Thank you for joining us for the annual Art of Marketing Conference presented by the San Diego Chapter of the American Marketing Association. We hope you will enjoy a wonderful day of learning from some of the area’s best speakers and some mingling with fellow marketers. It’s our mission and our pleasure to continue to offer wonderful programs for you and we hope to see you at our events throughout the year. Have a fantastic conference!

– The Board & AOM Committee of the San Diego AMA

THANK YOU TO ALL OUR SPONSORS FOR MAKING THIS EVENT POSSIBLE
About the Emcee
Kirsty Nunez is President of Q2 Insights, Inc. and is a seasoned market researcher whose graduate education is in research psychology (MA) and applied statistics (MSPH). It's a balance of qualitative and quantitative research, which inspired the name of her company, Q2 Insights. Her experience spans the academic and real world domains, the latter including tenure in both supplier and client-side research roles. In 1991, she founded Focus Research, Inc. (renamed Q2 Insights in 2011). Since then she has had the privilege of leading a team of highly talented research professionals, often traveling nationally and internationally to further her skills.

Rand Fishkin
CEO, Moz

About the Session
SECRET INGREDIENTS OF BETTER MARKETING
What are the elements that separate terrible and mediocre campaigns from the few, exceptional standouts in our field? Find out in this example-rich presentation from Moz founder & CEO, Rand Fishkin.

About the Speaker
Rand Fishkin is the CEO of Moz. He co-authored the Art of SEO, co-founded Inbound.org, and is an addict of all things content, search, & social on the web. While home in Seattle, in his minuscule spare time, Rand enjoys the company of his amazing wife, Geraldine, whose serendipitous travel blog chronicles their journeys, such as Munich’s Biergartens, the streets of Vancouver, B.C., the Marin County Arts Festival and even his brother’s apartment in Brooklyn. Best way to get in touch? Rand@moz.com. Please don’t use Facebook, he rarely checks it. His networks from most to least used: Twitter, FourSquare, Google+, Slideshare, Facebook, LinkedIn, Quora, Pinterest.
Joe Brenneman
Chief Revenue Officer, Union Tribune

About the Session
The Art of Creating Value with Integrated Media

In the ever-changing landscape of media, now is the time for a robust integrated strategy. Spend an hour with Joe Brenneman as he talks about the importance of expanding your marketing portfolio and using integrated media to create greater value for your clients and partners. And more importantly, how to sell them on it.

About the Speaker
As Chief Revenue Officer for U-T San Diego, Joe Brenneman leads the day-to-day business operations for the advertising sales efforts of the U-T’s media portfolio including the daily newspaper and website, entertainment, Hispanic, and mobile media. Brenneman has more than 20 years of sales, sales management and general management experience, 18 of which have been in the newspaper and publishing industry with multiple media companies including: MediaNews Group, Freedom Newspapers, Knight Ridder, Disney and ABC/Capital Cities.

Before joining U-T San Diego, Brenneman was Senior Vice President of Sales and Marketing for the Baltimore Sun Media Group (BSMG) where he led the day-to-day business operations of the group’s advertising sales and marketing efforts for the Baltimore Sun and related digital sites as well as 28 community newspaper titles, 9 magazines and multiple digital products. He holds a Journalism degree as well as an MBA in Marketing, both from the University of Kansas. He has served on numerous boards of charitable, non-profit, civic and trade organizations.
LOCATION: Green Room

TIMES:
10:00 a.m. - 10:55 a.m. 2:20 p.m. - 3:20 p.m.
1:15 p.m. - 2:15 p.m. 3:30 p.m. - 4:30 p.m.

The 4 “Sitting With The Masters” sessions go on simultaneously.

SITTING WITH THE MASTERS: MARKET RESEARCH

Description:
For those with specific research needs, senior Q2 Insights marketing research consultants will assist participants in clearly articulating the business case for research and identifying the research purpose and objectives. The consultants will provide traditional and innovative methodological recommendations along with tips for ensuring a successful research project. Each participant will be provided a worksheet designed to help them articulate their research plan when they return to the office. Customized consultations will also be available to those who require general marketing research advice and/or problem solving.

