

Chief marketing officers' conference in Johannesburg

From 11-12 September, Knowledge Resources will be holding the Chief Marketers Conference at the Hyatt in Rosebank, Johannesburg. Fifteen local and international speakers will address the crucial role the CMO plays in guiding corporate strategy and focus on the challenges and complexity of today's environment and how the CMO should deal with the challenges, embrace the changes and recognise the opportunities and realities of preparing for the future of marketing.

Speakers include:

- Jeff Hasen, chief marketing officer, Hipcricket and author of the book
- Dario Debarbieri, marketing executive: Software Group Middle East and Africa, IBM
- Belinda Godfrey, marketing executive, Edgars, Boardmans and Red Square
- Melanie Botha, director of marketing and operations, Microsoft South Africa
- Dr Roger Sinclair, academic partner, US based Prophet Brand Strategy & former Professor: marketing and head of department, Wits
- Dr Tashmia Ismail, head of BoP, GIBS
- Dr Ulrich Meyer-Höllings, associate director, Vivaldi Partners South Africa
- Bernice Samuels, chief marketing officer, FNB
- Amanda Sevasti, account director, social@Ogilvy
- Dr Jan Hofmeyr, chief researcher: behaviour change, TNS Global
- Martin Dhlamini, marketing director, Oracle South Africa
- Prof. Geoffrey Bick, Professor of marketing, UCT Graduate School of Business
- Patrick Collings, managing partner, Sagacite
- Prof. Walter Baets, director, UCT Graduate School of Business

Registration fee is R9250 (incl. VAT). To book, [click here](#).

For more, visit: <https://www.bizcommunity.com>