

# SPONSOR OPPORTUNITIES



CDO SUMMIT  
SYDNEY



CDO SUMMIT  
NEW YORK



CDO SUMMIT  
WASHINGTON D.C.



CDO SUMMIT  
AMSTERDAM



CDO SUMMIT  
LONDON



CDO SUMMIT  
TORONTO

## Time for the CDO



**Accenture:** “In the same way that CMOs drive marketing strategy and CIOs drive technology strategy, those companies serious about Digital Transformation are realising that you need a CDO to drive the digital strategy of the firm working at board level. All the evidence is that those companies who have done that are the most advanced in terms of embracing the opportunity of digital, and delivering value to shareholders and customers.” (September 2014)



**Gartner:** “The number of people with Chief Digital Officer titles will triple in 2014,” and, they are “springing up faster than we can count them.” (November 2013)



**MIT Sloan Management Review:** “CDOs Are Reaching New Heights - and Quickly. Is the Chief Digital Officer position the new path to the Chief Executive title?” (November 2013)



**McKinsey:** “Thirty percent of respondents also report a Chief Digital Officer (CDO) on their companies’ executive teams, a sign of the widespread awareness that these initiatives are important. In a sign that this new role is already creating value, respondents whose organizations have a CDO also indicate significantly more progress toward their digital vision than those without one.” (August 2013)



**MIT Center for Digital Business (in Harvard Business Review):** “The CDO’s job is to turn the digital cacophony into a symphony. The CDO creates a unifying digital vision. The title CDO may or may not become permanent in your company. But the responsibilities of the CDO will be required.” (August 2013)



**Capgemini:** “The rise of the Chief Digital Officer (CDO) is one such form of split responsibility – a kind of two-speed IT. It allows organizations to better manage the dual objective of cost reduction and innovation.” (August 2013)



**Deloitte:** “The new role of the Chief Digital Officer (CDO) is emerging in the C-suite. CDOs can provide broad leadership and attention to key digital initiatives.” (August 2013)



**Booz & Company (in the FT):** “In our view, digitisation strategies that are integral to corporate strategy should be “owned” by a C-level executive: the Chief Digital Officer.” (July 2013)



**MIT Sloan Management Review:** “As social and other digital technologies shift responsibilities in the C-suite, businesses are creating a new position, the Chief Digital Officer or CDO, to focus their digital strategy.” (April 2013)



**Gartner:** “By 2015, 25 percent of all organizations will have a Chief Digital officer. The Chief Digital Officer will prove to be the most exciting strategic role in the decade ahead.” (October 2012)



## Why us?

We are the **LEADING SOURCE** for the press and analysts on this critical position, having been quoted in 2015 alone by Brand Quarterly, CIO UK, McKinsey & Company, MIT Sloan Management Review, Deloitte University Press, and Deloitte Digital, among others. [See all quotes in our media room here](#)

## We have been quoted by the press and industry analysts in recent coverage of the CDO trend:



**Brand Quarterly:** 50 Marketing Thought Leaders Over 50 (10 November 2015).



**CIO UK:** CDO Salary and Job Description (21 October 2015)



**McKinsey & Company:** 'Transformer In Chief': The New Chief Digital Officer (23 September 2015)



**MIT Sloan Management Review:** Strategy, Not Technology, Drives Digital Transformation (14 July 2015)



**Deloitte Digital:** The Rise of the Chief Digital Officer (5 June 2015)



**Campus Technology:** Higher Ed: Meet the Chief Digital Officer (8 January 2015)



**ZD Net:** Expect to see more chief digital officers and professionals. By Joe McKendrick (04 October 2014)



**Guardian:** The rise of the Chief Digital Officer. By Steve Grout (12 June 2014)



**CIO UK:** Europe following US as number of global CDOs doubles. By Edward Qualtrough (13 May 2014)



**Forbes:** Don't let a Chief Digital Officer steal the best part of your job. By Dan Woods (15 April 2014)



**Financial Times:** Data can be source of power. By Jessica Twentyman (31 January 2014)



**ZDNet:** Chief Digital Officer: An insider's take – what CDOs do and why they matter. By Toby Wolpe (13 November 2013)



**MIT Sloan Management Review:** Is the Chief Digital Officer position the new path to the Chief Executive title? By Michael Fitzgerald (1 November 2013)



**McKinsey & Company:** Will today's Chief Digital Officers become tomorrow's CEOs? By Paul Willmott (6 September 2013)



**ComputerWorld:** Chief Digital Officer: Hot new tech title or flash in the pan? By Todd R. Weiss (29 July 2013)

## What is a CDO?

To learn more about this new and influential role, watch Vivian Schiller's opening keynote at the inaugural CDO Summit 2013 by clicking her image below. Vivian was CDO at NBC News, former CEO at NPR, and in January 2014 she became Head of News and Journalism Partnerships at Twitter.

You can also watch the "Chief Digital Officer Talent Map" keynote videos from February 2013 and April 2014 by CDO Club founder David Mathison, by clicking on the images below:



## Demographics

The CDO Summit is a premier, 2-day event designed to help you reach the coveted, elite demographic of C-level digital, data, and analytics leaders. Day 1 covers digital transformation, while day 2 covers data, insights, and analytics.

The CDO Summit includes President and C-level digital/data executives, leaders, and board directors; digitally-savvy CMOs; customer focused CIOs and CTOs; the growing legion of Chief Digital Officers, Chief Data Officers, and Chief Analytics officers; Chief Information Security Officers (CISOs); and the CHROs and Talent Managers tasked with hiring them.

## Who attends the CDO Summit?

CDO Summit attendees are as influential as the speakers. The Summit represents the world's digital and data elite, both on stage and in the audience. 86% of attendees at the inaugural 2013 event were SVP+. A full list of all speakers and delegates from every CDO Summit to date (title and company) is available on Box. Contact [david@CDOClub.com](mailto:david@CDOClub.com) to gain access to that spreadsheet.

