

## *Speaker Bios*

# A CMO'S GUIDE TO AI

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### **Catrina Logan Boisson**

**Marketing and Customer Experience SME**  
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Catrina Boisson is a Marketing and Customer Experience SME for IBM's WW Watson Customer Engagement sales team. She joined IBM from Xerox where she led marketing for the Communication & Marketing Services division, a \$300M line of business providing marketing solutions for the Fortune 500.

Prior to that she was the CMO of NJPAC, the 6th largest performing arts center in the US. While at NJPAC she provided executive and strategic leadership for an enterprise-wide customer experience initiative that resulted in a record number of purchasing households for the Center, increased retention among the most valuable customer segments and garnered a Net Promoter Score of 81.

Boisson has been leading complex marketing and sales organizations for more than 25 years and has worked on both the agency and client side. In addition to her CMO roles, she has served on the Editorial Advisory Board for 1:1 Magazine and had blogs/articles published by 1:1 Media, DM News, Forbes Voice and Loyalty 360.

Her passion is customer focused, data driven marketing, and her skills and experience span direct response, digital, customer analytics and segmentation, inbound and outbound sales, and customer engagement.

She graduated from Georgetown University. She lives in the Princeton, NJ area with her husband and two children.