



Direzioni Marketing e IT alleanze per il loyalty marketing che verrà?

**XIV Edizione del Convegno
dell'Osservatorio Fedeltà**

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I partecipanti

Moderatore

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- **Edoardo Loasses** – Responsabile Marketing Cliente
- **Marino Vignati** – Direttore IT

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- **Giuliano Pezzano** – Direttore Marketing
- **Luca Luminoso** – Direttore IT

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- **Luca Leoni** – Amministratore Delegato
- **Ansgar Schneider** – Direttore IT

Le fonti

1) **Study: 81% of CMOs Are Confident They'll Meet Revenue Goals**

CMO Council Report Finds 54% of Marketers Plan to Boost Budgets This Year

Advertising Age

<http://adage.com/article/cmo-strategy/study-81-cmos-confident-meet-revenue-goals/294614/>

2) **Top 10 Predictions for Technology in 2014** **The Daily Beast**

<http://www.thedailybeast.com/articles/2013/12/07/top-10-predictions-for-technology-in-2014.html>

3) **NRF/Demandware Report Examines Retail CIOs' Plans for "Digitizing the Store"**

Demandware

<http://www.demandware.com/company/newsroom/press-releases/nrf-demandware-report-examines-retail-cios-plans-for-digitizing-the-store>

Le fonti

4) CMOs unprepared to deal with the data explosion

M&M Global

<http://www.mandmglobal.com/news/19-03-14/cmoss-unprepared-to-deal-with-the-data-explosi.aspx>

5) Seven Ways Retailers Are Embracing Tech

From Body Scanning to Digital Wallets, Here's What Might Be in Store
Advertising Age Digital

<http://adage.com/article/digital/ways-retailers-embracing-tech/291439/>

6) Seventy-Eight Percent of Marketing Executives Expect Digital Technologies to Drive a Transformation of Corporate Marketing Over the Next Five Years, Accenture Survey Finds

Accenture

<http://newsroom.accenture.com/news/seventy-eight-percent-of-marketing-executives-expect-digital-technologies-to-drive-a-transformation-of-corporate-marketing-over-the-next-five-years-accenture-survey-finds.htm>

7) The raise of the Chief Marketing Technologist

Harvard Business Review

<http://hbr.org/2014/07/the-rise-of-the-chief-marketing-technologist/ar/1>