

Speaker Bios

A CMO'S GUIDE TO AI

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Dave Edington

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IBM

Dave Edington is a Marketing and CX Specialist within IBM's Watson Customer Engagement Practice - where he advises CMOs and Marketing Leaders on approaches to leverage the emerging power of AI to improve brand presence, customer experiences and communication/campaign effectiveness.

He came to IBM with an early background in traditional branding, marketing and advertising, having worked for agencies: JWT, FCB and Ammariti & Puris, doing so both domestically and abroad in Asia, Europe and Africa; with work cutting across categories and brands: QSR: McDonald's, Burger King; CPG: Unilever, Colgate-Palmolive, Kellogg's, Warner-Lambert and Financial Services/Insurance: State Farm.

He transitioned into the 'interactive' space with a move to marchFIRST – at the time the world's largest internet consulting firm. And prior to IBM, Edington held role of SVP Strategy and Innovation at Epsilon within their Insurance Practice. Epsilon is a leader in leveraging Big Data, Marketing Technology and Marketing Services for hyper-personalized marketing.

Edington currently lives in the Chicago suburb of Evanston. His two daughters currently attending Illinois Wesleyan and Princeton.