



Anu Madhusudan, VP Marketing Capabilities

Dynamic, entrepreneurial with 17+ years of record achievement in leading teams. Am interested in the confluence between design, business and technology. My experience and passion is deeply embedded in collaborating to close the gap between what design can do and how it can be leveraged to solve for the business. My expertise is in being able to understand the business landscape and solve for it through leading design teams. Tenacious in building new business, spotting opportunity, and forging strong relationships along with leading creative teams has always been my strength. Being focused on results while keeping the team focused yet motivated is what I do best!



Target is one of the world's most recognized brands and one of America's leading retailers. We make Target our guests' preferred shopping destination by offering outstanding value, inspiration, innovation and an exceptional guest experience that no other retailer can deliver. Target is committed to responsible corporate citizenship, ethical business practices, environmental stewardship and generous community support. Since 1946, we have given 5 percent of our profits back to our communities. Our goal is to work as one team to fulfill our unique brand promise to our guests, wherever and whenever they choose to shop.

DEPARTMENT BREAKDOWN

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

Leading the Marketing Tech Capabilities to enable customer journey and personalization at scale

WHAT IS YOUR CURRENT TECHNOLOGY STACK?

Salesforce, Adobe, Claravine

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

60

WHO DO YOU REPORT TO?

Cara Sylvester, EVP & Chief Guest Experience Officer

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

\$25 to \$50 million

PROJECT INSIGHTS

PROJECT OR INITIATIVE DESCRIPTION

Personalization and decisioning engines, gen AI and its application across the marketing stack, real time guest data, scaling content

WHAT 3RD PARTIES ARE YOU HOPING TO MEET WITH?

GenAI in the space of content and content delivery, any agentic based workflows, application of GenAI across the marketing stack

WHAT IS YOUR TIMELINE FOR IMPLEMENTATION?

Next 12 months

WHAT IS YOUR BUDGET FOR THIS PROJECT?

\$25M

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