Masters:
Kirsty Nunez, Lori Enfield, Heather Hatty, Q2 Insights

SITTING WITH THE MASTERS: TOP 3 PR STRATEGIES FOR YOUR BUSINESS

Description:
Identify your next PR strategy from Allison+Partners, a fast-growing global communications firm that believes daring creativity leads the way. They will show you how their top strategies can result in fresh solutions that respond to market challenges by innovating beyond the pace of industry and business, to the pace of culture.

Masters:
Richard Kendall and Scott Pansky, Allison & Partners

SITTING WITH THE MASTERS: SOCIAL MEDIA STRATEGY

Description:
Discover the ins and outs of social media marketing. Learn actionable tactics and strategies to elevate your businesses social media footprint from this premier boutique interactive media agency that has perfected the ability to simplify online marketing strategies for businesses of all industries.

Master:
Tyler Anderson, Casual Fridays

SITTING WITH THE MASTERS: CAREER DEVELOPMENT

Description:
With more than 50 years of combined experience in recruiting, career coaching, human resources, training and management, learn from these experts how to develop your career from Southern California’s premier resource for sales, marketing and operational professionals. Their knowledge stems from offering unique career opportunities and personalized coaching that has proven to drive corporate success, especially in defense, hightech, lifesience and cleantech industries.

Masters:
Elaine Rosen and Dina Hemmi, TurningPoint Executive Search
8:00 – 8:30
REGISTRATION, CONTINENTAL BREAKFAST, NETWORKING

Location:
Main room

8:30 – 8:45
WELCOME

Location:
Main room

Speaker:
Kirsty Nunez, President, San Diego AMA

8:50 – 9:50
MORNING KEYNOTE

Location:
Main room

Session:
The Art of Creating Value with Integrated Media

Speaker:
Joe Brenneman, Chief Revenue Officer, Union-Tribune

9:50 – 10:00
BREAK

Description:
Stretch, grab a refill and get ready for information overload in the upcoming sessions

Location:
Main room
Room 1: The Art of Content - Insights for Content Marketing

Description:
Content Marketing. It’s all the rage right now. Come to this session and hear insights from experienced marketers that will help you understand what works, what doesn’t, and how to take it to the next level.

Moderator:
Frank Cowell, President & Creative Director, Elevator

Speakers:
Katy Harrison, Digital Marketing Manager, Omni La Costa Resort & Spa
Rodger Price, President, Primal Marketing
Ron Marcus, Director of Marketing, ZUZA
Joseph Gordon, Director of Research, U-T San Diego

Room 2: The Art of Integration - B2C Integration

Description:
A new brand. A new audience. The strategy, messaging and integrated communication vehicles Harrah’s Rincon Casino & Resort used to create Dive Day Club.

Speaker:
Ryan Thompson, Director of Resort Marketing
Caesars Entertainment Corporation

Room 3: The Art of Brand Loyalty:
Creating Products and Services that Get You the Love

Description:
Devastating Explosions” and “RocketBallz”...yes, this is marketing! From packaged goods to sporting goods—combining consumer insights, product design, and engaging marketing helps drive consumer loyalty.

Speaker:
Josh Talge, Vice President of Global Marketing
TaylorMade adidas Golf

Green Room:
Sitting with the Masters
11:00 – 12:10
**SPEED NETWORKING**

**Location:**
Main room

**Description:**
This session is networking speed dating style. In a few minutes, you’ll have the chance to introduce yourself and give your elevator pitch. Then when the timer rings, it’s off to the next person. Collect cards, make plans to connect at Slater’s or even set up a meeting. It’s a simple and easy way to meet new people, grow your network and your business. Ready… GO!

12:10 – 1:10
**LUNCH KEYNOTE**

**Location:**
Main room

**Description:**
What are the elements that separate terrible and mediocre campaigns from the few, exceptional standouts in our field? Find out in this example-rich presentation from Moz founder & CEO.

**Speaker:**
Rand Fishkin, CEO
MOZ

1:15 – 2:15 – 2nd ROUND OF SESSIONS

**ROOM 1:**
The Art of You – Leadership and Personal Branding

**Description:**
Creating Powerful Self Confidence Through Leadership & Executive Presence.

Interact with highly qualified experts who will answer questions and share best practices with participants through the identification and strengthening of behaviors critical for growing influence, strengthening self-confidence and projecting a clear professional brand.

