

PTTOW!
NEXT
FUTURE FORUM

HOW TO GET THE MOST FROM 2023 & STAY INSPIRED AMONGST CHAOS

2023 is here and you're probably wondering "How am I going to tackle all that is on my plate?!" or "What are my customers' thinking and how can I serve them best?!"

Well never fear, PTTOW! Next is here!

In this toolkit our PTTOW! mentors share the hard truths on how they are staying inspired and where they see culture going in 2023. You'll walk away with actionable tools that will not just get you ready for what's ahead but keep you ready *always!*

Featured Mentors:

Kimberly Evans-Paige // EVP & CMO // **BET Networks**

Heather Malenshek // SVP & CMO // **Land O'Lakes**

Marc Weinstock // President, Worldwide Marketing & Distribution // **Paramount Pictures**

Frank Nakano // Managing Director, Sports & Entertainment Marketing // **JPMorgan Chase & Co.**



BET★

Kimberly Evans-Paige // EVP & CMO

A seasoned brand marketer and general manager with over 25 years of experience, Kimberly is widely recognized as a leading business executive known for driving transformative growth among existing and emerging brands and companies. She cites her ability to stay connected with consumers and culture, cultivate strong collaborative partnerships, unlock revenue growth opportunities, and build inspired and empowered teams as keys to her success.

Kimberly recently joined Paramount as EVP, Chief Marketing Officer, BET Networks. In this role she is responsible for managing and implementing brand strategy across all platforms including the BET and BET Her linear networks, BET+ streaming, BET Social, and stewards the highly successful BET Live Events business. Prior to joining BET, Kimberly held executive positions at Sundial Brands, Coty Inc. and The Coca-Cola Company - among others.

Heather Malenshek // SVP & CMO

Heather serves as the CMO, overseeing B2C and B2B branding and marketing strategy, messaging development and execution excellence and is responsible for building marketing competencies across all businesses and geographies. She also has oversight for Curious Plot, a wholly owned subsidiary of Land O'Lakes, Inc.

Prior to joining Land O'Lakes, Heather was the CMO for the Harley-Davidson Motor Company. Her career has spanned a wide range of brands and categories including airline, financial services, pharmaceuticals, automotive, food and beverage, pet care and more. She has been recognized by Forbes as one of the world's most influential CMOs in both 2018 and 2019.



LAND O'LAKES, INC.

Marc Weinstock // President, Worldwide Marketing & Distribution

Marc Weinstock is President of Worldwide Marketing & Distribution for Paramount Pictures. In his role, he oversees the Marketing and Distribution departments, including Publicity, Digital Marketing, Creative Advertising, Multicultural, Partnerships, Research, Data Analytics, Media, and Creator Marketing.

During his tenure at Paramount Pictures, Weinstock has been instrumental in the marketing campaigns for a number of hit films, including a string of #1 hits in 2022 alone: "Scream," "jackass forever," "The Lost City," "Sonic the Hedgehog 2," "Top Gun: Maverick," and "Smile".



Paramount

Frank Nakano // Managing Director, Sports & Entertainment Marketing

Frank joined the Sports and Entertainment team at JP Morgan Chase in October 2011. The group was created to work cross firm aligning the Chase brand with sports, entertainment and culturally relevant properties that reflect the passion of customers. The team maintains a particular focus on the business outcomes of sponsorship and integrating various lines of business as appropriate for each relationship. JPMorgan Chase was named Sponsor of the Year in 2017 by the Sports Business Journal.

Prior to joining JPMC, Frank was Vice President of Marketing Partnerships at the National Basketball Association managing development and relationships with national brands including Nike, HP, Cisco, Taco Bell, Southwest Airlines and others in addition to overseeing the League's partnership strategy and sales of the US National Team program in lead up to the 2008 Beijing Olympics.



JPMORGAN CHASE & CO.

Kimberly

1. S.L.A.Y. (SELF LOVE ALL YEAR)

- “Stay connected to ‘why’ you do the work rather than the “what.” Doing so will help preserve your love for your job, as well as gain more success in your role in general.
- Learn how the different areas of your life (work, personal, family, etc.) can co-exist and be harmonious with one another.
- “I don't seek to strive for work-life balance. I don't think it exists. I try to have all of these things coexist in harmony because if it was ever about balance, my family would absolutely win every time.”

2. BRANDING & AGILITY ARE KEY

- Know who you are as a brand and use it as your guiding north star - this is essential to an organization's survival.

3. CULTIVATE CONNECTION

- Reach out to people within your organization for 1 on 1's and be intentional about the connections you make.
- COVID forced us into remote bubbles and it can be difficult finding opportunities for meaningful connection and navigating career growth.
- Seek out organizations that can help provide guidance and support your career aspirations. Don't forget about the value and mentorship your direct manager can offer. Make them invested in your future and development.
- Empower the next generation. If you make all the choices yourself you won't be effective in your role or as a leader.

