

CONVERSATION WITH LEADERS



featuring

Lindsey Levich

Senior Account Executive
Google

Thursday, March 1

5:30 - 7 p.m.

Troy Campus, Room 199

Refreshments to be provided

Data is the new oil, but even better since it's limitless. In a world of personalized marketing messaging, customer data has become key. How are companies collecting data? How much do they know? What do they do with it?

Lindsey Levich, a senior account executive at Google, will discuss data collection and share how marketers are using information and using it to get the right message to the right person at the right time. Levich will also provide tips on how to take control over what's being collected about you.

Program

5:30 p.m.

Networking - Barry Center Lobby

6 p.m.

Program with Q&A - Room 199

7 p.m.

Campus tours available

Save your seat:

info.walshcollege.edu/conversation-with-leaders-levich

Questions? Send an email to Heather Swarthout at hswartha@walshcollege.edu