

# SESSION: WHY CREATE SYNERGIES BETWEEN THE EMPLOYEE & CLIENT EXPERIENCE?



## PLEASE ANSWER THE FOLLOWING POLLING QUESTION IN THE CONFERENCE APP AS YOU ENTER THE ROOM

**Q. Where is your firm in the process of HR and Marketing working together?**

A. We function as a team like peanut butter and jelly!

B. We have worked on some projects together, but we don't have shared goals.

C. We are starting the journey to work together.

D. We are like oil and water – we do not mix well!

E. Not sure

# WHY CREATE SYNERGIES BETWEEN THE EMPLOYEE & CLIENT EXPERIENCE?

## Panel Participants

### MODERATOR



**Melisa Cook**  
Chief People Officer  
Bennett Thrasher

### PANELISTS



**Cheryl Glover**  
Human Resources  
Director  
Draffin & Tucker



**Felicia Mullison**  
Chief Marketing Officer  
& Director of Corporate  
Communications  
Richey May



**Kathy Sealman**  
Chief People Officer  
Richey May



**Jennifer Sides**  
Chief People Officer  
Anders CPAs + Advisors



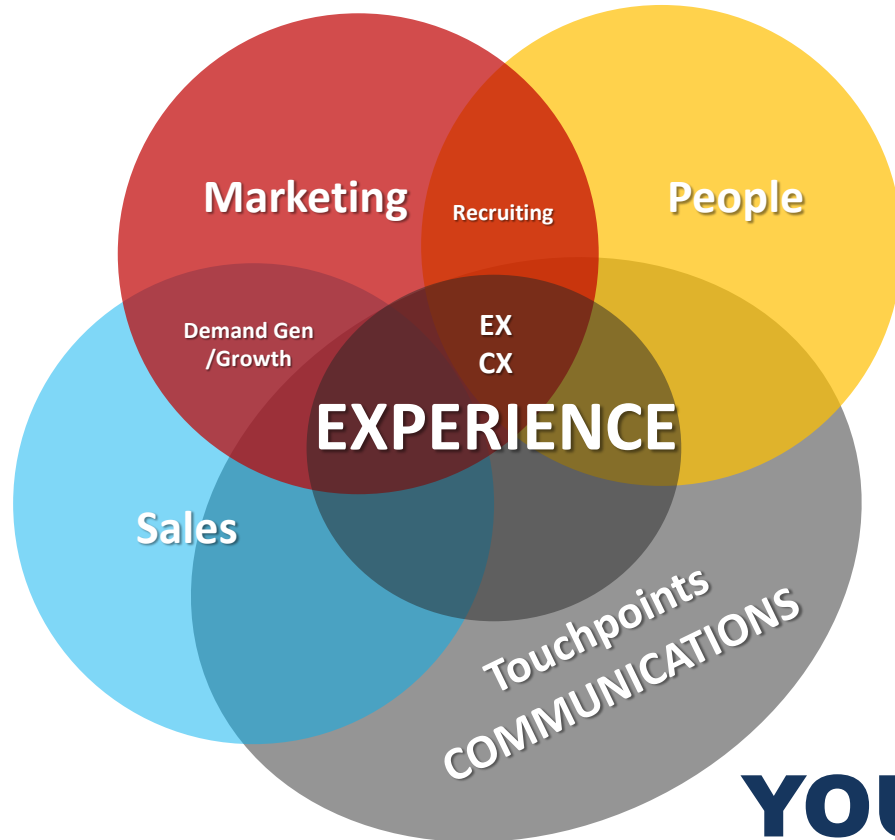
**Lindsay Suelmann**  
Marketing Director  
Anders CPAs + Advisors

# Polling Question Responses

Q. Where is your firm in the process of HR and Marketing working together?

- A
- B
- C
- D
- E

# Different Roles



**YOUR BRAND**

Why Create Synergies Between the  
Employee & Client Experience?

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# Q&A

