Marisa Thalberg

Forbes CMO Hall of Fame Marketer; EVP, Chief Customer and Marketing Officer at Catalyst Brands; Pioneering Leader at Lowe's, Taco Bell, and The Estée Lauder Companies

Some Truths (and a Dare) About Modern Leadership ?As a seasoned big brand leader whose influence has been felt across varying plethora of industries, Marisa Thalberg offers hard-won lessons for how leaders can drive tangible change and transform siloed teams into one well-oiled machine that is positioned to do big business. In this talk, she draws upon her experiences as a C-suite executive for the likes of Lowe's, Taco Bell, and the Estee Lauder Companies to address themes such as collaboration and innovation while revealing a surprising, yet often overlooked, factor that is often the single biggest accelerant for achieving desired business outcomes.

Channeling Creativity as a Leader Universally regarded as one of the world's most influential CMOs, Marisa Thalberg is renowned for her ability to channel creativity as a means for developing solutions to the challenges her teams faced when leading at Lowe's, Taco Bell, and Estee Lauder. She is a believer that true growth in business and within organizations is not just the province of "the creative people," but rather an aspect of business that everyone should be empowered to embrace. Through captivating anecdotes, Thalberg shares inspiring real-world examples of creativity solving problems, and also illustrates how creativity not only addresses business challenges, but also cultivates authenticity and trust within teams and fuels success for every facet of the company.

Everything is Different. Everything is the Same: The Right Ways to Embrace Technology for Better Marketing As one of the earliest marketers to lead a Fortune 100 company into digital and social marketing, Marisa has spent years being at the forefront of assimilating new technologies into brand marketing. In this talk, she will share examples from that history, and talk about the opportunities — and watch-outs — in using AI, advanced data and more to build courage — that builds better storytelling — that drives results.

Never Waste a Good Crisis: How to Transform and Thrive in Turbulent Times When Marisa Thalberg was hired as the first EVP of marketing in the history of big box home improvement when she joined Lowe's in February 2020, it was unforeseeable that the "blank slate" canvas she took on would swiftly turn into a dynamic landscape of disruption and opportunity as the world shifted its focus to the concept of home like never before. Reflecting upon her experiences navigating her people through the most tumultuous headwinds in recent times, Thalberg shares universally resonant messages on leading teams through change, taking the right smart risks, and embracing the mindset of "never wasting a good crisis" in order to thrive in the midst of disruption and harness unforeseen circumstances as catalysts for ingenuity and growth.

A New Vision for Women at Work Marisa Thalberg was the head of global advertising for the luxury arm of Unilever when she became a mother for the first time in December 2000. Shocked by the lack of resources and support for women like herself, even in the bastion of work that is New York City, she was moved to turn this newfound passion into purpose and impact, which resulted in her founding the organization Executive Moms. In driving content and community for accomplished women with both careers and children — all while continuing to move up the corporate ladder herself — Thalberg became a leading national voice on this massive and powerful, yet still under-appreciated audience that is both critical in the workforce, and as consumers. In this talk, Thalberg shares a combination of insights and stories about the far-reaching impact of women and how small, but meaningful shifts will go a long way in creating environments that accommodate all women leaders — working mothers included.