## Who speaks at the CDO Summit?

A+E Networks, ABC, Accenture Digital, Accenture Strategy, ACT Government (Australia), Adaptive Lab, Adobe, Agency.com, AIESEC, AkzoNobel, Alex and Ani, Allianz, American Express, American Museum of Natural History, Amnesty International, AOL, Applause, Arete Research, Arnold, ARUP PTY LIMITED, Australia's Digital Transformation Office, Australian Financial Review, Australian Rugby Union Ltd., Avanti Communications Group plc, Aviva, Barclays, Bartle Bogle Hegarty, Bayer, BBC Worldwide, BBC, BBVA Compass, Blackwell's, Bravo, British Government, Burson-Marsteller, Canadian Film Centre, Capgemini, CBS, CDO Club Israel, CDO Club Turkey, Centric Digital, Charitybuzz, Cisco Systems, Citrix, City of Brisbane, City of Boston, City of Melbourne, City of New York, Clear Channel, CNBC, Colorado Governor's Office of Information Technology, Columbia University, Computer Weekly, Conde Nast Entertainment, Cricket Australia, Crowd Companies, CXOTalk, Daily Racing Form, De Persgroep, Department for Work and Pensions (DWP), Deutsch, diginomica, Disney/ABC, Disqus, Douglas Shaw & Associates, Edelman, Elsevier, Federal Communications Commission, Fenton Communications, Fjord Australia, Fjord, Flight Centre Travel Group, Forbes, ForgeRock, FOX SPORTS Australia, Gartner, General Electric, Gilbert Arizona, GoDaddy, Google, Grey, GroupM, Guardian News & Media, Haaretz, HarperCollins UK, Harpo Studios, Harvard Business Review / HBR.org, Harvard Business School Publishing, Harvard University, Harvey Nash, Harvey Norman, Healthgrades, Hearst, Hever Group, HMRC, Hogla-Kimberly, Hudson's Bay Company, Humana, Hunton & Williams, IBM, ICM Partners, ICTU, Index Ventures, Innerscope Research, Intel, IPG Mediabrands Australia, IPG Mediabrands, Issta, Ivanka Trump, Johnston Press, Jostens, Jump Digital Ltd, JWT, Kamedia Digital, Kaplan Test Prep, Leading Edge Forum, Lincoln Center for the Performing Arts, LiveNation, Lloyds Banking Group, Mashable, MASHBURNSACKETT, MEC Global, MediaCom, Meitav Dash, Methods Group, Metropolitan Museum of Art, Michael J Fox Foundation for Parkinson's Research, Microsoft, Mindshare, MIT, Mobisec Technologies, National Rugby League, NBC Universal, Neustar, News Corp, Nielsen, Nobel Media, NPR, Nutmeg, NYC Mayor's Office of Data Analytics, ObjectFrontier Inc, Odgers Berndtson, Oglivy, Omnicom Health Group, Oxygen, PBS, Pearson, Prophet, R&D Solutions at Elsevier, Rachael Ray Digital, Rachael Ray/ Watch Entertainment, (RED), Renault, Republican National Committee, Reuters, ReverbNation, RF I Binder, Rockefeller Foundation, Rogers Communications, RTÉ, Ruder Finn, Salmat, SAP, Second Home, Severn Trent Water, Simon & Schuster, SmartClinics, Sony Music Entertainment, Spacious, Sportsbet, Staples, State of New York, State of Rhode Island, Super-Pharm, Surrey County Council, Telstra, The Australian, The British Library, The CDM Group, The Data Incubator, The Economist, The Franklin Institute, The Leukemia & Lymphoma Society, The National Trust, The New York Times, The World Bank, Thomson Reuters, TIAA-CREF, Ticketek Australia (TEG), Time Inc., Time Out, Time Warner, Travelex, Turner Broadcasting, U.S. Department of Commerce, U.S. Department of Health and Human Services, UK Government Digital Service, UK Ministry of Justice, UNICEF Ventures, UNICEF, Unico, Unilever, Universal Mind, Universal Music Group, University of Technology Sydney (UTS), Univision, UPS in Israel, USPS Office of Inspector General, Velocidi, Viacom, Visa, Walmart eCommerce, Warner Brothers, Watson Life IBM, Wenner Media, West Midlands Police, Westpac New Zealand Limited, Whirlpool Corporation, WPP Digital, Young & Rubicam, and Ziff Davis, LLC, among others.



## GLOBAL REACH

Our inaugural one-day event was hosted by Thomson Reuters in NYC in February 2013, and sold out weeks in advance. In 2014 we doubled the number of days and moved to Time Warner which had twice the capacity. In 2017, our NYC event will celebrate its 5th year, while our UK CDO Summit celebrates its 3rd year. Events were held in Amsterdam, Sydney, Tel Aviv, and Istanbul, and events are being planned for Washington DC, Singapore, Toronto, and LA.

## 2-DAY SUMMITS FOR CHIEF DIGITAL AND CHIEF DATA OFFICERS

Beginning in 2017, all CDO Summits will be 2-day events

**Day 1:** Covers digital transformation for Chief Digital Officers, Chief Strategy Officers, Chief Innovation Officers, CIOs, CTOs, and CEOs.

**Day 2:** Covers data, insights, and analytics for Chief Data Officers, Chief Data Scientists, Chief Analytics Officers, Chief Marketing Technology Officers, and CMOs.



## Reach Your Target Audience

We help you reach this coveted C-level, digital/data demographic via our events, community, and mobile and social media channels



### Events:

#### CDO Summit



### Community:

#### CDO Club



#### CDO Community



#### CDO Academy



#### CDO Talent Map



### Social Media:

#### Facebook Group



#### Linkedin Group



#### YouTube Channel



#### Twitter



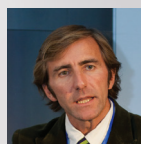
The CDO Club is the world's first and largest global community of C-suite digital and data leaders, with over 2,000 registered members from the world's most influential organizations. The following titles are represented: Chief Digital Officers, Chief Data Officers, Chief Analytics Officers, Chief Marketing Officers, Chief Marketing Technologists, Chief Information Officers, Chief Technology Officers, Chief Human Resource Officers, Chief Executive Officers, and Board Directors.