Heather

1. THE NEW “NORMAL”

- Change is constant. If you're not able to adapt and move quickly these days, you're not going to survive.
- “Agility and the ability to adapt is only possible if you have a good grounding in who you are as a company and a brand, so we spent a lot of focus on that area and also in the ‘why we're here’.”

2. REMOVE YOURSELF FROM THE CHAOS

- Institute methods such as “No Meeting Fridays” that allow a brief moment to pause, think, plan, and review for the following week.
- Host a “spirit week” type of event that encourages and builds social connection amongst your team. It allows those who work remotely to interact and build internal relationships.

Heather (CONT)

3. EDUCATE YOUR AUDIENCE

- Now is the most important time to actively lean in on marketing spend - not reduce it.
- “Understand where the consumer is at and help them understand the value of the products you’re bringing.”

Marc

1. CHANGE STARTS WITH YOU

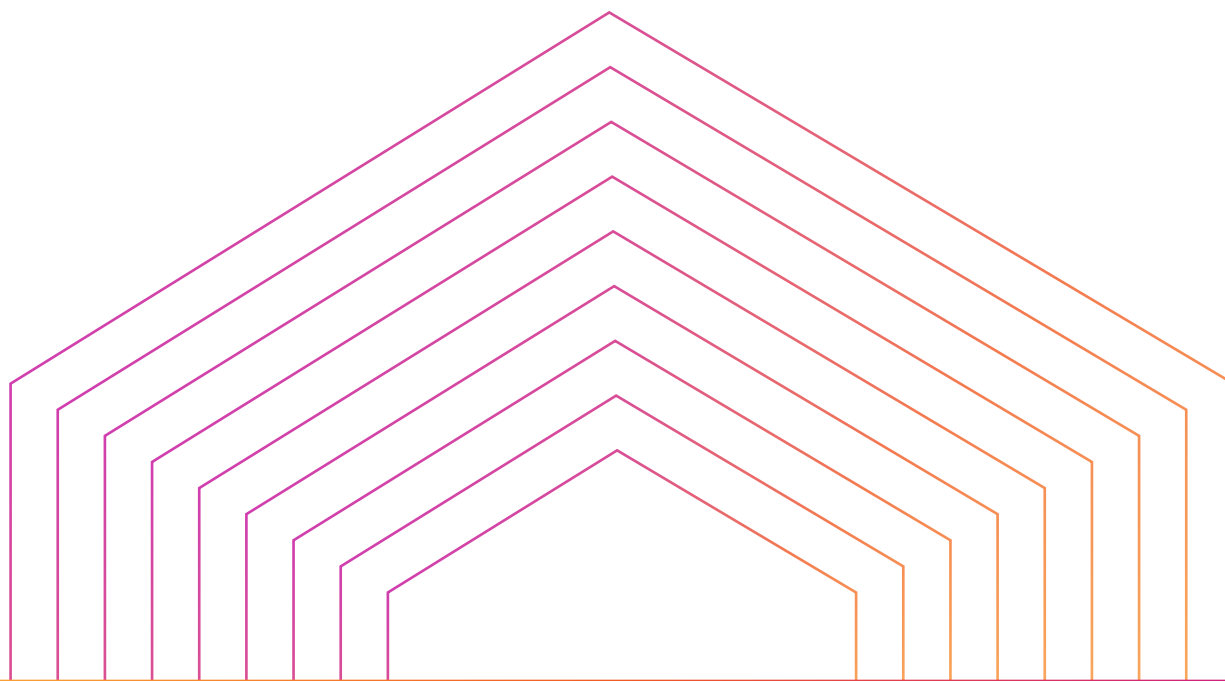
- Create boundaries and set the example for your team. When you get home from the office, wrap-up those last emails for 10-15 minutes in the driveway before heading inside.

2. PRIORITIZE INNOVATION

- Don’t default back to pre-COVID operations and processes.
- Grant your team the freedom to brainstorm and think out of the box. Step away from these sessions, whenever possible, to get the most authentic ideas.
 - “If people aren't free to brainstorm and think outside the box, we'll never get anywhere.”

3. DO MORE WITH LESS

- “COVID has expedited things that were going to happen in two to three years, to two to three months.”
- “When you have success, you have to celebrate it so people know what they’re working for.”