**Moderator:**
Ken Schmitt, CEO, Turningpoint Executive Search

**Speakers:**
Cynthia Burnham, CEO, The Charisma Edge
Jennifer Crittenden, CEO, Discreet Guide Consulting
ROOM 2:
The Art of Social Media Strategy
Description:
The utilization of Facebook, LinkedIn and Twitter for branding, content marketing, paid advertising and sales prospecting. How an integrated social media strategy can help generate and nurture ideal client leads.
Speaker:
Jeremy Durant, Business Principal
Bop Design

ROOM 3:
The Art of PR – How to Not Get Lost in Translation
Description:
High-science organizations, such as those in biotech and tech, have an added layer of complexity in public relations because organizations must translate complex information to a wide-range of audiences. This presentation and discussion will delve into the art of translating complicated technical and scientific concepts to get your message understood by all of your audiences.
Speaker:
Jessica Yingling, CEO
Little Dog Communications

GREEN ROOM:
Sitting with the Masters

2:20 – 3:20 – 3rd ROUND OF SESSIONS

ROOM 1:
The Art of Using Behavioral Marketing Intelligence to Crush Your Competition
Description:
Content Marketing has forever changed the science of client attraction and in this session you are going to see first-hand how marketing automation can enable you to deliver a completely customized user experience, based entirely on the behavior of each user.
Speaker:
Trent Dyrsmid, Founder
Bright Ideas
ROOM 2:  
The Art of Design Thinking - Sparking Innovation in the Workplace

Description:
Sparking Innovation in the Workplace with Qualcomm ImpaQt: Qualcomm’s Employee Innovation Program and the Art of Design Thinking

Qualcomm ImpaQt is a global employee innovation program and platform for sharing, fostering, and developing ideas. The Qualcomm ImpaQt program utilizes the Design Thinking methodology in idea development and advancement. Design Thinking is a human-centered approach to innovation that draws from the designer’s toolkit to integrate the needs of people, the possibilities of technology, and the requirements of business success.

Qualcomm Innovation lead Navrina Singh will provide a brief introduction of the Qualcomm ImpaQt program. Stephen Jordan, operations lead, will introduce us to Design Thinking and demonstrate how to use it in your workplace.

Speaker:
Navrina Singh and Stephen Jordan, Qualcomm

ROOM 3:  
The Art of Facebooking – Best Practices

Description:
Do you have a Facebook Page for your business but are not seeing any real results from it? Facebook can be a tremendous opportunity for businesses to connect with their existing customer base and create new customers. The problem is, a lot of businesses don’t know how to leverage it. Discover what works for using the world’s largest social network for business. Tyler will go into all the components that make up Facebook Marketing, such as Facebook’s news feed algorithm, Facebook Ads, lead capturing and more.

Speaker:
Tyler Anderson, Founder/CEO, Casual Fridays, Inc.

GREEN ROOM:
Sitting with the Masters

2:20 – 3:20 – BREAK

Description:
Grab an afternoon snack to reenergize you for the final round.

Location:
Main room

3:30 – 4:30 – FINAL ROUND OF SESSIONS

ROOM 1:  
The Art of SEO – Top Ranking Factors for SEO & Live SEO Website Review

continued
Description:
Google has changed dramatically in the last two years, creating confusion and uncertainty for marketers and business owners. We will discuss the state of SEO in 2013, and provide recommended approaches for the new landscape. The majority of the session will be devoted to live audience site reviews by our panel.

Speakers:
Bob Dudley, Director SEO Provide Commerce and Jimmy Page, Marketing Strategy Analyst, Provide Commerce’s Shari’s Berries and Red Envelope

ROOM 2:
The Art of Connection – CRM and Automaton to Deal With Your Data

Description:
Learn about how complete Customer Relationship Management (CRM) can work together with marketing, sales, and operations to help you work more efficiently, give you insight into your leads and customers, and drive up revenues. It’s not magic - it’s science, and it’s easy.

Speaker:
Lars Helgeson, Co-Founder, GreenRope

ROOM 3:
The Art of Marketing Strategy

Description:
San Diego industry leaders come together to discuss marketing strategy with case studies that showcase success stories as well as some examples of “don’t try this at home”.

