

# Hanna Andersson



## Anna Cornell Villierme, Vice President, Brand and Consumer Marketing

As the Vice President of Brand and Consumer Marketing at Pandora, I led the brand and multicultural marketing strategy, organic social and influencer strategy, and full funnel integrated marketing campaigns for the first music streaming service in the U.S. I have over 20 years of experience in full funnel brand marketing, global media strategy, and digital marketing for consumer brands across various industries and markets.



At Hanna Andersson, we craft premium baby and kids' clothing that are made to play, made to last, and made responsibly. Our designs are playful and vibrant, and our clothes are fabricated with exceptional quality, comfort, and durability. From our iconic PJs to the safest baby essentials and play-ready kid's clothes, Hannas are made to hand down again and again.

### DEPARTMENT BREAKDOWN

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

Drive value via improved consideration and word of mouth + drive engagement as measured via our MMM Model

#### WHAT IS YOUR CURRENT TECHNOLOGY STACK?

ActionIQ and Marketbridge

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

50

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

\$25 million

### PROJECT INSIGHTS

#### PROJECT OR INITIATIVE DESCRIPTION

Brand relevance and engagement

#### WHAT 3RD PARTIES ARE YOU HOPING TO MEET WITH?

Any experts in MMM modeling (or other solutions) for holistic marketing measurement

#### WHAT IS YOUR TIMELINE FOR IMPLEMENTATION?

1 year

#### WHAT IS YOUR BUDGET FOR THIS PROJECT?

\$10 million

## 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.**

Integrating AI-powered personalization engines to deliver tailored brand experiences across channels.	A
Leveraging programmatic advertising platforms for real-time, data-driven campaign optimization.	D
Implementing omnichannel engagement solutions to unify customer interactions online and offline.	C
Utilizing advanced analytics to measure and attribute marketing ROI more accurately.	E
Deploying marketing automation tools to streamline campaign management and lead nurturing.	B
Enhancing social listening capabilities to monitor brand sentiment and respond in real time.	D
Adopting content management systems for efficient creation and distribution of branded assets.	C
Investing in immersive technologies (AR/VR) for interactive brand storytelling.	A
Strengthening CRM integration to enable unified customer profiles and targeted outreach.	B
Utilizing loyalty and rewards platforms to increase customer retention and advocacy.	E
Implementing dynamic creative optimization for personalized ad content at scale.	C
Enhancing data privacy and compliance in digital marketing initiatives.	A
Deploying influencer marketing platforms to manage and measure partnership effectiveness.	B
Using AI-driven chatbots for real-time customer engagement and support.	E
Integrating brand health monitoring tools for continuous reputation management.	C
Leveraging video marketing platforms for high-impact, multi-channel campaigns.	D
Automating cross-channel campaign orchestration for consistent brand messaging.	A