

Producers & Procurers iQ

# Marketing Procurement and Financial Management Summit

October 13 2022  
NEW YORK

## Agenda and Speaker Biogs

Venue: ReedSmith, 599 Lexington Ave, New York, NY 10022

**9.15 - 10.00: Coffee & Registration**

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**10.00 - 10.15: Welcome & Introduction**

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**10.15 - 11.00: Programmatic and agency-owned Inventory Media - why are Advertisers constantly being steered towards non-disclosed models?**

Stephen & Fiona will explain some of the pitfalls of signing up to Agency owned inventory deals and highlight the many benefits of using transparent solutions.

**Speaker Presentation with Q&A: Stephen Broderick, Managing Partner, Media Marketing Compliance & Fiona Foy, Americas, Media Marketing Compliance**

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**11.00 - 11.45: Managing Marketing Spend Efficiently in Challenging Times**

As global economic issues put pressure on companies to maximize their marketing investments, marketing procurement continues to play a vital role in delivering greater value to brands. RightSpend will examine the various factors impacting costs today and highlight what works and what doesn't in helping brands achieve greater transparency in their agency spend.

**Speaker Presentation with Q&A: Iain Seers CEO, and George Roumanis, Partner, RightSpend**

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**11:45 - 12.00: Coffee Break**

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**12.00 - 12.45: The Evolution: Creative Agencies and Influencer Agencies**

Keri Bruce will discuss the latest trends in creative and influencer agency contracts and key contract considerations to protect your bottom line.

**Speaker Presentation with Q&A: Keri Bruce Partner ReedSmith**

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**1.00- 2.00: Buffet Lunch**

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**2.00 - 2.45: Taking control of your assets**

Undoubtedly the biggest trend and overarching theme of the last 5-10 years, is advertisers taking back control of their assets. Designing the right ecosystem of production partners is an essential first step. In this session, Claire will identify the biggest drivers of improved cost, quality and agility in production.

**Speaker Presentation with Q&A: Claire Randall at Claire Randall Consulting**

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**Continued overleaf**





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## 2.45 – 3.00: Afternoon Tea

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### 3.00 – 3.45: Artificial Intelligence. Industry friend or foe?

Artificial Intelligence has been bandied around for the last few years – it will either swallow all of our jobs, completely stifle creativity, take over production and fully automate media planning and buying. Not so fast!!! This session highlights how artificial intelligence can help brand and agency teams deliver greater ROI by optimizing content before significant production and media costs are incurred. The session will examine a wide range of use cases from leading global brands showing how they use Dragonfly's predictive tools to optimize content in multiple forms deployed across a myriad of channels.

**Speaker Presentation with Q&A : David Bon throne, Senior Advisor, DragonflyAI**

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### 3.45 – 4.15: Discussion and Analysis Workshop

The day finishes with a workshop session where delegates will have the opportunity to exchange knowledge and gain insights into three key areas of media transparency, marketing costs and production efficiencies & asset management.

**Chaired by Geoff Hall, Founder & Publisher, Producers & Procurers iQ [www.pxpiq.com](http://www.pxpiq.com)**

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## 4.15 – 5.15: Networking and Drinks

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**Speaker Biographies continued overleaf**

### About Producers & Procurers iQ

**Producers & Procurers iQ** is the only online global platform that focuses exclusively on advertising and marketing implementation, delivering an exceptional business intelligence resource. **Producers & Procurers iQ** specialises in covering marketing procurement, media management, category management, marketing operations, marketing services, in-house agencies, creative production and creative operations.

We provide insights into five key areas: People, Process, Partners, Technology and Ethics & Ecology across three regions AMEA, Americas and APAC.

The highly regarded 'Big Interview' series includes **Women of Influence; Masters in Marketing Procurement and Leaders in Creative Production.**

Our respected editorial examines the full spectrum of industry issues, challenges and opportunities. We cover in-depth interviews with leading industry figures, thought leadership articles, business intelligence analysis, insight data, opinion pieces, implementation case studies, best practice management insights, specialist sector reports, subject matter expert insights, industry research reports, cutting edge technology reviews and knowledge sharing.