Moderator:
Shelley Callahan, VP of Marketing, Advanced Particle Therapy

GREEN ROOM:
Sitting with the Masters

4:35 – 5:00 - CLOSING REMARKS & RAFFLE WINNERS

Location:
Main room

Speaker:
Kristy Nunez, President of AMA

5:00 – 7:00 - HAPPY HOUR AND NETWORKING

Location:
Slaters 50/50
2750 Dewey Road #193
San Diego, CA 92106
(In Liberty Station next to Ace Hardware)
Tyler Anderson is the Founder/CEO of Casual Fridays, Inc., in San Diego that specializes in social media marketing and online services. Casual Fridays was one of the first social media agencies in San Diego. Tyler Anderson and his company have played huge roles in the launch and management of over 75 companies’ social media initiatives, including Marriott International and Penske Automotive. Anderson is the co-founder and organizer of Social Media Day San Diego, which led to an official proclamation by San Diego Mayor Jerry Sanders to officially recognize the day in San Diego. Anderson also serves as Vice President for the San Diego Chapter of the Social Media Club. Prior to starting Casual Fridays, Anderson served as Sales Manager for Clear Channel Radio’s contemporary hit radio station in San Diego, KHTS-FM/Channel 93.3. Anderson has assembled an extensive resume of achievements in advertising, marketing and public relations over the past decade that began with media/public relations for Super Bowl XXXVII in San Diego in 2003.

Cynthia Burnham founded The Charisma Edge and is a successful executive coach and freelance group facilitator, in her home town of San Diego. Her coaching focuses on leadership and executive behavior, transitioning to new situations, and enhancing communications at all levels. She has a particular expertise in powerful personal presence. She specializes in senior and mid-level executives in the defense, biotech, financial services, consulting, and technology industries. She has conducted various high energy, engaging workshops and off-sites in executive presence, business planning, change management, career development, style assessment, life path analysis - and a particularly interesting program on how to sell to women.

Frank Cowell, Elevator’s President and Creative Director, has a rare passion for both technology and strategy makes Elevator what it is: a creative agency that drives for measurable results. Prior to starting Elevator, Frank spent over 10 years in sales and marketing for the mobile, web and technology industries. His approach is led by his straight-forward candor and thoughts on what strategies will get the best response for his clients. A veteran United States Marine and martial artist, Cowell claims to watch Kung Fu movies for the plot. The brand he admires most is Starbucks—a company that completely understands the difference between the commodity product and the total product. This is a result of them having an awesome mental model (“The 3rd Place”).

Jennifer Crittenden has twenty years of experience in corporate America. After eight years in the US and Europe with Bristol-Myers Squibb, she moved to San Diego and worked for several public and private biotech companies, rising to Chief Accounting Officer and Chief Financial Officer. Now, she owns Discreet Guide Consulting, a consulting company for women planning on or currently working in companies primarily run and populated by men. She has authored advice novels and appeared on CNBC Power Lunch. She has been interviewed by Bloomberg Businessweek and quoted in Business Week, NBC Chicago, and Keys to the Corner Office. She has had articles published in San Diego Union Tribune, the Del Mar Times, Leadership Excellence, and Managing Partner Magazine. She earned a BA in Linguistics with high distinction from Indiana University and an MBA in Finance and MIS from the Kelley School of Business and is a member of Phi Beta Kappa.

Bob Dudley is Director of SEO for Provide Commerce. He started his career with 7 years at sea as an officer in the US Navy. He has been in the marketing space since 2008, with experience across disciplines such as SEO, PPC, affiliate marketing, radio advertising, digital advertising and email acquisition. Dudley has had a strong role in building and running SEO teams for HSBC, ProFlowers and a number of other brands. He earned a B.S. in Computer Science at the US Naval academy, and an MBA from the MIT Sloan School of Business.

Jeremy Durant is the Business Principal at Bop Design where he builds relationships with businesses in need of a marketing and branding strategy, helping them to develop their unique value proposition and ideal customer profile. Prior to joining Bop Design, Durant spent more than 10 years tailoring solutions for Fortune 500 companies. His range of experience is so diverse that Merriam-Webster is considering adding the phrase “Jeremy of all trades” to its dictionary. He spent two years at Millennium Creative Group, assisting companies with their broadcast and new media strategies. He also spent seven years working with UC San Diego to develop internal workforce development programs for organizations. He received his BA from Merrimack College and his MBA from California State University, San Marcos. He serves on the board of the San Diego chapter of Room to Read and also teaches sales and marketing at a local university.
Trent Dyrsmid is a husband, dirt bike enthusiast, and an award-winning serial entrepreneur. His last company was founded in 2001 and was ranked as one of the PROFIT 100 fastest growing companies in Canada for two years in a row. Today, Dyrsmid is the founder of BrightIdeas.co, the host of the Bright Ideas podcast, and is most well-known for his love of digital marketing and marketing automation.

