



6th Annual RBS Marketing Summit: AI in Marketing: Beyond the Buzz

Friday, November 22, 2024 | 8:30 am - 4:30 pm ET
Room 205, 1 Washington Park, Newark, NJ
and online via Zoom

About the Speakers

Ron Amram, Senior Director, Global Media at Mars

Ron Amram is the Senior Director, global head of media at Mars, a global multinational manufacturer of confectionery, pet food, and other food products, which includes several of the worlds most loved brands, including M&Ms, Snickers and Skittles. In this role Ron directs the global media strategy & buying practice, global agency and key vendor relationships, as well as the global Digital brand platforms. In his 4 years at Mars, Ron has led the Mars Global Media Transformation program, elevating Mars marketing capabilities across digital media, content and integrated brand experiences.

Previously he was the Global Media Lead for Heineken, spearheading key initiatives to unlock digital marketing as Mobile First Leadership and Individualized Data Driven Marketing (IDDM). Ron has received several industry awards including Cannes Lions for Media, a Facebook Blue award and being named a Media Online All Star by Mediapost in 2015.

Ron has a Management & Technology MBA from Rensselaer Polytechnic Institute. Outside the office Ron lives in Forest Hills, New York with his wife and three children.

Ray Beharry, Senior Product Marketing Manager, IBM and Marketing Lecturer, Rutgers Business School

Ray Beharry is a distinguished professional who excels in both the technological and academic realms. As a leader at IBM, Ray is dedicated to advancing cutting-edge technology solutions and fostering innovation within the industry. With a deep expertise in Technology, Data and AI, Cloud Computing, and Product Marketing Ray plays a pivotal role in driving strategic initiatives that empower businesses to unlock new value from their technological investments.

In addition to his significant contributions at IBM, Ray also serves as an instructor at Rutgers University. His passion for education and mentorship is evident in his commitment to shaping the next generation of tech leaders. Ray brings real-world experience into the classroom, providing students with practical insights and a comprehensive understanding of the current technological landscape.

Mark Burgess, President & CMO, Blue Focus Marketing and Marketing Lecturer, Rutgers Business School

Mark Burgess is a marketing executive, two-time author, and adjunct professor of marketing at Rutgers Business School. On Madison Avenue, he led the L’Oreal account and contributed to campaigns for Miller Beer and Coca-Cola. Mark held senior positions at AT&T and PricewaterhouseCoopers. As the founder of Blue Focus Marketing, he has consulted for IBM, AT&T, LinkedIn, and Wharton.

Mark is the author of *The Social Employee* and *The New Marketing: How to Win in the Digital Age*. He is also a TEDx speaker, known for his talk "The Rise of the Social Employee."

Madhavi Chakrabarty, Assistant Professor of Professional Practice - Marketing, Rutgers Business School

Madhavi is an educator and researcher with expertise in customer analytics, insights, marketing, optimization, and product design, with a deep understanding of digital ecosystems. She has 15+ years of experience in Fortune 100 companies and about 6 years in higher education.

Most of her work in digital marketing has focused on data-centric projects and in the areas of AI, ML, and other emerging technologies.

In her words - "Being a coder since the age of 13 has helped me jump headfirst into the world of programmatic marketing and completing a thesis in visual problem solving, multi-modal communications, and human factors has helped me navigate the art and creative side of Marketing."

Tara Chiari, Assistant Director, Career Services – Pace University and Adjunct Professor, Career Management for the MBA Candidate, Montclair State University, The Feliciano School of Business

Tara Chiari is an accomplished career educator and leader in higher education administration, currently serving as the Assistant Director of Career Services at Pace University’s NYC campus. In this role, Tara is dedicated to empowering students and alumni by providing strategic guidance and support in their career development. She plays a key role in managing career services and programs, ensuring that individuals are well-equipped to navigate the job market and achieve their professional goals.