**[www.pxpiq.com](http://www.pxpiq.com)**





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## Speaker Biographies

### **Stephen Broderick, Managing Partner, Media Marketing Compliance (MMC)**

Stephen was key in founding the financial compliance industry back in 2000 when he founded FirmDecisions, the first consultancy aimed at delivering transparency into the media and marketing supply chain. Stephen has been advising clients and advertiser bodies, including ISBA, ANA and WFA, on marketing financial issues ever since. Stephen was also part of the senior team that managed the ground-breaking 2016 ANA “Transparency Report” into the US media market. In 2020, Stephen was one of the founding partners of MMC, and chartered accounting firm that specialises in marketing transparency

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### **Fiona Foy, Americas, Media Marketing Compliance (MMC)**

Fiona manages the Americas for Media Marketing Compliance. With over 15 years of global marketing procurement experience across a number of industries she has a wealth of commercial and contractual knowledge having managed most marketing categories and understands the benefits financial transparency can deliver to the client-agency relationship. Fiona was one of the founding partners of MMC, a chartered accounting firm that specialises in marketing transparency

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### **Iain Seers, Chief Executive Officer, RightSpend**

Iain has over 20 years’ experience in the advertising and consulting industry managing various marketing disciplines across different business sectors. Iain has a unique insight having worked on both sides of the equation for some of the world’s largest advertising networks and global brands. Having been at the forefront of many multi-discipline marketing technologies and data innovations that have provided true marketing efficiency for brands around the world. RightSpend has made a name for itself in the Marketing Procurement industry delivering savings, efficiencies and insight using proprietary data, current clients include 30 of the top 100 global brands.

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### **George Roumanis, Global Partner, RightSpend**

George is a Global Partner at RightSpend, the industry’s leading agency compensation benchmarking and assessment platform. He has over 25 years of experience working within global consulting, corporate marketing, and strategic sourcing organizations. Prior to joining RightSpend, George was Agency Tower Lead within the Marketing Services Practice at Accenture, supporting their external clients across all industries. Previously, he was Director, Global Marketing Procurement for IHG Hotels & Resorts where he led the strategic sourcing and agency relationship management of IHG’s worldwide marketing agencies. Prior to joining IHG, George spent over 16 years at IBM Corporation, most recently as Manager, Global Agency Operations and a member of IBM’s Agency Management Team.

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### **Keri Bruce Partner ReedSmith**

Keri Bruce is an advertising law partner at Reed Smith. She advises clients on a wide array of advertising-related matters, including advertising regulation, social media, emerging technologies such as the metaverse and NFTs, sweepstakes and contests, commercial co-ventures, loyalty programs, intellectual property, and rights of publicity matters. In addition, she helps clients negotiate advertising related agreements, including media and creative agency agreements; media buys; talent, influencer, and celebrity endorsement agreements; production contracts; intellectual property and sponsorship agreements; and loyalty programs.

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## **Claire Randall, Founder & CEO of Claire Randall Consulting**

Claire started out as a TV producer at Saatchi & Saatchi London. In 1996 she formed the company to manage all TV Production for a large global advertiser across all brands, on an exclusive basis. Over the years, Claire has expanded the company to other advertisers, extended its geographic footprint and broadened the offering to encompass all aspects of production management, including strategic consulting on agency production models and content ecosystems. Claire Randall Consulting now has offices and consultants throughout EMEA, North America, LATAM, and APAC and is a world leading advertising production consultancy. Claire is a well-known figure in the industry, consulting and advising for industry bodies such as ISBA (Incorporated Society of British Advertisers), the IPA (Institute of Practitioners in Advertising) and the ANA (Association of National Advertisers)

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## **David Bonthron, Senior Advisor, DragonflyAI**

After completing an Honours Degree in Marketing at Greenwich University in London David started his career in investment banking. He then headed to Australia for a change of country and career where he joined Ogilvy & Mather Direct to work on Toyota. He set up his own agency which was acquired to form Saatchi & Saatchi Direct/Interactive. He then spent three years at Grey/G2 Worldwide with global responsibility for a \$5B brand. He followed that by joining Saatchi & Saatchi X to run the New York office and the P&G shopper business globally. He briefly ran the Shopper/Retail practice at Momentum, part of McCann World Group. David is now leading the charge with Dragonfly AI supporting their growth in North America.