Katy Harrison is the Digital Marketing Manager at Omni La Costa Resort & Spa in Carlsbad, CA. She manages the luxury resort’s website, email campaign, social media and online presence. Originally from South Shore, MA, Harrison moved to San Diego for the year-round beach weather in 2007. Prior to her role at La Costa Resort, Harrison honed her PR and social media skills working at Bailey Gardiner (now i.d.e.a) with clients including The San Diego Museum of Art, Del Mar Racetrack, NTN Buzztime and BillMyParents.

Lars Helgeson co-founded one of the world’s first email service providers, CoolerEmail in 2000. As a pioneer in responsible email marketing, he grew CoolerEmail to a global software company specializing in marketing communication with over 1,500 clients. In 2010, he launched GreenRope, which is now the world’s first and only Business Operating System, a cloud-based platform that simplifies and consolidates a company’s sales, marketing, and operations. GreenRope currently provides technology solutions to over 3,000 companies worldwide. Helgeson earned his BS and MS in Mechanical Engineering from Rensselaer Polytechnic Institute. He also has an MBA from the Robert Anderson School at the University of New Mexico. He served in the Air Force working in their space test program, Air Force Research Laboratory, and Ballistic Missile Defense Organization. He enjoys travel, stand-up paddleboarding, mountain biking, and ice hockey, and practices yoga whenever the forces of the universe are not aligned to keep him at his computer.

Dina Hemmi, Client and Talent Manager for TurningPoint Executive Search, is a tenured executive recruiter & business development manager who began her career 2002 in San Diego. Over the past 9 years, She has worked for two of the world’s largest Recruiting firms – Robert Half International & Adecco/Ajilon Professional. Hemmi specializes in recruiting at the Executive level. She is a passionate recruiter who thrives on her ability to support companies as they strive to attain success through the execution of smart hiring practices. Leveraging her diverse business knowledge, she has also managed projects in the fields of Mergers & Acquisitions, IPOs, Sarbanes Oxley compliance, system conversions/optimizations, SEC reporting & general accounting. She has managed recruiting revenues in excess of $3.8 million dollars and her sourcing and recruiting abilities have helped companies achieve 38% year over year growth by implementing new business strategies and procedures. Hemmi is a Graduate of the University of San Diego, where she studied International Business & Finance with an emphasis in Italian Language. She lives in Point Loma with her husband and two children.

Joseph Gordon, Newspaper Assn. of America and International Newsmedia Marketing Assn. award-winning researcher and popular speaker, has spent the past 12 years leading prominent newspapers to greater profitability through marketing analytics, research and optimization. He is currently director of research for U-T San Diego, one of the top 25 daily newspapers by circulation. Gordon’s data analytics initiatives are enabling the publisher to meet its aggressive goals of increasing revenue 15% year over year – in sharp contrast to most local, daily news outlets. Previously, he held management positions at The Portland Oregonian and The Sacramento Bee and marketing positions at ADVO (now Valassis) and Johnson & Johnson. His efforts have garnered Best in Show awards from the NAA and INMA, as well as multiple accolades from ACME.

Stephen Jordan is operations lead for the Qualcomm ImpaQt program and has many years of experience in employee innovation programs, crowdsourcing, design thinking and collaboration software. Prior to joining Qualcomm, Stephen spent over a decade at Pfizer, Inc and has worked and lived in Boston, New York, Argentina, Ethiopia and San Diego. Stephen has a passion for creative exploration and storytelling and for discovering and nurturing ideas that can make an impact in the world. Before joining the corporate world, he earned his B.S. and M.S. in Natural Resources from the University of Connecticut.

