



Alice Mitchell, Vice President, Brand & Digital

Global marketing executive growing purpose-driven brands by creating experiences that excite and move people. I feel fortunate to build and coach teams that earn customer loyalty while driving business growth and lasting impact.



At ASICS, we believe in the positive benefits of movement for both mind and body. Driven by research and applying human-centric design, we make and sell footwear, apparel and equipment for the lifetime athlete in all of us.

Our founder Kihachiro Onitsuka began making athletic shoes in 1949 with the goal of developing society through sports. He later named the company ASICS, which stands for Anima Sana In Corpore Sano, or A Sound Mind In A Sound Body. This speaks to our desire for people everywhere to live healthy lives both mentally and physically.

Today, ASICS is a global company with a head office in Kobe, Japan and operations in more than 30 countries. As well as products for running, tennis and other core performance sports, we also offer the SportStyle range, the Onitsuka Tiger brand, fitness-tracking app Runkeeper, and our membership program OneASICS.

DEPARTMENT BREAKDOWN

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

Loyalty, Social Media, AI, Personalization

WHAT IS YOUR CURRENT TECHNOLOGY STACK?

Talon.One, Blueconic, Dash Hudson, Typeface, Pathmatics, IAS, Habu

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

25

WHO DO YOU REPORT TO?

Gary Raucher, CMO

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

Up to \$10 million

PROJECT INSIGHTS

PROJECT OR INITIATIVE DESCRIPTION

Loyalty marketing program growth: acquisition, engagement, conversion

WHAT 3RD PARTIES ARE YOU HOPING TO MEET WITH?

Rewards providers, marketplaces, experiential offerings

WHAT IS YOUR TIMELINE FOR IMPLEMENTATION?

6-12 months

WHAT IS YOUR BUDGET FOR THIS PROJECT?

\$1M

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