

Marketing Transformation: A Real-Time Adventure (ON- DEMAND VIDEO)

Marketing Transformation

A Real-Time Adventure

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Deirdre Bigley
Chief Marketing Officer
Bloomberg L.P.



Ken Wincko
SVP Marketing
PR Newswire

Webinar Overview

Join a CMO discussion with Deirdre Bigley from Bloomberg and Ken Wincko from PR Newswire. Hear how they are leading and implementing change in a real-time world. In today's 24/7 media landscape, the game-changer all organizations face in their message development is how to effectively deliver real-time content across a growing proliferation of channels.

Creating a market-focused, agile marketing organization is critical for creating compelling interactions with your audiences, but it is easier said than done. Doing so requires creating a flexible infrastructure and processes to respond quickly to changing market dynamics. Deirdre and Ken will discuss how they led the transformation of their marketing organizations to deliver exceptional experiences for their clients through data-driven decision making.

Deirdre and Ken will cover topics from marketing transformation and reacting in a real-time environment to optimizing content creation and distribution. They will take a deep dive into the challenges today's marketers face, including:

- How to determine the information needs of buyers, influencers and other key stakeholders
- What steps you need to take to deliver real-time content in context
- Why establishing new KPI's is critical for measuring the ROI of your content marketing
- When and how you should consider transformational changes to your marketing strategy

Be part of the conversation. **Tweet your questions to #mktgtransform16**

Our Speakers



Deirdre Bigley... .@DeirdreBigley

Chief Marketing Officer

Bloomberg L.P.

Deirdre Bigley is a seasoned marketing communications executive whose 25 year career has focused on high-technology and financial services industries. As Chief Marketing Officer, Deirdre oversees the marketing for all Bloomberg businesses including Financial Products, Media and the Vertical Industries globally. This includes all market management,

brand strategy, digital, content, events and the in-house creative agency. Prior to joining Bloomberg in 2009, Bigley spent 13 years at IBM, served in increasingly more senior positions, managing a variety of marketing and sales initiatives and serving her final years as Vice President of World Wide Advertising and Interactive, and Vice President of Worldwide Brand. Bigley began her career on the agency side, having worked at Ogilvy & Mather Worldwide in New York and additional agencies in Boston, New Jersey and Dallas, eventually joining her client at IBM in 1996.

Bigley serves on the Ad Council Board of Directors and the Business Marketing Association Board of Directors. She has been honored with a number of awards throughout her career, including AWNY Top 50 Women in Advertising, the Gertrude Crain Award for Top Women in Business Marketing, B2B Magazine Top Marketer and Top Integrated Campaign and Working Mother Magazine's Top "Established Mom" Award.

✘ **Ken Wincko... .@KenWincko**

SVP, Marketing

PR Newswire

Ken Wincko is the Senior Vice President of Marketing at PR Newswire, where he manages the company's global marketing strategy. He is also a member of the Executive Management Committee. He has more than 20 years of marketing, product and business development experience in bringing innovative marketing programs and solutions to market for both B2B and B2C organizations. Prior to PR Newswire, Ken held senior-level marketing and product roles at Dun & Bradstreet, ADP, Citigroup, and IBM. He is a frequent speaker at major industry conferences and has been covered in publications such as the Wall Street Journal, Alister & Payne, The Demand Gen Report,

and Marketing Sherpa. Ken is an advisory board member at the CMO Council. Ken holds an MBA with honors from the Stern School of Business at New York University in Marketing and Information Systems, and an undergraduate degree in Accounting from the University of Notre Dame.

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