

ECCK Information Session

Accelerating growth through a customer-centric business transformation

Thursday, October 24, 2019, 08:00
Membership Lounge (10F), Four Seasons Hotel Seoul

Event Outline

Customers are demanding ever more sophisticated interactions between the products and services they buy and the brands and companies that make them. The connected world has led to ever more complex brand relationships whether through the proliferation of the mobile phone, the blurring of traditional channels or the emergence of social influence.

What this means is that consumers are driving transformation and the single greatest challenge in optimizing customer experience is for brands and businesses to keep up with an ever-changing and increasingly connected customer.

During this session expert speakers will highlight some of the leaders within connected customer experiences and examine how new and emerging business models are connecting customer eco-systems and internally enabling workforces and empowering employees.

Event Details

Title: ECCK Information session – Accelerating growth through a customer-centric business transformation

Date: Thursday, October 24, 2019

Time: 08:00 - 10:00 (*Registration starts from 07:30)

Venue: Membership Lounge (10F), [Four Seasons Hotel Seoul](#)

Admission fee: Member - 50,000 KRW | Non-Member - 70,000 KRW

* Payment at the door

* For walk-ins, additional 10,000 KRW will be charged

Agenda:

07:30 – 08:00 Registration

08:00 – 08:30 Breakfast

08:30 – 10:00 Presentation and Q&A

Event Notes

- Kindly inform us of your attendance and cancellation by **October 21, 2019** through **RSVP Link**.
- If you have any inquiry for the event, please contact Ms Hyewon Shim.
(02-6261-2711, hyewon.shim@ecck.eu)
- Kindly note that "No Shows" will be fully charged.

Speaker Profile



Jerry Smith

Executive Partner, Ogilvy Consulting, Asia

Chief Operating Officer, Ogilvy Group Asia

Principal Consultant, Digital Transformation, Ogilvy Consulting

Jerry has spent his career bridging left and right braining thinking and operations and has been at the forefront of some of the biggest changes in marketing in recent times.

A pioneer in Internet Marketing, he worked and consulted to many leading organizations and technology companies in the 90s who were building the internet. Jerry joined Ogilvy Asia Pacific in 2000 to help develop the OgilvyOne network and has since held a number of local and regional roles in strategy and operations and is currently Chief Operations Office. He also has global responsibilities in Digital Transformation for Ogilvy Consulting.

Jerry believes that marketers now need to understand how to optimise total customer contribution. This means looking beyond transactions and lifetime value to include network value, advocacy and collaboration. His mission is to replace established marketing practices with a value continuum built on authenticity and remarkable customer experiences.



Will Parkhouse

Partner, Digital Convergence & Advanced Technology

DHR International

Will is a senior recruitment professional and advisor focusing across the Asia Pacific, Europe, Middle East, and Africa regions for the Technology, Media & Telecommunications space. Will has worked predominately within the software and emerging technology markets for the whole of his professional career.

Will started his career in 1999 in software sales for a leading US OEM, and subsequently worked within the software sales space across Europe. Will took his market experience into executive search in 2003 and has since supported successful assignments across Asia and Europe, Middle East, and Africa predominately on behalf of US software vendors, leading management consultancies and enterprise MNCs. He is currently based in Hong Kong and operates across Asia and EMEA.

His current scope includes the establishment and expansion of US and European headquartered ISV's in Asia, and the appointment of senior digital and data analytics executives to MNC's across the region. Will leads DHR International's Shift Alliance with Ogilvy which is focused on digital transformation and emerging technology.