## CDO CLUB – A HISTORY OF FIRSTS:

- **November 15, 2011:** First-ever CDO Club community created exclusively for CDOs, via LinkedIn.
- **December 07, 2011:** First-ever presentation of the CDO Talent Map, at the Harvard Club in NYC.
- **July 2012:** CDOSummit.com website launch.
- **November 18, 2012:** CDOClub.com website launch.
- **February 28, 2013:** Inaugural CDO Summit at Thomson Reuters in NYC. Sold out.
  - First-ever summit for Chief Digital Officers.
  - First-ever publication of the CDO Talent Map.
  - First-ever CDO of the Year award to Teddy Goff, Digital Director at Obama for America.
- **April 22-23, 2014:** 2nd Annual CDO Summit at Time Warner in NYC. Sold out.
  - Second CDO of the Year award to Rachel S. Haot: Chief Digital Officer at City of New York.
- **October 29, 2014:** Inaugural U.K. CDO Summit 2014 at the BBC in London. Sold out.
  - First-ever Summit for Chief Digital Officers in the United Kingdom.
  - First-ever UK CDO of the Year award to Mike Bracken: CDO at UK Government Digital Service.
- **January 31, 2015:** CDO Club launches the world's first and largest community of C-suite digital leaders, with more than 1,000 members.
- **April 29, 2015:** Third Annual CDO Summit at Thomson Reuters in NYC. Sold out.
  - Third US CDO of the Year award to Adam Brotman: Chief Digital Officer at Starbucks Coffee Company.
- **October 7, 2015:** 2nd Annual U.K. CDO Summit 2015 at 30 Euston Square in London.
  - Second UK CDO of the Year to Tanya Cordrey at the Guardian News and Media.
- **November 4, 2015:** First-ever EU CDO Summit at the Conservatorium Hotel in Amsterdam.
  - First-ever EU CDO of the Year Award to Patrick Hoffstetter: CDO at Renault.
- **November 9, 2015:** First-ever CDO Summit Turkey at the Wyndham Grand Levent Hotel in Istanbul.

## CDO of the Year

Starting at our inaugural CDO Summit in February 2013, the CDO Club has given the annual “CDO of the Year” award. We now give the award in the U.S., U.K., E.U., and Australia to these inspiring leaders:



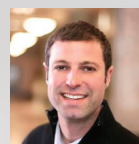
**Patrick Hoffstetter**  
Chief Digital Officer  
Renault  
EU CDO of the Year  
2015



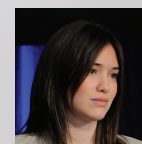
**Tanya Cordrey**  
Chief Digital Officer  
Guardian News & Media  
UK CDO of the Year  
2015



**Mike Bracken**  
Chief Digital Officer  
Government Digital Service  
UK CDO of the Year  
2014



**Adam Brotman**  
Chief Digital Officer  
Starbucks Coffee Company  
US CDO of the Year  
2015



**Rachel S. Haot**  
Chief Digital Officer  
City of New York  
US CDO of the Year  
2014



**Teddy Goff**  
Digital Director  
Obama for America  
US CDO of the Year  
2013

## CDO to CEO Career Path

The CDO Club is the only organization tracking the ‘CDO to CEO career path’ - those CDOs who have become CEO/President or Board Director/Non Executive Director (NED). In 2015 alone, ten (10) CDOs have become CEO, and 4 CDOs have become Board Directors:

### 2015

#### Chief Executive Officer/President



**Laura Lee**  
July 2015: President of Margaritaville Media  
(CDO at Margaritaville Media)



**Paul Shetler**  
July 2015: CEO of Australia's Digital Transformation Office  
(Former CDO of Government Digital Service)



**Christian Purser**  
June 2015: CEO of Interbrand London  
(Former CDO of M&C Saatchi plc)



**Danny Bass**  
May 2015: CEO of IPG Mediabrands Australia  
(Former CDO at GroupM)



**Mike Parker**  
April 2015: President, West at iCrossing  
(Former CDO at McCann Worldgroup)

#### Chief Executive Officer/President



**David Chivers**  
April 2015: President & Publisher at Register Media  
(Former CDO of Jostens)



**Jim Mullen**  
March 2015: CEO at Ladbrokes  
(Former CDO at Ladbrokes)



**Kunal Jeswani**  
Jan 2015: CEO at Ogilvy India  
(CDO at Ogilvy & Mather)



**Jonny Crowe**  
Jan 2015: Interim CEO at Grupa Onet.pl  
(CDO at Ringier Axel Springer Media AG)



**Mark Read**  
Jan 2015: CEO of Wunderman  
(Former CEO at WPP Digital)  
Board/Non-Executive Director (NED)

#### Board/Non-Executive Director (NED)



**Andy Schuon**  
July 2015: Cinedigm Corp.  
(NASDAQ: CIDM)  
1998-2013: Hot Topic Stores  
(NASDAQ: HOTT)  
(Former CDO at TicketMaster/LiveNation)



**Genevieve Shore**  
May 2015: NED at Santander UK  
(SAN.MC, STD.N, BNC.LN)  
(Former CDO at Pearson)



**Genevieve Shore**  
Feb 2015: NED at Next 15 PLC  
(AIM: NFC)  
(Former CDO at Pearson)



**Jonathan Miller**  
Feb 2015: Interpublic Group  
(NYSE: IPG)  
(Former CDO at News Corp)



**Kunal Jeswani**  
Jan 2015: Director at Ogilvy India  
(CDO at Ogilvy & Mather)

**accenture**<sup>></sup>**digital**

**accenture**<sup>></sup>**strategy**



McKinsey&Company



Microsoft

**Bloomberg**  
Current



**FORGEROCK**



ODGERS BERNDTSON



**Adobe**



**APPLAUSE**  
WINNING APPS GET IT



winmark



**DISQUS**



**HARVEY NASH**

The Power of Talent

**TimeWarner**



CENTRIC DIGITAL



**LIVEPERSON**

**Universal Mind**

**DDG**



CHADICK ELLIG  
Executive Search Advisors



**APPIRIO**



A WAY TO LEARN  
A MARK TO MAKE  
A WORLD TO CHANGE  
[www.iese.edu](http://www.iese.edu)

LUXDIGITAL



Smart Solutions for Enterprises

**OFS**

ObjectFrontier Software



**MUTUALMIND**



**mendix**  
the app platform



**firstmotion**



Email Marketing & SMS Solutions



**THOMSON REUTERS**

**ROSENZWEIG & COMPANY**  
GLOBAL EXECUTIVE RECRUITMENT



**FOREIGN AFFAIRS**

**Acquia**

The following programs offer our MEMBERS, SPONSORS, and PARTNERS great ways to stay in front of our worldwide network of 2,000 registered CDO Club members, our extensive, targeted 20,000-person email list, and our active and engaged social media audience with over 100,000 Twitter followers and almost 1 million cumulative views on our YouTube channel.

