



GRAND INSPIRATION

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ABOUT THE SPEAKER

Felicia Stanczak knows great brands don't just happen—their stories are built one experience at a time. As the chief operating officer of an integrated marketing firm, Stanczak is located directly at the intersection where strategy, technology and creativity meet. Throughout her 20 years at Magnani, she's helped foster a culture of collaboration and insight where theory and limitless ideas are translated into innovative and practical applications across the marketing continuum.

A 2014 IMCA Annual Conference speaker and breakout session leader, Stanczak's success stories include working with conservative Fortune 250 clients as they balance brand strategies within content-driven digital organizations. She also provides strategic brand guidance for emerging independent companies and helps develop internal processes and competencies in emerging technologies within the agency.

Stanczak's specialties include brand and marketing strategy and integrated plan development, specifically within the financial services, insurance and health care industries, supported with extensive experience in retail and consumer goods and services.

PRESENTATION SUMMARY

Five Really Smart Marketing Behaviors that Can Actually Tank Your Results

Technology has enabled marketers to be more considered and smarter in their strategies than ever before. But how do you know your strategy and practices aren't too narrowly focused at the expense of others that might provide a greater return on investment? This breakout session will provide a broader view of how too narrow an application of today's smart tools (i.e., big data, social media, customer segmentation and content management) might actually limit potential growth, and most importantly, what marketers can do about it.