

..... MODERATOR

Don Neal, President of Echelon
Marketing Group



Don Neal has spent the past 25 years building profitable businesses in consumer and B2B markets in industries such as automotive, retail, financial services, and media among many others. Don is the president of the Echelon Marketing Group and was most recently the Chief Marketing Officer at Marsh & McLennan's Consumer & Commercial Practice. Don also served in leadership roles at Omnicom's Rapp Collins Worldwide office in New York, as CEO of Focalpoint Marketing Inc., and was the co-founder of Hallmark Cards Loyalty Group. Don is an internationally recognized speaker, serves on the board of SageFire, and is active in the Washington DC non-profit community.

..... HOSTS

Todd Stratton, Partner,
Senior Managing Director of
Fiderion Group, LLC

FIDERION

Todd Stratton joined Fiderion in 2002 as a managing director, serving as part of the original team that launched the firm. His ten+ years of experience in financial services recruiting began in his role as a principal at Korn/Ferry International. While there, he specialized in regional and community banking, wealth management, operations and technology, marketing, and corporate financial officer positions. Todd began his career as a commercial lender at BankSouth and later gained in-depth knowledge of capital markets while selling fixed income securities. Todd earned his bachelor's degree and MBA at Vanderbilt University. He is certified in Benchmarks by the Center for Creative Leadership.

Robert J. Gallagher,
Managing Director of Fiderion Group, LLC

FIDERION

Robert Gallagher joined Fiderion in 2006 to assist in the firm's expansion into the technology sector and strengthen their ability to serve CMOs and CIOs across all industries. His clients range from Fortune 500 companies to emerging startups. Rob was previously with Heidrick & Struggles for six years, where he helped launch and manage the firm's Venture Capital and Chief Marketing Officer Practice. While there, he also completed searches for CEOs and a variety of functional Vice Presidents. Rob has a B.A. in Economics from the University of Georgia and is an active member of the Technology Association of Georgia (TAG), Atlanta Venture Forum, American Electronics Association, CMO Council, Florida Venture Forum and the UGA Alumni Association.

You Are Invited To
"OFF THE RECORD"
A Senior Leader
Marketing Forum
Dinner and Discussion

THURSDAY, NOVEMBER 30th, 2006
ANTICA POSTA RESTAURANT
6:30 P.M. to 9:30 P.M.

BY INVITATION ONLY



MODERATED BY:



HOSTED BY:

FIDERION

"OFF THE RECORD "

DINNER AND DISCUSSION



Going into 2007, we're facing increasing media fragmentation, even more disruptive technologies, and pressure to make marketing more productive. Come prepared to discuss your issues along with these key topics:



- Making above and below the line marketing tactics work together.
- Strategic use of customer and prospect data.
- Agency compensation – what's working?
- Finding the best talent.



These dinners are by invitation only to senior executives. Seating will be limited to 14 attendees.

ORGANIZERS



Echelon Marketing Group, a division of IXI™ Corporation, provides strategic marketing solutions built on proprietary consumer economic data and customized analytics for unprecedented insights into consumer purchasing power and behavior. www.echelonmarketing.com

FIDERION

Fiderion is a leader in retained executive search and strategic management consulting with broad industry and functional expertise. www.fiderion.com



DETAILS



WHAT:



Drinks, dinner, and an opportunity to network as well as discuss specific marketing challenges with your peers.

WHEN:



NOVEMBER 30th, 2006

6:30 PM UNTIL 9:30 PM

WHERE:



Antica Posta Ristorante Toscano
519 East Paces Ferry Road, NE
Atlanta, Georgia
404.262.7112
www.anticaposta.com

RSVP:



Call Erica Ramsey at 404.995.4736 or e-mail her at eramsey@fiderion.com to reserve your seat at this event.

AGENDA



6:30 PM Cocktails

7:00 PM Facilitated Discussion
and Dinner