In addition to her leadership role at Pace University, Tara is also an Adjunct Professor of Career Management at Montclair State University's Feliciano School of Business. Her teaching focuses on helping students build essential career skills and prepare for successful careers in various industries. Tara’s expertise is grounded in a diverse professional background. She began her career in the music industry, aspiring to be a jazz saxophonist before transitioning into a successful 20-year tenure as a Marketing Executive at major music labels such as Sony Music, Universal Music, Capitol Records, and Blue Note Records. Her experience in shaping the

careers of global artists now informs her work in higher education, where she is committed to guiding students and professionals toward their career aspirations. Connect with Tara here <https://www.linkedin.com/in/tarachiar/>

Joseph Groot, Head of Commercial at VMock

Joseph Groot is the Head of Commercial at VMock. Joseph has had a wonderful journey of 7 years with VMock and is an integral part of the VMock family. His insights from faculty & student interactions have helped make the VMock platform increasingly user friendly.

Previously, Joseph lead Sales & Marketing for farm creative and was an Orr Entrepreneurial Fellow. He is an alumnus of the prestigious Chicago Booth School of Business, where he pursued an MBA in Strategic Management, Marketing and Entrepreneurship.

Michael Habib, Associate Director, Conversational Experiences & AI at Verizon

Michael is currently the Associate Director of Customer Experience - Conversational AI, creating strategies & experiences that support digitally assisted sales & asynchronous messaging capabilities across Verizon's Consumer business. Over his 11 years with Verizon he has had several roles across Digital Marketing, Sales Operations, & Product. Michael is 2x Rutgers Alumni having graduated from Rutgers New Brunswick with a degree in History & Rutgers Business School with an MBA in Marketing & Strategy. Michael also has a Master's degree in International Relations & Diplomacy from Seton Hall. In his free time, Michael loves being a dad & husband, spending time outside, traveling, & rooting for the Baltimore Ravens.

Steve Jones, Founder and CEO at pocstock

Steve is the Founder & CEO of pocstock, a global diversity stock photography company that unapologetically focuses on positive images of people of color. Steve has been an entrepreneur since the age of 16 and has spent the last 20 years leading marketing and technology companies to help businesses of all sizes solve everyday problems. He has won awards for business innovation, community services, and marketing. Steve was born in Barbados, raised in Brooklyn, NY and now resides in Central NJ with his lovely wife Marie, 5 beautiful children, and his Xbox One.

Mike Kaput, Chief Content Officer at Marketing AI Institute, Co-Author of “Marketing Artificial Intelligence,” and Co-Host of “The AI Show” Podcast

Mike Kaput is the Chief Content Officer at Marketing AI Institute, a leading media, event, and education company that teaches business leaders how to understand, pilot, and scale AI. In his role, Mike uses dozens of AI tools to increase productivity and performance at Marketing AI Institute—and teaches some of the world's top companies how to do the same through speaking engagements, courses, and workshops. Mike is also the co-author of the book Marketing Artificial Intelligence and co-host of the hit podcast The Artificial Intelligence Show.

Divya Kaur, VP Marketing Sciences at IPG Kinesso / Mediabrands

Divya brings nearly two decades of analytics leadership experience with top marketing research and media firms, including Nielsen, MediaCom WPP, and Kinesso IPG. She has a proven track record of enhancing business outcomes for innovative and transformative brands such as P&G, Unilever, L’Oreal, Uber, GoodRx, Impossible Foods, USPS, and many others.

Currently, she serves as the Vice President and Global Head of Measurement at IPG Kinesso, where she leads measurement thought leadership, creates cross-platform measurement connectivity, and develops data-driven strategies to deliver impactful business results for clients.

Divya also serves as a member of the Measurement Council, the Board of Directors for Women in Analytics at the Advertising Research Foundation, and as a Trustee for the Marketing Science Institute.

James King, Senior Director, RBS Office of Career Management and Assistant Professor of Professional Practice - Supply Chain Management, Rutgers Business School

James King joined Rutgers University full-time in 2015, after 33 years of extensive industry experience, including numerous senior management roles at Panasonic Corporation of North America. As Senior Vice President for the \$1 billion Panasonic System Sales Company, he was responsible for all business operations, financial results, product service and customer support for the 8 different product categories that comprised the company. He dealt with numerous Panasonic factories around the world and worked with his colleagues in Europe and Asia to provide global support to their customers.