READING LIST

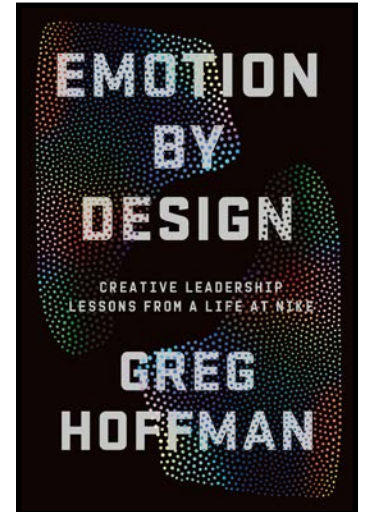
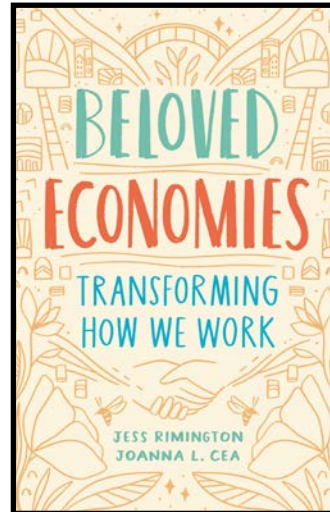
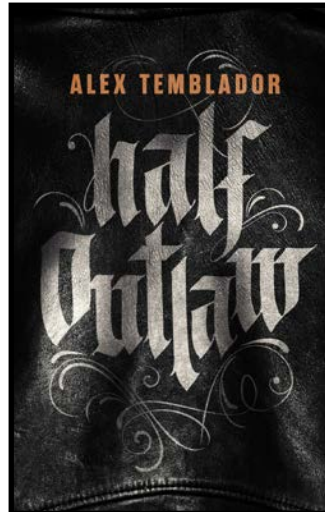


Kimberly's

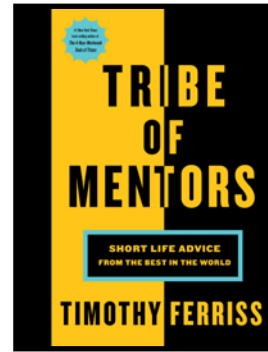
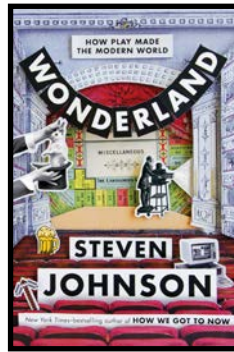


Closing the Gap Between Digital Marketing Spending and Performance

Heather's



Frank's



Podcast

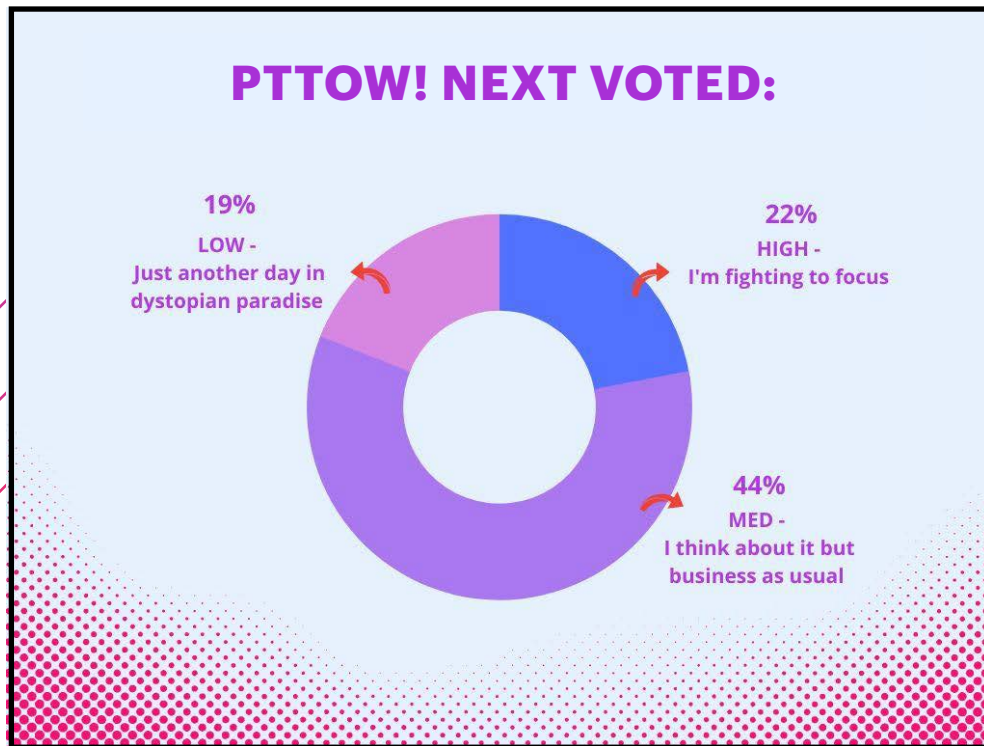
Not a book, but recommended nonetheless:

My new favorite – Higherdose Sauna Blanket – expensive but sweating it out as many times a week as possible is amazing.

POLL

QUESTION:

How much is the current economic climate affecting your day to day focus at work?!



READY TO WATCH THE REPLAY?



CLICK HERE!