Richard Kendall, General Manager for Allison & Partners, specializes in public affairs, community relations, crisis communications, media relations, strategic planning and coalition building. He’s spent the past two decades at agencies that serve a wide range of industries, including...
commercial real estate; architectural, engineering and construction; professional services; hospitality and tourism; sustainability and consumer technology. His client experience includes: Walmart, Intracorp, Duraflame, Cushman & Wakefield, Point B Solutions Group, LLP, UBS, Healthcare Realty, Polygon Homes, Urban Partners LLC, Jones Lang LaSalle, Washington State Tourism, among others. He earned his BA in Economics from Wake Forest University and a professional certificate in public relations from the University of Washington. He grew up at the beach in North Carolina and spent a great deal of time in the water. So besides always wanting to be a marine biologist who specialized in shark research, he also dreamed of being a Rock star drummer.

Ron Marcus has been eating, breathing and sleeping branding and marketing for twenty-four years. He got his bachelors degree in Marketing at San Diego State University in 1989. After several Manager and Director of Marketing Communications positions at several high tech companies, he got his MBA at the University of Redlands in 2000, and decided to launch Epiphany Marketing, a boutique branding firm, in 2003. Epiphany created brands and marketing communications in multiple media, for large, small, B2B and B2C local clients across multiple industries. In 2007, Marcus created Shindy.TV, an online TV show about San Diego lifestyle and entertainment and produced the show until 2010. In April 2009, the team at Epiphany Marketing moved on to pursue individual careers. Marcus then launched his own brand consulting practice. In 2011, He joined ZUZA | Marketing Asset Management as Marketing Cheerleader (a.k.a Director of Marketing), responsible for re-branding the company and launching/managing its strategic marketing campaigns, including content marketing, lead nurturing programs and marketing automation.

Jimmy Page has extensive expertise in B2B marketing automation strategy, analytics, search engine optimization and digital marketing in general. Here in San Diego, Page has worked for a diverse host of firms including Xerox, Accelrys and Provide Commerce, owners of ProFlowers and other e-commerce gifting brands. In addition to his 9 to 5, he manages his own digital marketing consultancy and is founder of Finest City Digital which produces software products such as SEMspider. Page earned a Bachelors degree in marketing from Penn State University, and an MBA from San Diego State University. His favorite quote is “Your future is up to you, not your employer. You have to get better in order for your circumstances to get better, and that must be done on your own time.” -Larry Winget

Scott Pansky, Senior Partner and Co-Founder of Allison & Partners, is a recognized expert on cause-related marketing and strategic philanthropy. He has created award-winning programs for his clients ranging from Hyundai to Hasbro, and is a frequent speaker on strategic philanthropy, cause marketing, sponsorship and branding. He teaches courses on these topics at UCLA and frequently writes opinion and strategy articles for major public relations, branding and philanthropic publications. As a public relations practitioner for more than 20 years, Pansky has counseled and led teams in creative strategy and partnership marketing efforts. His ability to develop campaigns that deliver clients’ best assets to their key audiences and create long-term branding opportunities has made him a trusted counselor to executives at some of the world’s leading brands. His client experience includes: Hyundai’s Hope on Wheels, Hasbro, the Disney Channel, Paramount Home Video, Sony Pictures, Boost Mobile, San Diego Hard Rock Hotel, Real Mex Restaurants, Nestlé, The Vitamin Shoppe, HomeGoods, YouTube, American Express, the Leukemia & Lymphoma Society, among many others.

Rodger Price is the President of Primal Marketing®. He is a former successful business owner in the printing, promotional product and branded apparel industry. In San Diego, he is the creator of the “I Voted” label. During a past recession, he almost lost his business and through hours and hours of reading, speaking with people and testing, he developed Primal Marketing®, and doubled his company’s sales and increased profits by 500% within two years. Price has learned his experiences in the trenches. He sold his company to Eagle Print Dynamics in 1999 and currently serves as their Director of Marketing. He understands the needs and challenges of today’s business owners because he has lived them. In this interactive, high content program, Rodger will share the tools and techniques that businesses can apply today so that you can leave motivated, energized and ready to blow your profits through the roof.