**CDO Club** is the first and largest community of C-suite digital and data leaders, with more than 2,000 registered members from the world's most influential organizations. Titles include Chief Digital Officers, Chief Data Officers, Chief Analytics Officers, Chief Marketing Officers, Chief Marketing Technologists, Chief Information Officers, Chief Technology Officers, Chief Human Resource Officers, Chief Executive Officers, and Board Directors.



## CDO CLUB

### CDO Club WEBSITE

Banner Ad	<b>\$175/week</b>
Rectangle Ad (upper right, above the fold)	<b>\$60/week</b>
Video Ad	<b>\$350/week</b>

**CDO Community** gives you the opportunity to contribute to CDOClub.com, which puts your message in front of your peers - our 2,000 registered CDO Club members, tens of thousands of email subscribers and unique monthly website visitors, and over 100,000 social media followers.



## CDO COMMUNITY

Type	Price
Sponsored blog post	<b>\$995/post</b>
Sponsored email without blog post	<b>\$1,995/Email (dedicated)</b> <b>\$1,495/Email (shared)</b>
Sponsored email with blog post	<b>\$2,490/Email &amp; blog post (dedicated)</b> <b>\$1,990/Email &amp; blog post (shared)</b>

**CDO Academy** gives you the opportunity to share your expertise through educational webinars, seminars, and training courses with your peers - our uniquely targeted community of leading digital and data practitioners from the world's most influential organisations.



## CDO ACADEMY

Type	Price	Notes
Sponsored webinar ("free")	<b>\$9,995</b>	Till Jan 1 2017: <b>\$4,995</b>
Sponsored webinar with blog post	<b>\$10,490</b> <b>\$500 discount if webinar is combined with a sponsored blog post</b>	Till Jan 1 2017: <b>\$5,490</b>
Sponsored webinar with emailer	<b>\$11,490 (dedicated)</b> <b>\$10,990 (shared)</b> <b>\$500 discount if webinar combined with sponsored email</b>	Till Jan 1 2017: <b>\$6,490 (dedicated)</b> <b>\$5,990 (shared)</b>
Sponsored webinar with blog post and emailer	<b>\$11,985 (dedicated)</b> <b>\$11,485 (shared)</b> <b>\$1,000 discount if webinar is combined with a sponsored blog post and email</b>	Till Jan 1 2017: <b>\$6,985 (dedicated)</b> <b>\$6,485 (shared)</b>

## Presenting Partner

**\$50,000/Day**

- Top-level sponsorship that maximizes your visibility and investment (“CDO Summit, presented by ...”)
- Welcoming role for your company’s executive in main General Session
- Two (2) premier speaking opportunities: One Keynote; and one Moderator or Panelist (a \$60,000 value)
- Ten (10) All-access summit passes for your firm or industry clients, prospects, or guests (value = \$15,000)
- Ten (10) CDO CLUB PLATINUM 1-year memberships (a \$15,000 value)
- One (1) CDO ACADEMY dedicated webinar + blog post + emailer (a \$12,000 value)
- One (1) CDO COMMUNITY dedicated emailer + blog post (a \$2,500 value)
- All-access passes include all keynotes, panelists, meals, entertainment, and networking
- Guaranteed “Industry Exclusivity” within industry
- Table in high traffic location for full event with power and wireless internet
- Two (2) exhibit hall passes for your employees to monitor your Table
- 360-degree Premium Branding package across the entire Chief Digital Officer Summit
- Top-line, premier display of your company logo on website, on-site, on stage, on screen, in emails
- Includes marketing insert in Official Summit show tote bag
- One (1) press release, minimum five (5) emails prior to event
- Minimum fifteen (15) tweets before/during/after event recognizing sponsorship

## Sustaining Partner

**\$30,000/Day**

- Exclusive sponsorship and branding for breakfast, lunch, and snack breaks
- One (1) keynote presentation after lunch
- Six (6) All-access summit passes for your firm or industry clients, prospects, or guests (value = \$9,000)
- Six (6) CDO CLUB PLATINUM 1-year memberships (a \$9,000 value)
- One (1) CDO COMMUNITY dedicated emailer + blog post (a \$2,500 value)
- All-access passes include all keynotes, panels, meals, entertainment, and networking
- Table in high traffic location for full event with power and wireless internet
- Two (2) exhibit hall passes for your employees to monitor your Table
- Top-line display of your company logo at meal tables and serving areas
- Prominent display of your company logo on-site, online, on stage, on screen, in emails, on website
- Includes marketing insert in Official Summit show tote bag
- One (1) press release; minimum three (3) emails prior to event
- Minimum ten (10) tweets before/during/after event account recognizing sponsorship

## Keynote Partner/Moderation Partner

**\$25,000/Day**

- Sponsor one (1) keynote or panel. Moderate the panel, or help select the moderator for the panel
- Four (4) All access summit passes for your firm or industry clients, prospects, or guests (value = \$6,000)
- Four (4) CDO CLUB PLATINUM 1-year memberships (a \$6,000 value)
- One (1) CDO COMMUNITY shared emailer + blog post (a \$2,000 value)
- All-access passes include all keynotes, panels, meals, entertainment, and networking
- Table in high traffic location for full event with power and wireless internet
- Two (2) exhibit hall passes for your employees to monitor your Table
- Prominent display of your company logo online, on-site, on stage, on screen, in emails, on website
- Includes marketing insert in Official Summit show tote bag
- One (1) press release; minimum three (3) emails prior to event
- Minimum ten (10) tweets from event account recognizing sponsorship

## VIP Network Reception Partner

**\$20,000/Day**

- Sponsor the best part of the Summit – the VIP network cocktail reception!
- Welcoming role/mini keynote for your company’s representative or executive
- Four (4) All access summit passes for your firm or industry clients, prospects, or guests (value = \$6,000)
- Two (2) CDO CLUB PLATINUM 1-year memberships (a \$3,000 value)
- One (1) CDO COMMUNITY shared emailer + blog post (a \$2,000 value)
- All-access pass includes all keynotes, panels, meals, entertainment, and networking
- Dedicated signage with your logo prominently displayed at VIP reception
- Two (2) exhibit hall passes for your employees to monitor your Table
- Table in high traffic location for full event. Free power, wireless internet
- Display of your company logo online, on-site, on stage, on screen, in emails, on website
- Includes marketing insert in Official Summit show tote bag
- One (1) press release, minimum three (3) emails prior to event
- Minimum five (5) tweets before/during/after event account recognizing sponsorship



