

# PPAI EXPO 2025

## CONFERENCE SESSION GUIDE



### A Tactical Toolkit for the Modern Marketer



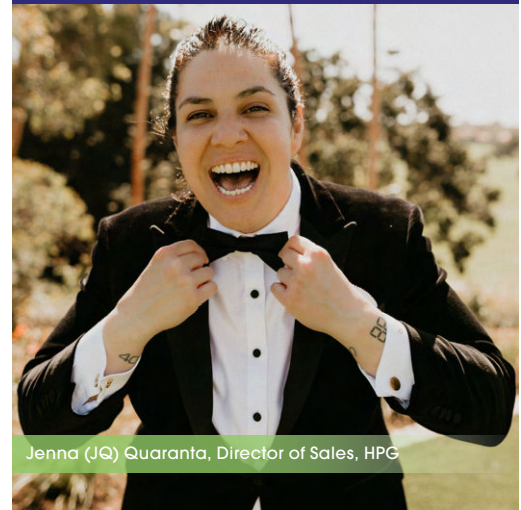
Bill Petrie, Founder & Creative Director, brandivate

### How to Map the Boldest Merch Trends to a Killer Sales Strategy



Bobby Lehew, Chief Content Officer, commonsku

### New Year, New Wins: The Ultimate Sales Workshop



Jenna (JQ) Quaranta, Director of Sales, HPG

### Tapping into the Memorable Creativity of Self-Promo Campaigns



Charles Duggan, MAS+,  
Vice President of Sales, North America, Goldstar

### AI Tools for Distributors



Kenny Ved, MAS, Director of Global Sales, Goldstar



Angela Taylor, Vice President of Customer  
Engagement & Digital Solutions, AIM Smarter

## Maximize Success Utilizing the Micro-Moments of Joy Merchandising Method



Vicki Ostrom, CEO, Trendependent

## Sustainable Marketing: Navigating the Greenwashing Trap



Brianna Mazze, Vice President, Compliance & Safety, St. Regis Group

## Branding Matters - How to Build Your Business by Building Your Brand



Joelly Goodson, Sr. Sales Associate, BAMKO



**MORE COMING SOON...**