Elaine Rosen, Director of Marketing and Operations for TurningPoint Executive Search, has 15 years of experience in human resources management, recruiting and coaching and believes that a placement should always be the right fit for both the candidate and the client. In April
2008, Rosen joined the TurningPoint Executive Search team as their first Talent Manager. Now, as Director of Marketing and Operations she currently oversees resume-writing practice, research, corporate branding and marketing, social media, web site management, daily operations and human resources. A creative resume writer, she has worked with clients at all levels in a wide variety of fields and positions. As a result of her experience in Human Resources, Marketing and Operations, she truly understands the needs of each company, the importance of candidate branding, and what it takes to develop a high impact profile. An avid networker and LinkedIn user, she also provides one-on-one training on the effective use of LinkedIn for personal branding, marketing and job search. Rosen has a Bachelor of Arts from the University of Queensland, Australia.

Ken Schmitt is the President and Founder of TurningPoint Executive Search. He has been in the recruiting industry since 1998, having previously worked in management roles with Enterprise Rent-a-Car. Schmitt is a native of San Diego, having graduated from Uni High (now Cathedral) and later earning his BSBA in Economics from the University of San Diego. His firm partners with companies throughout Southern California to identify and place top notch marketing, sales and operations professionals. Schmitt serves as the Chair of the Marketing Committee for Junior Achievement, holds a board position with the San Diego HR Roundtable, and runs the Sales Leadership Alliance which he founded in 2011.

Josh Talge is the Vice President of Global Marketing for TaylorMade adidas Golf where he leads the marketing group across key golf brands of TaylorMade, adidas Golf, and Ashworth. He is an avid golfer, sports fan, and active in alumni interviewing for the University of Notre Dame’s Mendoza College of Business. He has over 10 years of branding and strategic marketing experience for a variety of household name products. He began working for the nation’s largest John Deere dealership network, RDO Equipment Co. as a marketing coordinator. While getting his MBA, he interned at Procter & Gamble as an Assistant Brand Manager for its Folgers brand and after graduation, he became the Assistant Brand Manager for the launch of its new coffee product, Home Café. His first Brand Manager role for P&G was with Target and his second Brand Manager role was for Venus razors. He then was the Brand Manager for Old Spice in North America and did his best to help guys navigate the seas of manhood! Following a successful run on campaigns such as Smell is Power with Terry Crews and Believe in yoursself staring Greg Jennings, Josh left P&G to join TaylorMade adidas Golf.

Ryan Thompson, Director of Resort Marketing at Caesars Entertainment Corporation, loves to think big, challenge himself and his team to constantly improve. He believes that creative thinking and risk taking leads to success. His drive to set a goal, achieve it and then do it better the next time bleeds into his work. Thompson is a San Diego native, but started his career at Havas and Grey in San Francisco. He also spent part of his 10 plus years in marketing working in the hospitality business building digital programs and brand awareness for destination resorts. He expanded his branding experience through his tenure with the San Diego based agency i.d.e.a before moving to Harrah’s as the Director of Resort Marketing. Don’t let his blond hair, surfing and big smile fool you. He works tirelessly for the greater good of his team, partners and company. He is always willing to collaborate, have healthy discourse and make the best end product possible. He is active in committees and is the Board of Directors for the San Diego Ad Club, as well as the Committee Chair for the Ad Club Membership, Ad Club Outreach, the ADDY Raid and a committee member for Interactive Day San Diego (IDSD). His specialties include: Branding, Strategy, Client Service, Business Development, Brand Development, Direct Response Marketing, Digital Marketing, Social Media, SEM, SEO, Microsites and Websites, Event Marketing.

Jessica Yingling founded Little Dog Communications to work with the “little dogs” – companies and organizations, both small and big, that are at the leading edge of innovation. Her clients, biotech, healthcare and non-profits, are developing tomorrow’s medicines and re-imaging the future of healthcare through research, drug discovery and new technologies. Yingling provides high-level strategy and detailed execution of targeted communications and thought leadership programs to support business goals. She works to elevate their profiles among their key stakeholders to drive awareness and relationships. Communications is essential to their business. Biotech and healthcare communications have an added layer of complexity due to the science. Yingling merges a biomedical research background with communications EQ to find the best way to convey new science and technologies to all audiences and stakeholders.
Thank you for joining us!
Relax and mingle with your conference colleagues at the Happy Hour immediately following the conference at:

Slaters 50/50
2750 Dewey Road #193
San Diego, CA 92106
(In Liberty Station next to Ace Hardware)

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