## Panel Partner

\$20,000/Day

- Participate on one (1) panel as a panelist
- Two (2) All-access summit passes for your firm or industry clients, prospects, or guests (value = \$3,000)
- Two (2) CDO CLUB PLATINUM 1-year memberships (a \$3,000 value)
- One (1) CDO COMMUNITY shared emailer + blog post (a \$2,000 value)
- All-access passes include all keynotes, panels, meals, entertainment, and networking
- Table in networking area for full event. Free power, wireless internet
- Two (2) exhibit hall passes for your employees to monitor your Table
- Display of your company logo online, on-site, on stage, on screen, in emails, on website
- Includes marketing insert in Official Summit show tote bag
- One (1) press release, minimum three (3) emails prior to event
- Minimum five (5) tweets from event account recognizing sponsorship

## Exhibition/Technology Partners (maximum 10 Companies)

\$10,000/Day

- One (1) All-access summit pass for your firm or industry client, prospect, or guest (value = \$1,500)
- All-access pass includes all keynotes, panels, meals, entertainment, and networking
- Table in networking area for full event. Free power, wireless internet
- Two (2) exhibit hall passes for your employees to monitor your Table
- Display of your company logo online, on-site, on stage, on screen, in emails, on website
- Includes marketing insert in Official Summit show tote bag
- One (1) press release, minimum three (3) emails prior to event
- Minimum five (5) tweets from event account recognizing sponsorship

## Official Summit Tote Bag Partner (maximum 1 company)

\$10,000/Day

- Your company's logo becomes a moving billboard, featured on all official show bags
- Show bags are distributed to everyone – speakers and attendees - at the registration desk
- Get visibility during – and after – the CDO Summit
- One (1) All-access summit pass for your firm or industry client, prospect, or guest (value=\$1,500)
- All-access pass includes all keynotes, panels, meals, entertainment, and networking
- Table in networking area for full event. Free power, wireless internet
- Two (2) exhibit hall passes for your employees to monitor your Table
- Display of your company logo online, on-site, on stage, on screen, in emails, on website
- Includes marketing insert in Official Summit show tote bag

## Portfolio Pad and Pen Partner (maximum 1 company)

\$10,000/Day

- Your company logo exclusively emblazoned on pad & pen combo for all attendees
- The best way to get your company's brand into the hands of all attendees
- One (1) All-access summit pass for your firm or industry client, prospect, or guest (value = \$1,500)
- All-access pass includes all keynotes, panels, meals, entertainment, and networking
- Table in networking area for full event. Free power, wireless internet
- Two (2) exhibit hall passes for your employees to monitor your Table
- Display of your company logo online, on-site, on stage, on screen, in emails, on website
- Includes marketing insert in Official Summit show tote bag

## Official Lanyard Partner (maximum 1 company)

\$5,000/Day

- One of the highest profile sponsorships available, the lanyards are worn for all activities
- Features your company logo around necks of all attendees
- One (1) All-access summit pass for your firm or industry client, prospect, or guest (value = \$1,500)
- All-access pass includes all keynotes, panels, meals, entertainment, and networking
- Table in networking area for full event. Free power, wireless internet
- Two (2) exhibit hall passes for your employees to monitor your Table
- Display of your company logo online, on-site, on stage, on screen, in emails, on website
- Includes marketing insert in Official Summit show tote bag

## Publishing Partner, CDO Talent Map

\$50,000

- Exclusive publishing partner of the annual CDO Talent Map
- Prominent display of your company logo on White Paper masthead, on website, and promo emails
- Talent Map can be global, and/or segmented by region (only UK, or EMEA, for example)
- One (1) press release; minimum three (3) emails to our list
- Minimum ten (10) tweets from event account recognizing sponsorship

## 2014 London Keynotes



**Charlie Redmayne**  
Chief Executive Officer  
HarperCollins UK



**Mark Dearnley**  
Chief Digital and Information  
Officer  
HM Revenue and Customs



**Mark Read**  
CEO, WPP Digital & Board  
Member at WPP plc  
WPP plc



**Mike Bracken**  
Executive Director, Digital  
Cabinet Office, British  
Government



**Amanda Hill**  
Chief Brands Officer  
BBC Worldwide



**Narry Singh**  
Head of Digital Business  
Accenture EALA



**Ralph Rivera**  
Director,  
Future Media BBC



**Rohan Silva**  
Co-Founder  
Second Home; Spacious



**Saul Klein**  
Partner  
Index Ventures

## 2014 London Speakers



**Andrew Brem**  
Chief Digital Officer  
designate (Jan 2015)  
Aviva



**Bryan Glick**  
Editor In Chief  
Computer Weekly



**Chris Whiteley**  
Senior Vice President,  
Digital  
BBC Worldwide



**David Mathison**  
Curator, CDO Summit  
Founder, CDO Club



**Deirdre McGlashan**  
Chief Digital Officer  
MediaCom



**Gordon Ching**  
Chief Digital Officer and Global  
Vice President of Digital  
Marketing  
AIESEC



**Joanna Levesque**  
Managing Director  
Accenture



**Jonathan Webster**  
Chief Operating Officer,  
Group Digital  
Lloyds Banking Group



**Juan Lopez-Valcarcel**  
Former Chief Digital Officer  
Pearson



**June Sarpong**  
Co-Founder  
The WIE Symposium



**Kathy Settle**  
Director for Digital Policy  
Government Digital Service



**Lindsay Nuttall**  
Chief Digital Officer  
Bartle Bogle Hegarty



**Lucie Glenday**  
Chief Digital Officer  
Surrey County Council



**Mark Thompson**  
Owner and Strategy  
Director  
Methods Group



**Múirne Laffan**  
Managing Director, RTÉ  
Digital  
RTÉ



**Neil Chapman**  
SVP & Managing Director,  
International  
Forgerock



**Nick Hungerford**  
Chief Executive Officer  
Nutmeg



**Norm Johnston**  
Chief Digital Officer  
Mindshare



**Paul Shetler**  
Chief Digital Officer  
UK Ministry of Justice



**Richard Boulderstone**  
Chief Digital Officer  
The British Library



**Richard Firminger**  
Managing Director, Europe  
Flurry



**Richard Kramer**  
Managing Director  
Arete Research



**Sean Cornwell**  
Chief Digital Officer  
Travellex



**Shane Norman**  
Chief Digital Officer  
Douglas Shaw & Associates



**Tony Henderson**  
Playready Lead Europe  
Microsoft



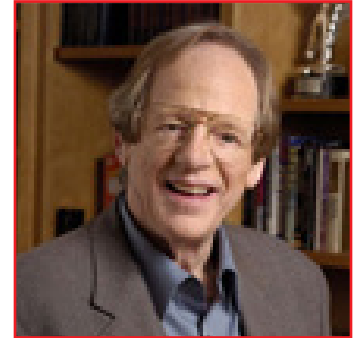
**Rachel S. Haot**  
Chief Digital Officer  
State of New York



