

# Driving Growth in the Digital Era

*Our Panel of Marketing Mavens Share Strategies for Start Ups and Middle Market Companies Seeking to Separate Themselves from the Competition*

**FEATURING:**



**Cynthia Chilton**  
M.B.A., Head of Marketing  
Westcliff University



**Leslie Licano**  
Co-founder & CEO  
Beyond Fifteen  
Communications



**Adriana Lynch**  
Area Managing Partner & CMO  
Chief Outsiders

**MODERATOR:**



**Karen Hayward**  
Managing Partner & CMO  
Chief Outsiders

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Much like the nature vs. nurture debate, many executives in the C-suite wonder what's behind a brand's breakout success. Is it the product or service — or, is it promotion? The answer is much more nuanced, involving everything from research to development of client personas, positioning, branding, and more.

Take your business development to the next level by learning how to differentiate yourself and building the trust equation. Join us for fine wines, hors d'oeuvres, nearly an hour of networking, and sublime content.

Register TODAY!

**Thursday, October 26, 2023**

3:30 PM – 6:00 PM

**Westin South Coast Plaza**

686 Town Center Drive, Costa Mesa, CA 92626



Register Today!



For more information, email: [info@acgoc.org](mailto:info@acgoc.org)

Members: (Advance) \$70 / \$90 (Day of)  
Non-Members: (Advance) \$105 / \$125 (Day of)

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