



SOFWERX



# Media & Marketing Symposium

14 November 2019

Event Outcomes

On 14 November, SOFWERX in concert with USSOCOM PEO-C4, hosted a Media and Marketing Symposium for 330 PSYOP Warfighters in Fayetteville, NC. Industry experts from various fields shared commercial best practices, trends and tools to inform Warfighters of the evolving digital marketplace.

Speakers:

- Master of Ceremonies: Jennifer Whelihan, Founder of j.whela productions
- Cheryl Houser, CEO of Creative Breed
- Lauren Teague, Strategist & Author at Convince and Convert
- Scott Calderwood, Director of Global Digital Web Strategy & Experience SAS Institute
- Saina Shelton, CEO of Insights Augmented & Former Global Brand Manager for Google on YouTube
- Natasha Samuel, Founder of Sol Studio Marketing
- Ross Patterson & Dan Hollaway – Co-Founders of Drinking Bros Podcast
- Jarred Taylor, Co-Founder of Black Rifle Coffee Company