

Avery Dennison



Rana Sidahmed, VP Creative and Marketing

Visionary creative leader who believes in the power of design and creativity to make a real impact, on people, brands, and the world. With a strong foundation in sustainability and business impact, I've guided global Creative and Marketing teams to bring bold, unified visions to life. My background in the fashion industry, working with iconic brands like Levi's, Diesel, A&F, DKNY, Reebok and Nike, has shaped my approach to design and leadership. I lead with empathy, connecting with clients and consumers to truly understand their needs and collaborating with diverse teams to achieve something extraordinary together. My passion lies in driving innovation, embracing new technology, and staying attuned to the zeitgeist, ensuring I consistently push the boundaries of what's possible. I'm passionate about leading with purpose and driving meaningful change.



We are a global materials science and digital identification solutions company with locations in over 50 countries, and approximately 35,000 employees worldwide.

We are Making Possible™ products and solutions that provide branding and information solutions that optimize labor and supply chain efficiency, reduce waste, advance sustainability, circularity and transparency, and better connect brands and consumers. We design and develop labeling and functional materials, radio frequency identification (RFID) inlays and tags, software applications that connect the physical and digital, and offerings that carry information that improves the customer experience.

We lead in serving an array of industries worldwide — including home and personal care, apparel, general retail, e-commerce, logistics, food and grocery, pharmaceuticals and automotive.

DEPARTMENT BREAKDOWN

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

AI implementation, Customer Centricity, E-commerce, B2B2C

WHAT IS YOUR CURRENT TECHNOLOGY STACK?

Oracle, Google, Adobe

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

7

WHO DO YOU REPORT TO?

President

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

Up to \$10 million

PROJECT INSIGHTS

PROJECT OR INITIATIVE DESCRIPTION

Content creation using AI, from SEO to LLM, how to show up on the right search

WHAT 3RD PARTIES ARE YOU HOPING TO MEET WITH?

Democratized video and content creation tools, great marketing / digital agencies, and AI-powered design tools

WHAT IS YOUR TIMELINE FOR IMPLEMENTATION?

6 months

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.

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