

Future of Brand Building

Salesforce - How Industry-Leading B2B Brands Are Built

April 20, 2022



Future of Brand Building

Some of the critical questions and issues we will be answering today

- The importance of a guiding purpose – beyond making profits
- The parallels and particularities of CPG, SaaS and B2B marketing
- The power of partnership in building brand and business
- The advantages of leading with product & people, before ads



Today's Speakers



Karen Sommerich
Director, Brand Strategy
Salesforce

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

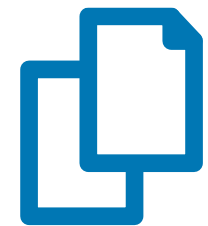
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ON DECK:

Webcast, Tuesday May 17th **Future of Branding: Netnography* & Algorithmic Branding**

With Professor Robert V. Kozinets, Creator of Netnography and Ulrike Senior Fellow, Center for Public Relations, University of Southern California and Director of Research at Netnografica

**Netnography, is a specific type of qualitative social media research.*



More Upcoming Webcast Programming from The Conference Board



- [From Pledges to Action: How Corporate Commitments to Sustainability Are Making a Positive Impact – and Do Your Customers Know? \(Earth Day: April 22\)](#)
- [Communications Watch: Corporate Communications Practices – What Lies Ahead? \(April 28\)](#)

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