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Technology Revolution: The Future of Now
Wednesday at 8 AM Pacific/11 AM Eastern
July 28th 2021: **The Future of Email Marketing: Will You Open It?**

The Buzz 1: "A lot of folks believe that email is dead. With the increased use of chatbots, social media platforms, etc., the assumption is that email's place has been overtaken. However, this assertion, and the assumption it is based on, is wrong...[despite] insufficient tools for creating emails, bad email marketing techniques, and lack of data and integration...email marketing still remains one of the surest ways of reaching out to customers." (<https://www.sendx.io/blog/email-marketing-trend>) The Buzz 2: "Some of the latest trends in email marketing: the AI revolution, laser-focused persona

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Wednesday at 8 AM Pacific/11 AM Eastern Time on VoiceAmerica Business Channel

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Featured Guests



Kirsten Boileau

In her role as Head of Marketing & Solutions Education and Enablement, Kirsten Boileau is focused on the development and implementation of training and enablement programs to ensure world-class learning experiences for SAP's M & S employees, that drive exceptional customer experiences. As a 15-year veteran of SAP, Kirsten has extensive experience in building large-scale, impactful learning programs, leadership, and change management, as well as digital selling and digital marketing. Kirsten has deep expertise in professional personal branding, LinkedIn and LinkedIn Sales Navigator and is a founding member of the Sales Enablement Society.

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Lindsay Miles

Born in Ocean Springs, Mississippi, Lindsay Miles earned a bachelor's in business administration from Mississippi University for Women in 2011. After graduation, she moved to College Station, Texas, where she worked in the Colleges of Engineering and Liberal Arts at Texas A&M University. During her time at Texas A&M, she served in many marketing and communications roles—all aimed at building relationships with constituents. Her notable projects at Texas A&M include serving as a project lead for the university's inaugural participation in SXSW, redesigning the College of Liberal Arts' website, and working with retired-NASCAR driver Jeff Gordon to promote hands-on learning experiences for stud

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Ashley Melendez

Ashley Melendez is a Digital Campaign Manager at SAP, where she has global responsibility for communicating and delivering syndicated marketing programs for the SAP SuccessFactors line of business. Ashley is passionate about growing engagement and conversion rates using effective email marketing strategies. Her experience also includes consulting Fortune 500 clients on marketing automation software and providing industry best practices for lead generation and customer retention. Ashley is also experienced in developing content strategies for multi-channel networks, including social media and web. She holds a Bachelor's degree in Communication from Simon Fraser University in British Columbia,

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Neal Schaffer

Neal Schaffer is an authority on helping innovative businesses digitally transform their sales and marketing. Founder of the digital marketing consultancy PDCA Social, Neal currently serves as a Fractional CMO for several organizations. Neal also teaches at Rutgers Business School and the Irish Management Institute. Fluent in Japanese and Mandarin Chinese, Neal is a popular keynote speaker and has spoken on four continents in more than a dozen countries. He is also the author of 4 sales and marketing books, including Maximize Your Social (Wiley) and the recently published The Age of Influence (HarperCollins Leadership), a ground-breaking book redefining digital influence. Check out Neal's Ma

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