**Sree Sreenivasan**  
Chief Digital Officer  
Metropolitan Museum of Art



**Perry Hewitt**  
Chief Digital Officer  
Harvard University



**Ken Kragen**  
Producer  
We Are The World  
Hands Across America

## 2014 NYC Keynotes



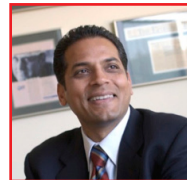
**Alon Waks**  
Head of Product  
Marketing  
LivePerson



**Ana Serrano**  
Chief Digital Officer  
Canadian Film Centre



**Angela Wei**  
Managing Director  
and Partner  
Agency: Milk Studios



**Atul Vashistha**  
Chairman and CEO  
Neo Group



**Babs Rangaiah**  
Vice President, Global  
Media  
Innovation & Ventures  
Unilever PLC



**Ben Edwards**  
VP Global Comms &  
Digital Marketing  
IBM



**Cammie Croft**  
Chief Digital and  
Communications Officer  
Amnesty International



**Carl D. Marci, MD**  
Chairman of the Board  
Chief Science Officer  
Innerscope Research, Inc.



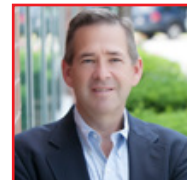
**Carl Fremont**  
Global Chief Digital  
Officer  
MEC Global



**Chan Suh**  
Chief Digital Officer  
Prophet



**Chick Foxgrover**  
Chief Digital Officer  
American Association of  
Advertising Agencies



**Chris Hooven**  
SVP of Sales & BD  
OSF Global Services



**Chrysi Philalithes**  
Chief Digital Officer  
(RED)



**Chuck Parker**  
SVP Media  
Brightcove



**Coppy Holzman**  
CEO  
Charitybuzz



**Dan Suratt**  
EVP, Digital Media &  
Business Development  
A+E Networks



**Daniel Heaf**  
Chief Digital Officer  
BBC Worldwide



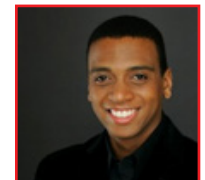
**David Chivers**  
Chief Digital Officer  
Jostens



**David Mathison**  
Curator  
CDO Summit



**David Payne**  
Chief Digital Officer  
Gannett Co., Inc.



**David Richeson**  
Chief Digital Officer  
Fenton  
Communications



**David Shing**  
Digital Prophet  
AOL



**Elizabeth Bryan**  
Author  
Soul Models



**Elizabeth Scott**  
Chief Media & Digital  
Officer  
Lincoln Center



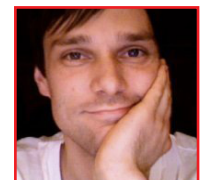
**Eric Hellweg**  
Managing Director  
Digital Strategy  
Editorial Director  
Harvard Business Review



**Greg Daniel**  
Chief Digital  
Marketing Officer  
Nielsen



**Ganesh Bell**  
CDO & GM  
Commercial Software  
& Analytics  
General Electric



**Jay Geneske**  
Director of Digital  
The Rockefeller  
Foundation



**Jay Rosenzweig**  
CEO  
Rosenzweig & Company  
Executive Recruitment



**Jennifer Cooper**  
Global Head of Industry  
Strategy – Media &  
Entertainment  
Adobe



**Jeremy Legg**  
SVP Bus. Dev. and  
Multi-Platform Distribution  
Turner Broadcasting  
System



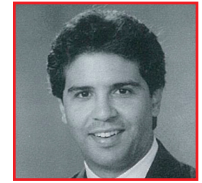
**Joe Ruffolo**  
SVP  
ABC News Digital



**Joel Comm**  
CEO  
Joel Comm Inc.



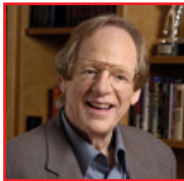
**John Cantarella**  
Former President,  
Digital  
News & Sports  
Time Inc.



**Jose L. Tamez**  
Managing General  
Partner  
Mobile Search  
Partners



**Justin Tobin**  
Founder  
Discover Digital  
Group



**Ken Kragen**  
Producer  
We Are The World  
Hands Across America



**Kristen O'Hara**  
Chief Marketing  
Officer  
Time Warner Global  
Media Group



**Kristin Frank**  
EVP Connected  
Content Group  
MTV, VH1, CMT,  
LOGO  
Viacom



**Kym Yancey**  
CEO  
Live Happy



**Laxmi Wordham**  
Chief Digital Officer  
Michael J. Fox  
Foundation  
for Parkinson's Research



**Linda Perry-Lube**  
Chief Digital Officer  
RF | Binder



**Lisa Hsia**  
EVP of Digital,  
Bravo and Oxygen Media



**Marc DeBevoise**  
EVP/GM for  
Entertainment,  
Sports & News  
CBS Interactive



**Mehul Nagrani**  
SVP & GM, Digital  
Univision  
Communications Inc



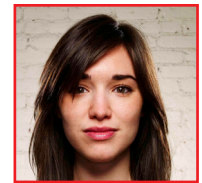
**Michael Goldstein**  
Industry Strategy  
– Media &  
Entertainment  
Adobe



**Mike Geiger**  
President & Chief  
Integration Officer  
JWT, North America



**Perry Hewitt**  
Chief Digital Officer  
Harvard University



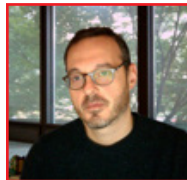
**Rachel S. Haot**  
Chief Digital Officer  
State of New York



