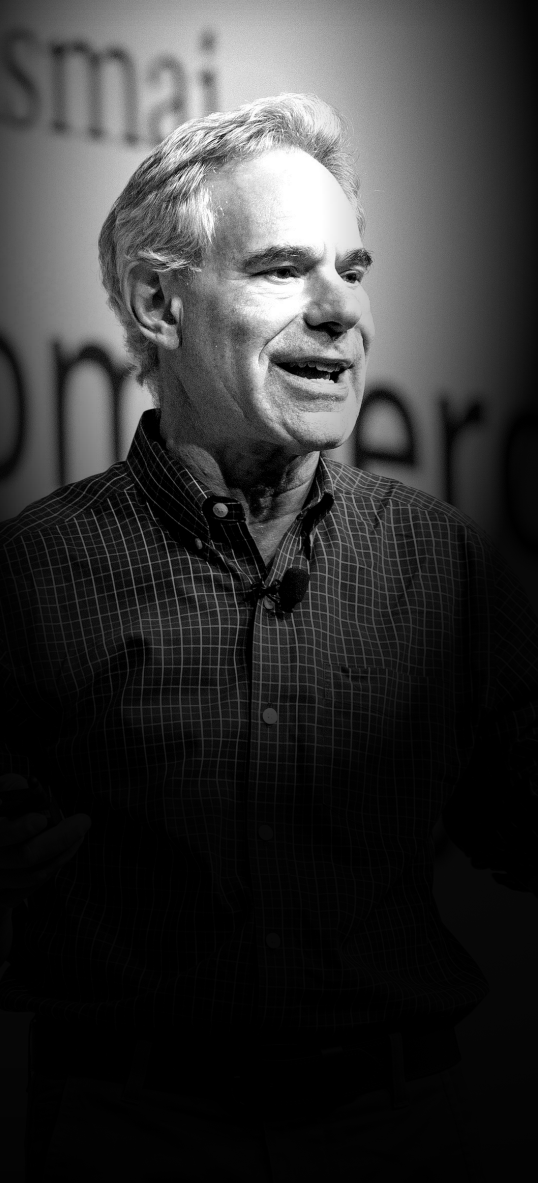


DAVE EDELMAN

TRANSFORMATIONAL CMO · BESTSELLING AUTHOR · MCKINSEY
PRACTICE LEADER · BCG ADVISOR · HARVARD BUSINESS SCHOOL
FELLOW

edelmanadvisoryservices.com



B I O

Dave Edelman built his career sitting at the intersection of strategy and execution. He started at Boston Consulting Group, where he became a Partner and helped build BCG's Segment-of-One Marketing and e-commerce practices. He then spent nine years at Digitas as Executive Vice President of Strategy and Analysis, followed by eight years at McKinsey & Company, where he was a Partner and co-led the global Digital Marketing practice while also serving as CMO of McKinsey's own Marketing and Sales practice.

From 2016 to 2020 he stepped into the operating seat as CMO of Aetna, guiding the company through digital and customer-centric transformation up through its merger with CVS Health. He then taught Marketing at Harvard Business School and, now, through Edelman Advisory Services, advises CEOs and CXOs across startups, private equity, and large enterprises on where AI and personalization unlock transformational growth.

R E C O G N I T I O N

1.1 million followers on LinkedIn, recognized LinkedIn Influencer

Named one of *Forbes'* "World's Most Influential CMOs," 2017, 2018, and 2019

Named one of *Adweek's* "Top 20 Marketing and Technology Executives"

Originated the **Customer Decision Journey** concept in a Harvard Business Review cover story

Co-author, **Personalized! Customer Strategy in the Age of AI** (HBR Press, Oct 2024); debuted #4 on *USA Today's* Business Bestseller List, now on second printing

S E L E C T E D C L I E N T S

Google

verizon



JPMorganChase

aetna®

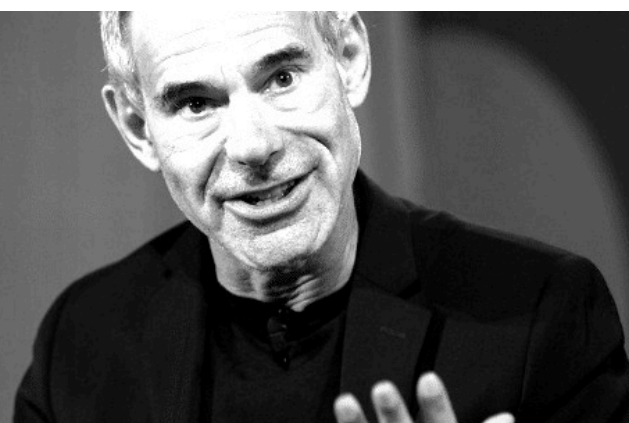


MSC Direct

Bright Horizons



SELECTED SPEAKING / WORKSHOPS Dell / Twilio / Pega / The Hartford / Vanguard
/ Rabobank / NASDAQ / Cannes Lions mainstage



APPENDIX – RECENT SPEAKING ENGAGEMENTS, LAST 18 MONTHS

Jun 2026	IRG Marketing2030 Leadership Lab	St. Paul de Vence, France
Jun 2026	SBC Summit Americas	Fort Lauderdale, FL
May 2026	Rabobank Leadership Keynote (Harvard Business Impact)	Amsterdam, Netherlands
May 2026	Zillow CMO Fireside Chat, moderator	Google, hosted, Virtual
May 2026	AMA Executive Marketer Summit	Chicago, IL
May 2026	Data Axle Enterprise Leadership	Boston, MA
May 2026	Demandbright Podcast	Virtual
Apr 2026	TD Bank CX Enterprise Strategy Session	Toronto, CA
Apr 2026	Pega Customer Engagement Webinar Series	Virtual
Apr 2026	IRG100 CMO Leadership Program	Virtual
Mar 2026	Pega 1:1 Customer Engagement Summit	New York, NY
Mar 2026	IRG Marketing2030 Leadership Lab	New York, NY
Feb 2026	Pega Customer Engagement Webinar Series	Virtual
Jan 2026	Data Axle Sales Kickoff	
Jan 2026	Syngenta Crop Protection Marketing Event	Virtual, Basel
Jan 2026	IRG100 CMO Leadership Program	New York, NY
Dec 2025	DongA Business Forum	Seoul (virtual)
Nov 2025	Dell NA Partner Advisory Board	Round Rock, TX
Nov 2025	Real Estate Marketers Ass'n (Questex)	Newport Beach, CA
Oct 2025	ANA Masters of Marketing Summit	Orlando, FL
Oct 2025	The Hartford Marketing Summit	Hartford, CT
Oct 2025	Philadelphia Ad Club	Virtual
Sep 2025	GAI World	Boston, MA
Sep 2025	Santander Analytics Community Launch	Virtual
Sep 2025	UN Better Gambling Forum	United Nations, New York, NY
Sep 2025	Twilio Executive Connect Conference	Salamander Resort, VA
Jul 2025	Marketing (re)Focus (Grazitti Interactive)	Virtual