

Moms Marketers Learn How To Revitalize A Historic Brand At M2Moms® – The Marketing to Moms Conference

Making It Relevant To Parents & Families Today

NEW YORK, NEW YORK, UNITED STATES, September 27, 2018 /EINPresswire.com/ -- "We will show how a nearly 50-year old company with iconic brands such as Baby Einstein, has embraced innovation," said Meryl Truffelman Macune, SVP of Global Marketing, Kids II. "And through collaboration with startups and access to a VC fund that specifically invests in parenting-solutions, it is succeeding in pushing them forward to succeed with a whole new generation of millennial families." Macune will be joined in her presentation by Ross Kimbel, Co-Founder, Be Curious Partners, and Catherine Merritt, CEO, Spool Marketing and Communications at the 14th Annual [M2Moms® – The Marketing to Moms Conference](#), Oct. 2 & 3, NYC. [M2Moms®](#) is designed to help brand marketing executives and their agencies better understand and improve their overall business results with [today's moms](#).



Meryl Truffelman Macune, SVP of Global Marketing, Kids II

"Innovation is at the core of Kids II," Macune continued. "In this session we will meet some of the talented members of this revitalization team, and hear the candid challenges, pivots and evolutions they've experienced working together toward the common goal of making Kids II a successful enterprise in the 21st century." Kids II is a global company of industry-changing

innovations for parents and families around the world has a portfolio of leading infant, baby and toddler brands and products serving customers in more than 72 countries.

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*Meryl Truffelman Macune,
SVP of Global Marketing, Kids II*

“While the company has an enviable pedigree,” Macune explained. “It’s the future that inspires their vision. We’ll learn a bit about how this is all coming to life. And how larger companies can bring nimble, more agile ways of operating into their own organizations.”

“I’m sure all the marketing to moms execs will want to take a page or two out of the Kids II playbook and breathe new

life into their own portfolio of brands!,” added M2Moms® producer, Nan McCann. “Today’s

moms, kids, and families are facing much different challenges and stresses than previous generations of moms. It's important for marketers to understand and adjust their marketing to the realities of today's moms.

In addition to Macune, other M2Moms® speakers include: Paul Siefken, Fred Rogers Productions; Enna Allen, Simon Malls; Mandy Arioto, MOPS; Amy Przywara, Sylvan Learning; Patty David, AARP; Elle Walker & Meg Resnikoff, What's Up Moms; Kurt Workman, Owlet Baby Monitors; Skyler Mattson, WongDoody & June Cleaver is Dead; Michelle Poris, Smarty Pants; Agata Reyes, Destination Maternity; Rachel Curry, Volvo USA. For a full list of speakers go to www.m2moms.com/speakers

"M2Moms® is definitely a 'don't miss' for every exec who markets to moms," McCann added. "It's packed with sessions structured to help brands improve and evolve their marketing to moms efforts in a rapidly changing communications environment."

"That's why every year M2Moms® is attended by a comprehensive and diverse list of brands including Microsoft, Johnson & Johnson, Evenflo, IKEA, Abbott Nutritionals, GM, Allstate, Heinz, Symantec, Hasbro, Procter & Gamble, Wyeth and Coca-Cola," according to McCann. "M2Moms® attendance typically sells out."

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