**Rajesh Anandan**  
Founder ULTRA, SVP  
UNICEF Ventures  
ULTRA / U.S. Fund  
for UNICEF



**Ro Gupta**  
VP of Business  
Development  
DISQUS



**Scott Schneider**  
Chief Digital Officer  
Ruder Finn



**Laxmi Wordham**  
Chief Digital Officer  
Michael J. Fox  
Foundation  
for Parkinson's Research



**Scott Swartz**  
CEO  
MetraTech



**Steve Rubel**  
Chief Content  
Strategist  
Edelman



**Sree Sreenivasan**  
Chief Digital Officer  
Metropolitan Museum  
of Art



**Thomas Gensemer**  
Chief Strategy Officer  
Burson-Marsteller



**Thomas Gewecke**  
EVP & CDO  
Warner Brothers



**Winston Binch**  
Partner and CDO  
Deutsch LA

## 2013 NYC Keynotes



**Vivian Schiller**  
SVP & CDO  
NBC News



**Jonathan Miller**  
Former CDO  
News Corp.



**David Payne**  
Chief Digital Officer  
Gannett Co., Inc.



**Teddy Goff**  
Digital Director  
President Barack Obama

The 2013 Summit featured speakers from the following companies:



Arnoldworldwide



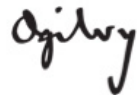
CONDÉ NAST



Forbes



GANNETT



CDO Club Sponsor Deck



## MORNING PANELS

Click on the images to see photos and videos of every panel from the 2013 CDO Summit

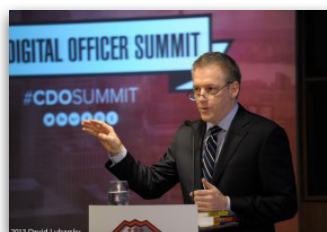
### Morning Keynote with Vivian Schiller: SVP & CDO, NBC News

**Vivian Schiller**  
Senior Vice President and Chief Digital Officer, NBC News  
**Riley McDonough**  
(Moderator) SVP/GM Americas, Consumer Publishing, Thomson Reuters



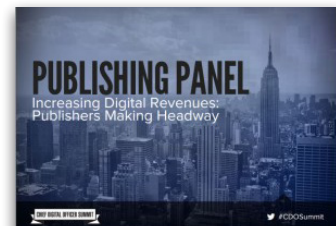
### Chief Digital Officer Talent Map 2013

**David Mathison**  
Curator, Chief Digital Officer Summit



### Publishing Panel: Increasing Digital Revenues: Publishers Making Headway

**David Mathison** (Moderator) Curator, Chief Digital Officer Summit  
**Joe Bilman**  
Chief Digital Officer, American Media Inc.  
**Ellie Hirschhorn**  
Chief Digital Officer, Simon & Schuster  
**Fred Santaripa**  
Chief Digital Officer, Conde Nast Entertainment  
**David Kang**  
Chief Digital Officer, Wenner Media  
**Michael Smith**  
President, Forbes.com; Chief Digital Officer, Forbes Media



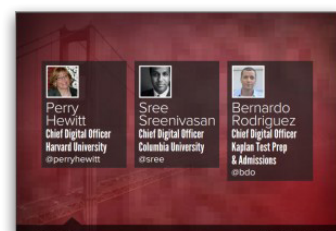
### Broadcasting Panel: What Does Digital Change Mean for Broadcasters?

**Esmeralda Swartz** (Moderator) Chief Marketing Officer, MetraTech Corp  
**Albert Cheng**  
EVP & Chief Product Officer, Digital Media, Disney/ABC Television Group  
**Daniel Heaf**  
EVP and Managing Digital Director, BBC Worldwide  
**Jason Seiken**  
Founder, PBS Digital Studios  
**Jason Tafler**  
Chief Digital Officer, Rogers Communications



### Education Panel: Futureproofing the University

**David Mathison** (Moderator) Curator, Chief Digital Officer Summit  
**Bernardo Rodriguez**  
Chief Digital Officer, Kaplan Test Prep & Admissions  
**Perry Hewitt**  
Chief Digital Officer, Harvard University  
**Sree Sreenivasan**  
Chief Digital Officer, Columbia University

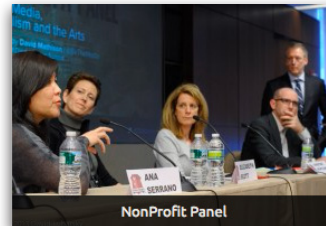


## LUNCH BREAK

## AFTERNOON AND EVENING PANELS

### NonProfit Panel: Public Media, Journalism, and the Arts

**David Mathison** (Moderator) Curator, Chief Digital Officer Summit  
**Christine Montgomery**  
 CDO, The Center for Public Integrity  
**Elizabeth Scott**  
 Chief Media and Digital Officer, Lincoln Center for the Performing Arts  
**Tom Hjelm**  
 VP & Chief Digital Officer, New York Public Radio  
**Ana Serrano**  
 Chief Digital Officer, Canadian Film Centre



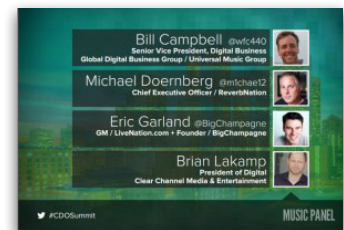
### Advertising Panel: 'Isn't all Marketing Digital Now?': A Conversation with People who are Making it Happen

**Jane Barratt** (Moderator) Chief Operating Officer – International, mcgarrybowen  
**Angela Wei**  
 Chief Digital Officer, Arnold NY  
**Jonathan Sackett**  
 MD, Ogilvy & Mather; Former CDO, DDB  
**Josh Golden**  
 EVP and Chief Digital Officer, Story Worldwide  
**Mayer Danzig**  
 Chief Digital Officer, Kantar Retail



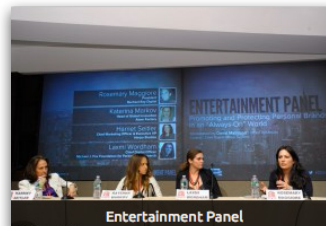
### Music Panel: What's Next In The Digital Music Ecosystem?

