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# AW / BRANDWEEK<sup>®</sup>

## REDOUBLING RELEVANCE

SEPTEMBER 11-14 | MIAMI, FL + VIRTUAL



## FUTURE FWRD: WHO IS THE FUTURE MARKETER?

WEDNESDAY, SEPTEMBER 13, 2023 | 2:50 – 3:10 PM

**WITH**

**R. ETHAN BRADEN**

EVP, CHIEF MARKETING AND COMMUNICATIONS OFFICER, PURDUE UNIVERSITY AND PURDUE GLOBAL

**LOLA BAKARE**

CMO ADVISOR, INCLUSIVE MARKETING STRATEGIST AND AUTHOR, "RESPONSIBLE MARKETING", BE/CO

**ROSS SIMMONDS**

FOUNDER AND CHIEF EXECUTIVE OFFICER, FOUNDATION

**WILL LEE**

CHIEF EXECUTIVE OFFICER, ADWEEK