



M·O·C·C·A

Quick Update August 12, 2008

Larissa DeCarlo,
Chairman, Marketing Chair



2008/2009 Focus

- What:
 - Increase the value members derive from participation
 - Grow awareness for MOCCA
- How:
 - Increase the size of the board and assigned specific responsibilities to each member

- Who:

Amy Crosby, Symantec:

Operations Chair

Anna Suarez, Cisco:

Content Chair

Brenda Kring: CyberSource:

Membership Chair

Ed Allison: Juniper Networks:

Programs & Planning Chair

Marcia Trask, Adobe:

Technology Chair

PJ Wells, Consultant at Autodesk:

Business Development Chair

Larissa DeCarlo, MTS:

Marketing Chair, Chair of Board



MOCCA Mission

- Foster a community for sharing practical experience
- Encourage the professional development of Marketing Operations practitioners
- Develop the Marketing Operations professional

Upcoming Meetings

- November 11, 2008: New Technologies, Capabilities & Trends
- December 12, 2008: 2008 Holiday Mixer
- February 11, 2009: Marketing Systems and Tools
- May 13, 2009: Marketing Analytics and Measurement
- August 12, 2009: Marketing Excellence



Today's Meeting

- Panel discussion on a broad range of topics:
 - State of Marketing Operations today and moving forward
 - Marketing Planning & Alignment
 - Technology
 - Marketing Measurement
- Panelists:
 - Mark Culpepper: CTO, Sun Edison
 - Linda Lazor: Sr. Director, Marketing Operations, Cisco
 - Rene Saltzherr: Sr. Director, Demand Marketing Services, Oracle
 - Luke McKeever: CEO, Capital ID

M·O·C·C·A

Professional Development and Development
of the Marketing Operations Professional