**Dick Wingate** (Moderator) Principal, DEV Advisors Digital Entertainment Ventures  
**Bill Campbell**  
 SVP, Digital Business, Global Digital Business Group, Universal Music Group  
**Michael Doernberg**  
 Chief Executive Officer, ReverbNation  
**Eric Garland**  
 GM, LiveNation.com; Founder, BigChampagne  
**Brian Lakamp**  
 President of Digital, Clear Channel Media and Entertainment



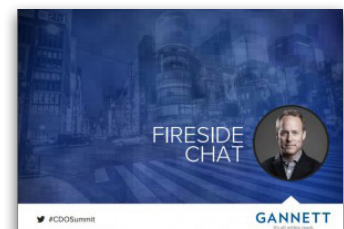
### Entertainment Panel: Promoting and Protecting Personal Brands in an 'Always-On' World

**David Mathison** (Moderator) Curator, Chief Digital Officer Summit  
**Rosemary Maggioro**  
 President, Rachael Ray Digital  
**Katerina Markov**  
 Head of Global Innovation, Atom Factory (Lady Gaga, John Legend, more)  
**Harriet Seidler**  
 Chief Marketing Officer and Executive Vice President, Harpo Studios  
**Laxmi Wordham**  
 Chief Digital Officer, Michael J. Fox Foundation for Parkinson's Research



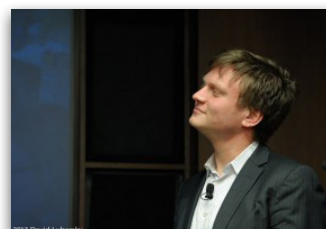
### Evening Keynote with David Payne: SVP & CDO, Gannett Co., Inc.

**David Payne**  
 SVP & Chief Digital Officer, Gannett Co., Inc.  
**Riley McDonough**  
 (Moderator) SVP/GM Americas, Consumer Publishing, Thomson Reuters



### Featured Speaker: Teddy Goff: Digital Director, President Barack Obama 2008 and 2012: Lessons from the Obama Campaign

**Teddy Goff**  
 Digital Director, President Barack Obama's 2008 & 2012 campaigns





"Sometimes a conference comes along that hits the trifecta – hot topic, high-caliber attendees, and stellar location. The first Chief Digital Officer Summit reached that mark with ease, and I look forward to attending the next one."

**Eric Hellweg:** Managing Director, Digital Strategy/Editorial Director at Harvard Business Review



"The best-organized conference I've been to in years, the Chief Digital Officer Summit was packed with smart people and smart ideas. Leave 'em wanting more is what they say, and David Mathison and his team delivered. Now, we want more!"

**Professor Sree Sreenivasan:** Chief Digital Officer at The Metropolitan Museum of Art



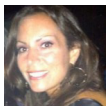
"Congratulations and thanks to David Mathison for spotting the need for community and collaboration in the growing Chief Digital Officer space, and for having the wherewithal, network, and organizational talent to put together such a top-notch event in its inaugural year. Next year's summit should be even more of a must-do for anyone working digital at senior levels in all kinds of businesses."

**Teddy Goff:** Digital Director at President Barack Obama 2008 and 2012



"Thanks to David Mathison for his leadership in setting up the inaugural Chief Digital Officer Summit. It was nice to be among my digital colleagues and to share our experiences."

**Albert Cheng:** Executive Vice-President and Chief Product Officer, Digital Media at Disney ABC Television Group



"I was thrilled to be part of this groundbreaking event. Never have I seen in one place a collection of Chief Digital Officers and other senior executives in this fairly new and unique role. It was great to meet one another and learn of the innovations going on at other companies."

**Rosemary Maggione:** President at Rachael Ray Digital



"Congratulations on an absolutely fantastic inaugural Chief Digital Officer conference. Between the incredibly smart agenda (from start to finish), the very insightful and highly relevant research/content, the all-star lineup of speakers, and David Mathison's terrific moderation of the panels and schedule overall, this was one really amazing day! It must be gratifying to know that all of your hard work over the last 18 months resulted in such a successful outcome and greatly appreciated by everyone in attendance. Thanks for a great day!!!"

**Riley McDonough:** SVP/GM Reuters Consumer Media at Thomson Reuters



"Great conference, David Mathison! The topics were relevant, the panelists and speakers top notch, the setting was intimate, and the connections were truly valuable for any senior executive in the digital space. Thanks for pulling it together. I really look forward to attending next year."

**Lisa Choi Owens:** SVP/GM at Scripps Networks



"Congratulations on an exceptional first CDO Summit. I truly enjoyed all the panel discussions as well as the intimate environment where I was able to meet such amazing people. The conversations were very enlightening and touched on all the challenges my team and I face on a technology, content, and culture front. I look forward to participating next year."

**Laxmi Wordham:** Chief Digital Officer at The Michael J. Fox Foundation for Parkinson's Research



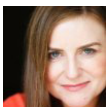
"The Chief Digital Officer Summit was engaging as much as it was informative. Bringing these incredible leaders together in one place and for one day speaks to David Mathison's extensive network, his ability to understand the needs of his clients, and to be ahead of the curve in this important space. It was a great use of my time, and I learned more than I ever thought I would. Great networking as well!"

**Sandy Soto:** VP Executive Talent Acquisition at HSNi



"The Chief Digital Officer Summit was one of the best run, smartest, and most informative conferences I've ever attended. David Mathison may be on the verge of becoming the Marvin Miller of the digital media space, taking a wide field of stars and helping them evolve as superstars. It is a pivotal moment in the sophistication and recognition of Digital executives as the future leaders and CEOs in our culture."

**Dan Beck:** Owner at Dan Beck Enterprises, LLC



"The Chief Digital Officer Summit was outstanding. Why? Candid panels with top players in the digital community. Splendid break-time conversations. And, savvy facilitation, Mathison Style."

**Margaret Molloy:** Chief Marketing Officer at Velocidi



"The Chief Digital Officer Summit was a very relevant topic for today's times. I was impressed by the caliber and diversity of the panel speakers, all of whom had something unique and valuable to offer. A great opportunity to learn from the best."

**Amanda Jones-Orengo:** Director at Towers Watson



"David, here's a handy C³ test for conference value: Did I learn at least three new perspectives? Check. Did I meet at least three interesting people? Check. Did I take back at least three relevant pieces of news I can use? Check. Flying colors for the Chief Digital Officer Summit 2013! Thank you so much, and yes, I'd be very pleased to participate next year!"

**Perry Hewitt:** Chief Digital Officer at Harvard University



"The Chief Digital Officer Summit was one of those rare conferences that was so engaging the audience fixated on the speakers, rather than on multitasking."

**Jason Seiken:** Senior Vice President/General Manager at PBS Digital