

SPEAKERS

REIGNITE YOUR
MARKETING
SUPER POWER!



KEYNOTE: Brian Carter

Bestselling Author, Keynote Speaker and CEO of the Brian Carter Group

Brian Carter is the #1 bestselling author of *The Like Economy*, *LinkedIn for Business*, *Facebook Marketing*, and *The Cowbell Principle*. He's respected as an international authority on how organizations can generate bigger business results. His 18 years of business success guide *The Carter Group*, a boutique agency with world-class expertise using digital and social marketing to boost profits for growth-minded businesses. The Carter Group implements innovative ideas to get extraordinary results.

Brian has keynoted and developed marketing programs and strategies for companies of all sizes, including top 50 companies in the Fortune 500 like NBC and Microsoft. As a speaker, he delivers entertainment, motivation and practical takeaways.

Brian has been interviewed by Bloomberg TV, Mashable, The Wall Street Journal, Forbes, ABC News, and Entrepreneur Magazine, just to name a few.

He has an overall reach of more than 250,000 fans through Facebook, Twitter, LinkedIn, and his other marketing channels. And has taught more than 25,000 students and his teaching has reached more than 3 million people in the last year. His Facebook Leads and Sales Machine course is available at BrianCarterGroup.com.

Brian's hands-on business experience, cutting edge insights, and background in improv and stand up comedy culminate in a keynote speaker and trainer who leaves every audience not only entertained, but also armed with powerful strategies and tactics.



Rob Crain

Senior Vice President, Sales and Marketing at Pawtucket Red Sox

The focus of Rob's career has centered around revenue generation, efficient expense management, community engagement, and providing incredible service and value to corporate partners and ticket holders.

Currently, he is aiding in the design of his third Minor League ballpark: Polar Park in Worcester, MA, which is set to open in April of 2021. Rob is overseeing the generation of revenue for this new endeavor. To date, they have locked in a naming rights partner and are in the process of securing 21 Founding Partners for the new home of the Red Sox Triple-A affiliate. In 2019, they will begin filling out the corporate partnership roster as well as creating engaging ticket memberships at Polar Park.

Earlier in his career, he had the opportunity to be a part of the design and build of two MiLB ballparks: Werner Park in Omaha, NE; and a \$43.5M reconstruction of PNC Field in Scranton, PA, which won Ballpark Digest's Best New Ballpark in 2013.

Rob graduated from Springfield College with a Bachelor of Science in Sport Management, has run his own consulting business and was the President and General Manager of Scranton/Wilkes-Barre RailRiders as well as the General Manager for the Omaha Storm Chasers.



Sean Hockenbery

Executive Vice President, Financial Marketing Solutions

Sean Hockenbery is an executive vice president of FMS, where he collaborates with clients to ensure the bank's marketing objectives and corporate strategies are clearly heard, understood and met. A graduate of the ABA Bank Marketing School, Sean has a strong background in both the financial and retail banking industry. He speaks to financial institutions across the country on building and maintaining the brand, strategic marketing and business development.



James Briand

Partner, Senior Research Advisor, Nextier Partners

As a marketing professional for over 25 years, Jim Briand has had the opportunity to lead a wide range of efforts from rebranding to agency searches, from direct marketing to product development, and from traditional media to digital efforts. He has worked at both large regional banks and community institutions. Jim has also had the privilege of working on many successful marketing efforts for area non-profits. As a marketing researcher, he helps clients to uncover the authentic voice of the public so that they can make informed strategic decisions based on quality insights.



Bill Muto

Nextier Partners

Bill Muto is a senior market research and analytics professional with over 25 years of experience. He has worked within a wide range of industries, with a specialization in financial institution marketing information. Bill also engages in extensive research in support of national and local political campaigns. His experience includes work as senior manager of marketing research and business intelligence at AAA Northeast, serving as director of marketing research for Delphian Research Group, an independent research consultant, and as a senior marketing research analyst for Citizens Financial Group. Bill is passionate about research and equipping organizations to face the future with clarity.



Jim Perry

Senior Strategist, Market Insights, Inc.

Jim Perry is Senior Strategist at Market Insights, a consulting firm specializing in the development of strategies that help community banks and credit unions position themselves for profitable growth. The company helps their clients understand and address the disruptive impact that 1) changing demographics, 2) new technologies and 3) shifts in consumer behaviors have on their business model, their delivery strategy, their branding/marketing and their overall strategic direction.

Jim has consulted with clients throughout the United States since 2005. The majority of his work is concentrated on marketing, branding, culture, leadership development and strategic planning. He has shared his insights at state, regional, national and international conferences. Thousands of community banks and credit unions follow his daily Twitter feed for industry trends and the latest news on mergers, fintech, marketing and much more.

As a consultant, trainer and public speaker, Jim is known for making complex concepts easy to understand and simple to apply.



Tim Keith

Chief Marketing Strategist, *Baker Hill*

Tim Keith currently works as Chief Marketing Strategist for Baker Hill Marketing. His focus is on working with C-level marketing, retail and administrative executives at banks and credit unions to analyze customer/member data, identify relevant growth opportunities,

develop and recommend marketing strategies and programs, and track, evaluate and Present campaign results. Tim spent 10 years at Acxiom Corporation where he served as Senior Strategist and financial services consultant. In that role he consulted with and advised executives at Bank of America, Chase, Wells Fargo, SunTrust, HSBC, as well as a variety of other banks and credit unions. Tim also has experience as a banker serving as Senior Vice President Consumer Deposits at First Tennessee Bank and Vice President of Direct Marketing at AmSouth Bank. Tim has worked with hundreds of banks and credit unions—large and small—on bank strategy and marketing issues. He is also a banking and credit union conference speaker and has been published in Financial Brand, BAI and ABA Marketing in addition to many other bank and credit union publications. Tim earned his MBA and Bachelor of Science in Marketing from Mississippi College and has a CEBS (Certified Employee Benefit Specialist) certification from the Wharton School.



Trevor Knott

Baker Hill

Trevor Knott is a strategic executive who has led both large and small growth-stage firms in developing their brands, customer relationships, innovative new products and business lines, and capacity for delivery. Trevor has responsibility for overall growth of the Baker Hill NextGen™ Analytics and Marketing business nationwide. He brings 23 years of

Banking, sales and marketing experience in the financial services space with tremendous knowledge in the marketing services, analytics and channel distribution areas. Most recently, Trevor worked for BSG Financial Group as their Senior Vice President delivering SaaS to community banks located in the Northeast and Mid-Atlantic markets. His prior experience includes a 12-year career at Citizens Bank in New England, where he led several marketing, product, and retail-banking units as a member of the Executive Leadership Group. Trevor earned his Bachelor's degree from Furman University and MBA from the University of Georgia. Trevor is married with three children; he is a longtime resident and active in his community of Wrentham, MA.



Amanda Rowe

Senior VP, Pannos Marketing

During her time at the agency, Amanda has been an influential leader. Amanda's graphic design background and depth of experience in marketing and media has helped her to implement a strategic oversight which has been essential to ensuring clients have access to high-powered integrated marketing solutions.



Melanie Coleman

Digital Marketing Strategist, Pannos Marketing

Melanie reviews clients' digital strategies to ensure the most effective methods are being used, while looking for ways to implement emerging digital trends. As a former bank marketer, she has first-hand experience of the challenges financial institutions face when entering the digital space.