



Maya Draisin, Chief Brand Officer

Maya Draisin is a dynamic Chief Brand Officer at TIME, bringing a wealth of experience in project management and strategic initiatives within the publishing industry. Based in San Francisco, California, she has a proven track record of leadership, having previously served as Senior Vice President at the same organization. With a focus on brand development and innovative strategies, Maya is dedicated to enhancing TIME’s presence in a competitive market. Her work is characterized by a blend of creativity and analytical thinking, allowing her to navigate complex challenges effectively. Outside of her professional life, Maya is passionate about emerging trends in media and sustainability, reflecting her commitment to responsible brand management. She thrives in fast-paced environments and is adept at fostering collaboration across teams. Maya’s journey in the publishing sector showcases her adaptability and vision, making her a key player in shaping the future of the industry.



TIME is a global media brand built on 100 years of unparalleled trust and authority, with an audience of more than 100 million people worldwide across our platforms. Our team is collaborative, innovative and committed to TIME’s mission of informing, guiding and engaging our audience with groundbreaking journalism, immersive experiences and live events.

DEPARTMENT BREAKDOWN

WHAT ARE YOUR KEY DEPARTMENTAL OBJECTIVES OVER THE NEXT 6 TO 12 MONTHS?

Revenue growth, innovation, customer success

WHAT IS YOUR CURRENT TECHNOLOGY STACK?

OpenAI, Perplexity

HOW MANY PEOPLE REPORT TO YOU (BOTH DIRECTLY AND INDIRECTLY)?

20+

WHO DO YOU REPORT TO?

Jessica Sibley, CEO

WHAT IS YOUR TOTAL BUDGET OVER THE NEXT 12 MONTHS PERIOD?

Up to \$10 million

PROJECT INSIGHTS

PROJECT OR INITIATIVE DESCRIPTION

Improve growth and increase retention, measure CX

WHAT 3RD PARTIES ARE YOU HOPING TO MEET WITH?

Meta, Apple, Google

WHAT IS YOUR TIMELINE FOR IMPLEMENTATION?

8-10 months

WHAT IS YOUR BUDGET FOR THIS PROJECT?

\$100-\$500k

What technology/services are of strategic importance to you in the next 12 months?

Please indicate level of need/importance below.

We realize everyone has priorities, so we asked the delegates theirs. This is so that we can create a more personalized experience for all our attendees.

Moving to mobile first engagement	A
Transforming Customer Experience To Get More Value Out Of Every Customer Relationship	A
Personalization 2.0 - Leveraging GenAI to hyper personalize messaging	E
Deep, Accurate And Actionable Customer Insights To Enrich Your Database	D
Getting Customer Experience Right: Personalized Omni Channel Journeys	C
Leveraging a CDP to increase LTV	B
Artificial and Predictive Intelligence That Powers Cross-Channel Digital Marketing Campaigns	A
Content Creation utilizing GenAI	A
Gathering Real-Time Customer Data To Deliver Smarter Interactions And Create More Profitable Customers	D
Omnichannel Digital Media Buying	D
Immersive Video Content	E
The Digital Performance Triangle: How Search, Social, And Programmatic Accelerate Sales	A
AI-Powered 1:1 Marketing At Scale	D
Performance Marketing: Paid Search, Display And Social Advertising, Integrated Digital Media	C
Creating Phygital Environments	C
Intelligent Navigation Powered By Customer Behavior	E
Omni-Channel Digital Experiences And Personalized Communications	A
Building Long-Term Emotional Customer Relationships Using AI	B
Driving Traffic Through Advanced Search, Content Amplification And Geo-Targeting Strategy	C