

Special Webcast

Debunking B2B Brand Myths

May 10, 2021



Some of the issues we will be addressing today

- B2B Marketing: Selling vs Seduction?
- A “Higher Purpose” to B2B Brands?
- Impacts of COVID and Digital Transformation
- How to organize for B2B Marketing



Today's Speakers



Dean Aragon
CEO & Vice Chairman
**Shell Brands International
AG**



Zara Mirza
Global Head of Brand
Marketing
GE



Margaret Molloy
Global CMO
Siegel+Gale



JP Kuehlwein
(Moderator)
Marketing Leader, M&C
Center
The Conference Board

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and Save – Their Money**

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Speaker



Teri Felix
SVP, Strategic Insights
Wells Fargo

Speaker



Eliana Wahnou
Senior Director,
Consumer & Market
Intelligence
General Mills

Moderator



Denise Dahlhoff, PhD
Senior Researcher,
Consumer Research
The Conference Board

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Moderator



JP Kuehlwein
Marketing Leader, M&C
Center
The Conference Board



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