He was responsible for the supply chain operations of the company, balancing inventory levels and differing product lead times with customer demand. His broad business experience included leadership positions in supply chain and operations management, accounting, business planning, sales management, service operations and project management leading the implementation of systems such as SAP and CRM. During his career, James was a member of the Fedex International Customer Board of Directors for 5 years, a member of the Rutgers Center for Supply Chain Management Board for 9 years, and an adjunct professor of supply chain management at Rutgers for 5 years. In July 2018, Jim was tapped to lead the restructuring of the RBS Office of Career Management (OCM) as Senior Director and continues in this role. Under his leadership, OCM has modernized its support of students resulting in improved career outcomes for RBS graduates. James continues to teach Supply Chain risk management in the Master of Supply Chain Management program.

Clarence Lee, Co-Founder at Eisengard AI

Dr. Clarence Lee is an educator, author, and tech entrepreneur. He is an adjunct faculty member at Cornell where he teaches Machine Learning Applications in Business. His award-winning research applies deep learning, Bayesian econometrics, and causal inference methods to customer analytics, growth, and digital marketing applications. He has authored various courses through the eCornell platform, including Marketing Automation using AI, Growth Marketing, and the entire Digital Marketing certificate program.

Clarence received his doctorate from Harvard Business School and holds undergraduate and graduate degrees in Electrical Engineering & Computer Science from MIT. He is currently the co-founder & President of Eisengard AI — a startup aimed at making generative AI accessible for the enterprise sales & marketing teams.

Jeff Minsky, VP, AI and Marketing Futures at the Association of National Advertisers

Jeff Minsky is VP, AI and Marketing Futures for the Association of National Advertisers, leading their AI Practice.

For nearly three decades, he has been a trusted advisor and innovator to agency executives and senior marketers having honed his skills at DeWitt Media (now Zenith), Ogilvy, Rapp Collins, OMD Digital, and Omnicom Media Group. Working with brands such as IBM, Pepsi, J&J, Visa, Hilton, Clorox, Nissan, Eli Lilly, McDonald's, Coty, Warner Bros., CBS, and more, Minsky has assisted brands in digital transformation, both in media strategy and execution; as well as overall business and marketing transformation. He considers himself a practical futurist, always pushing organizations to innovate, but with feet firmly planted on the ground around timing, scalability, and adoption rates.

He is one of the authors and Chief Editor/Negotiator of the first version of the Standard Terms and Conditions for Digital Media Buying ratified by the 4As and IAB in 2000.

He is also known as one of the top guides at CES having had the honor of escorting C-Level executives for Omnicom Media Group and Stagwell and their clients for over 20 years through the annual spotlight of innovative technology while keeping the commentary relevant to the advertising and marketing industry.

An award-winning strategist for both media and creative, the recognition includes the President's Award at DeWitt Media, the prestigious OMMIE award at Ogilvy & Mather, and 3 Effies for his work with IBM. Minsky has served as a judge for the Effies in 2023 and 2024.

As part of MediaVillage, he assisted industry-renowned forecaster Jack Myers on his respected forecasting. At MediaVillage, Minsky pens a column, "But Wait, That's Not All" around the top topics in media and advertising technology, as well as hosts a podcast "Media Metaverse with Minsky" where he has interviewed industry leaders on both the sales and buying side.

He has been an adjunct professor at NYU and has guest-lectured for Rutgers, NYU, UNLV, and Pepperdine University.

Talib Morgan, Founder of the Global Institute for the Panel 4 Advancement of Emerging Technology and Innovation (GIAETI)

Talib Morgan is an executive technologist, innovator, and strategic advisor who has dedicated his 25-year career to guiding organizations in leveraging emerging technologies to enhance customer experience, drive conversions, and build lasting loyalty.

Talib serves as the Executive Director of the Global Institute for the Advancement of Emerging Technology and Innovation (GIAETI) and is the Founder of Analegy. His work at Analegy—consulting with enterprises on innovation-driven strategies for implementing leading-edge technologies like artificial intelligence—sparked his vision for GIAETI. Through GIAETI, Talib works to bridge industry, academia, and policymakers, fostering collaboration to ensure a forward-thinking, ethical approach to new technology adoption.

Throughout his career, Talib has cultivated a unique approach, combining a deep understanding of new technologies with a human-centric perspective he honed during his years in marketing. His guiding philosophy is that technology should always serve to elevate the customer's journey, aligning with specific moments to create exceptional experiences.

