

IBM Watson Customer Engagement Executive to Speak at Gartner Digital Marketing Conference

ARMONK, N.Y., May 11, 2017 /[PRNewswire](#)/ -- IBM (NYSE:[IBM](#)) today announced that **Product Marketing Leader, Watson Marketing**, Michael Trapani is speaking today at the Gartner Digital Marketing Conference in San Diego, CA.

The Gartner Digital Marketing Conference provides the "insights senior marketing leaders need to deliver results in a fast-paced environment. Cut through the hype and get unbiased, actionable advice on the trends, tools, technologies and techniques you need to master your craft."

Details for Trapani's session include:

- **"IBM Watson Marketing: The Very Strange Future of Mobile," Today at 3:15pm PT.** How will artificial intelligence play a role in our mobile lives? Why are publishers looking more like technology companies? Why does the future of apps look nothing like apps at all? Join IBM Product Marketing Leader for Watson Marketing, Michael Trapani, as he dives into the very strange future of mobile, and most importantly, how marketers can prepare for it.

Watson Marketing puts the power of cognitive technologies into the hands of today's marketing professionals. Now teams can deliver the right customer experience at the right time and place in order to help drive enduring loyalty to the business. Current offerings include [Watson Campaign Automation](#), [Watson Marketing Insights](#), [Watson Customer Experience Analytics](#) and [Watson Real-Time Personalization](#). For more details about IBM Watson Marketing, please visit <https://www.ibm.com/watson/marketing/>.

For more information on the Gartner Digital Marketing Conference, click [here](#).

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