Tiyale Hayes is the Senior Vice President, Brand Strategy and Marketing, for BET Networks, a division of Viacom. For over a decade, Tiyale has worked on some of the worlds biggest and best brands. A 1998 graduate of Hampton University armed with a Marketing Degree, Tiyale started his career in sales at Johnson & Johnson. After learning the fundamentals of how consumers shop in store, he attended business school and earned an MBA in Marketing from Purdue University. In his time at P&G he helped create insights that led to business winning ideas for brands like Folgers, Pringles, Crest, Gillette and Old Spice. Tiyale left P&G to head to back to Johnson & Johnson, where he led insight development for a number of brands, including Tylenol, Motrin, and Listerine. He traveled the world learning from consumers about what makes them tick and how to create products that meet their needs. In 2016, he was tapped to lead insight development for BET where he now leads a team developing insights for the BET brand and new show development. For over a decade, Tiyale has been a strong advocate for the consumer and has helped shape the strategies of some of the world’s biggest and best brands. He has developed a solid track record of creating deep and rich insights that have been used to bring products to consumers around the world.

Tiyale is the President of the North Jersey Chapter of the Hampton University Alumni Association, a member of Alpha Phi Alpha Fraternity Inc., National Black MBA Association, and on the development committee for Live Out Loud.
2:00 p.m. Diana Lee Caplinger
EVP, Head of CRM, Intelligent Automation, and Personalization, Truist

Diana Lee Caplinger leads the Customer Relationship Management, Intelligent Automation, and Personalization teams at Truist. Diana and her team set the strategic vision, define the product roadmap and deliver value and cost savings by optimizing Salesforce operations, deploying bots and other smart technologies, and leading Truist personalization platform enablement.

She is member of the St. Jude Children’s Research Hospital Technology Advisory Council and is passionate about financial literacy and STEM education. She has an Executive MBA from Georgia State University and a Computer Information Systems degree from Florida A & M University. She was recently recognized as an Experience Maker by Adobe and was the 2018 Woman in Technology, Woman of the Year for the Large Enterprise Category.

2:45 p.m. Molly Battin
VP, Global Brand Marketing, Delta Air Lines

As Vice President – Marketing for Delta Air Lines, Molly Battin leads global corporate brand strategy and brand management across the company. Her oversight includes the global company’s cross-functional marketing strategy and channels along with growing Delta’s reputation as a trusted global consumer brand. She and her team are responsible for coordinated portfolio marketing, agency management, cross promotion planning, media production and presentation services.

Before joining Delta, Molly held various leadership roles at WarnerMedia for nearly 20 years. Most recently, Molly was Chief Corporate Marketing and Brand Strategy Officer for the entertainment conglomerate, leading their global corporate marketing team and recently launching a new brand communication and brand identity centered on creating meaningful human connections through the power of storytelling.

Throughout her time at WarnerMedia, Molly earned multiple industry honors including a Cannes Lion Award and the Gold Effie for Advertising Effectiveness and was inducted into the Cable & Telecommunications Association for Marketing (CTAM) Hall of Fame.

Molly is a Fellow of the Women in Cable Telecommunications (WICT) Betsy Magness Leadership Institute and was named the 2018 WICT Southeast Woman of the Year. She’s currently on the advisory board for Imagine It! The Children’s Museum of Atlanta, a member of the Leadership Atlanta Class of 2018, and a member of the Agape advisory board. Outside of work, Molly is a proud wife and mother of three children, an avid runner, and a triathlete. Molly earned a bachelor’s degree from Princeton University and an MBA from Northwestern University.

3:30 p.m. Break

3:30 p.m. Break
Brandon Klausner
Global Product Marketing and Strategy, TikTok

Brandon is a global Product Marketer for TikTok, managing the go-to-market strategy for the analytics offerings that support their advertising business. Prior to TikTok, he spent three years at IBM, driving adoption of their Machine Learning platform, as well as four years at a media agency doing a mix of analytics and product management for one of the largest global brands. His mix of experience in tech and digital advertising, combined with his undergraduate business degree, has positioned him well to take on the challenge of helping to scale one of the fastest growing platforms in the world.

Ryan Chappell
Sr. Music Marketing Lead – Hip Hop, R&B & Latin, Spotify

Currently residing in Los Angeles, Ryan Chappell leads music marketing at Spotify. He’s had a wide breadth of experiences spanning industries and marketing functions. His experiences range from marketing 101 at PepsiCo, building multiple brands like Funyuns and Lay’s, to elevating his integrated campaign skills at LVMH leading brand and marketing efforts across Hennessy VS & Black in the luxury and lifestyle space. There, Ryan led the Never Stop. Never Settle campaign spanning press, influencer, experiential, and other touchpoints. The increase in brand health from the campaign led to receiving a President’s Award.

After his success at LVMH, Ryan took an opportunity at Spotify leading a team to increase consumption of Hip-Hop, R&B, and Latin music developing and executing multiple campaigns virtually. Ryan has connected Spotify to music fans through campaigns for artists like Maluma & Gunna, content brand campaigns like RapCaviar Day1s Club, and cultural moments for Black History Month and Hispanic Heritage Month. Ryan also hosts the Marketing Misfits podcast with rotating, multicultural marketing professionals discussing brands fight for relevance and resonance with consumers.

Cocktail Class

Virtual Happy Hour