Prior to founding Analegy over a decade ago, Talib led technology teams at prominent digital marketing agencies, including Digitas and Foote, Cone & Belding (FCB). Over the course of his career, he has partnered with distinguished brands such as AT&T, Dell, Eli Lilly, Estée Lauder, Federal Express, General Motors, Guardian Life Insurance, HP/Compaq, Kraft, MetLife, Morgan Stanley, Pitney Bowes, Qwest, Seagrams America, Smith Barney, and Verizon Wireless.

An extremely proud alumnus of Rutgers University, Talib holds a bachelor's degree in Applied Physics and an M.B.A. He also serves as Vice-Chair of the Rutgers University Alumni Association (RUAA), exemplifying his commitment to the university and its community.

A lifelong resident of New Jersey, Talib lives with his wife and two children, embodying his values of innovation, education, and community both professionally and personally.

B.L. Ochman, Marketing Strategist and AI Trainer

B.L. Ochman is a Generative AI trainer, strategic content creator, writer, podcast producer, journalist, YouTube channel growth hacker and marketing strategist with more than 30 years of experience in B2B and B2C verticals from food to finance.

Cutting through hype and hyperbole, at What's Next Tech <https://whatsnexttech.ai> B.L. teaches non-technical clients how to incorporate Generative AI into their workflow in ways that were unimaginable even six months ago. With group workshops and one-to-one training, she will help you get up to speed with AI.

She is a trusted advisor to leading brands including IBM, Meijer, and Transitions Lenses, resulting in significant increases in sales and ROI. And She's worked with startups and entrepreneurs to help them create visibility and sales for their brands.

Recognized as an industry thought leader leveraging tech for marketing, she has written for Ad Age, Business Week, Social Media Today and many more and she has spoken at more than 25 conferences.

Salil Pande, Founder and CEO at VMock

With deep expertise in using cutting-edge AI and data analytics to power career success, Salil Pande is a visionary leader and the founder of VMock, a global leader in AI-driven career acceleration platforms. He has revolutionized how students, professionals, and institutions approach career development through VMock's innovative AI solutions, providing personalized feedback on resumes, career paths, and interviews. Salil's leadership has made VMock a trusted partner for prestigious educational institutions worldwide, offering scalable, data-backed insights to thousands of users.

Salil's passion for education and technology has been the cornerstone of his journey, making VMock a goto platform for universities and students across the globe. His work has been recognized in leading publications such as MIT Technology Review, and he frequently contributes insights into how AI is shaping the future of career services. He is also a frequent speaker at Kellogg School of Management Product Management class.

Prior to founding VMock, Salil led Emerging Markets Supply Chain at Siemens and served as Director of Sales at the Corporate Executive Board, working with Fortune 2000 clients. He also gained consulting experience at A.T. Kearney and worked with Schlumberger in the Middle East and Europe.

Salil has an MBA with honors from Chicago Booth, a Masters in Engineering from Texas A&M University, and a B.Tech. from Indian Institute of Technology, Kanpur.

Jeremy Schifeling, Founder at The Job Insiders

Jeremy Schifeling has devoted his career to helping others succeed in theirs. From teaching kindergarten in Brooklyn to recruiting top students at Teach For America to leading education marketing at LinkedIn, he's touched the lives of millions of people at every stage of their journeys. Along the way, he's published [the best-selling LinkedIn and ChatGPT for Job-Seeking books on Amazon](#), served as a career coach for military veterans at Shift.org and MBA students at the University of Michigan, and produced the most-viewed video in LinkedIn's history.



Michael Sondak, Senior Vice President, North America Head of Search, Omnicom Media Group

Michael Sondak is Senior Vice President, Head of Search for North America the Omnicom Media Group, parent company to leading agencies Hearts and Science, OMD and PHD. In his role he is focused on the growth of the search practice across new business, talent development, and evolving the search capabilities.

Previous to this role, Michael has spent 13 years at Google. In his most recent role, he was responsible for Agency sales and account management for the Search Ads 360 platform. In this capacity, he developed global products and solutions, many of which are used by agencies today.

Michael started at Zenith Media over 20 years ago and began his foray into digital advertising after leadership found out he took a class in college called “what is the internet?”.

Michael is from the NYC area, and currently lives on Long Island with his wife and two kids, just two towns over from where he grew up. He spends his weekends and free time shuttling his kids to and from sports activities, grilling year-round, and rooting for his favorite teams.