senior Director, Digital & Field Marketing Strategy
Oaktree Capital Management	Assistant Vice President, Corporate Communications
Old National Bank	SVP & Director, Digital Marketing Strategy
PayPal	Head of Consumer Marketing
PenFed Credit Union	Chief Marketing Officer
Penn Mutual	AVP, Product Marketing
Pershing	Global Head of Marketing
PGIM	Chief Marketing Officer
PIMCO	SVP, Global Digital Marketing Strategy
PineBridge Investments	Vice President, Marketing, Digital & Web
Plante Moran	Director, Marketing
President's Choice Financial	Vice President, Acquisition & Growth
Primerica	SVP, Social Media & Public Relations
Prudential Financial	Chief Commercial Officer, US Marketing & Digital Marketing
Prudential Financial	VP, Digital Marketing
Prudential Financial	Director, Digital Marketing
PURE Insurance	Director, Marketing & Advertising
Pzena Investment Management	Director, Marketing Operations
Raisin Bank	VP, Marketing
RBC	Vice President, Intermediary Marketing
Regions Financial	Senior VP & Digital Marketing Strategist

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COMPANY	JOB TITLE
Reinsurance Group of America	Vice President, Head of Innovation, Global Valuation
Rockefeller Capital Management	Senior Vice President & Director, Marketing
Rockefeller Financial	VP, Digital Marketing Strategy
S&P Global	Chief Marketing Officer, S&P Global Market Intelligence
S&P Global	Head of Digital Customer Experience
S&P Global	Associate Director, Marketing Manager
Schroders	Head of Digital, Americas
Scotiabank	Vice President, Enterprise Digital Marketing
Seacoast Bank	Senior VP, Digital Marketing
Securian Financial Group	Head of Marketing Technology & Operations
SEI Investments	Director, Marketing & Communications
Selective Insurance Group	Head of Digital Marketing
Square	Head of Global GTM Data
Starr Companies	Chief Marketing Officer
State Street Global Advisors	VP, Digital Marketing
Sun Life Financial	Director, International Life Marketing
Swiss Re	Vice President & Senior Economist
Swiss Re Corporate Solutions	SVP, Head of Product Marketing & Insights
Synchrony Financial	SVP, Chief Marketing Officer
T. Rowe Price	VP, Senior User Experience Design Manager
TCW Group	Global Head of Marketing
TD Bank Group	SVP, Head of Marketing Transformation, Analytics, MarTech, Targeted Marketing & Personalization

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TD Bank Group	Director, Digital Innovation
TD Wealth - Private Giving Foundation	Head of Product Growth & Analytics | Digital Platforms
Teachers Federal Credit Union	Director, Product & Channel Marketing
Teachers Insurance and Annuity Association of America	Global Head of Digital Marketing & Media
Teachers Insurance and Annuity Association of America	Senior Managing Director, Product & Business Development
Teachers Insurance and Annuity Association of America	Director, Integrated Search
Thrivent Financial	Chief Growth & Generosity Officer
Thrivent Financial	VP, Brand & Integrated Marketing
Thrivent Financial	Experience Director, Digital Marketing
Tompkins Financial	Assistant VP & Marketing Officer
Travelers	VP, Consumer Marketing
Truist	Head of Digital Commerce
Truist	Assistant Vice President, Direct & Digital Marketing
UBS	Director, Creative Producer, UBS Studios Americas
UBS	Executive Creative Director
UBS Global Wealth Management	Head of Digital Marketing Strategy, Americas
UMB Bank	Executive VP, Interactive Marketing
United Nations Federal Credit Union	Chief Marketing Officer
Unum	Director, Digital Strategy & Transformation, GenAI & Emerging Technologies
US Bank	Executive Vice President, Chief AI & Analytics Officer
USALLIANCE Financial	Chief Marketing & Experience Officer, EVP
Van Eck Associates Corporation	Director, Digital Marketing Operations

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COMPANY	JOB TITLE
Vanguard	SVP, Strategic Response Management
Vanguard	Product Marketing Director
Vanguard	Executive, Business Growth & Transformation
Vestwell Holdings	Senior Vice President, Marketing
Veterans United Home Loans	Vice President, Marketing
Vista Equity Partners	Managing Director, Head of Private Wealth Solutions, Marketing & Digital
Webster Bank	Senior Managing Director, Enterprise Products & Digital Banking
Wells Fargo	SVP, Marketing Director
Wells Fargo	Head of Marketing Platforms
Wells Fargo	Head of Cards Marketing
Western Union	Global Marketing Lead, SEO, ASO & GEO
Woodruff Sawyer	VP, Marketing
World Financial Group	Senior Director, Marketing
WTW	Head of Editorial

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Darren Haughian
Sponsorship Director

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Upcoming Events in this Market Segment

17th Annual
Digital Marketing for Financial Services Summit CANADA
Toronto | June 2027

9th Annual
Digital Marketing for Financial Services Summit MIDWEST
Chicago | September, 2027