



Christine Duque is a Senior Manager with Deloitte Digital's Advertising, Marketing and Commerce Group. She has over 18 years' experience in helping clients find the right balance of the art and science of marketing: blending creative expression and strategic branding, and leveraging the science of digital marketing technologies, machine learning, artificial intelligence and big data to deliver relevant customer experiences at scale and speed, reduce fixed costs and grow market share.

Christine has a proven track record of delivering award-winning initiatives by maintaining a brand's synergy with cultural trends to best understand and reach targeted audiences, strategically align product development and marketing plans to generate high level customer engagement, increase market share, and brand loyalty.

She has worked with a diverse cross-industry client base from Fortune 500 companies to non-profit organizations across industries in both client and agency settings, as well as B2B and B2C audience targets. She has extensive international experience in NA, APAC, EMEA and LATAM regions.

She is a champion team builder with a unique ability to build consensus among all people involved in a project. Her expertise in growing accounts is due to her ability to develop relationships quickly and create true strategic partnerships. Her core strengths are making real time business decisions, identifying ROI drivers and delivering creative solutions on time and on budget.

Christine has market eminence as a thought leader in global marketing strategy, experience-led digital transformation programs, predictive marketing, distribution and marketing in financial services and, overall marketing industry trends. Christine is a sought-after key note speaker, lecturer and panelist. She recently delivered a keynote on *Predictive Marketing* and served as Chair of the Digital Experience segment of the 2017 Future Digital Finance.

Christine graduated with a degree in Vocal Performance, Music History and Theory from Oberlin College and Conservatory of Music. She is a veteran of the performing arts industry, with over 23 years' experience as a professional soprano and actress.

Christine lives in Mid-town Manhattan and enjoys scuba diving and swimming competitively as a member of US Masters Swimming and the Asphalt Green United Aquatics (AGUA) Team. Christine also stays actively involved with several charities including the Oberlin College Alumni Leadership Board, Metropolitan Opera Young Associates Program and the New York Philharmonic.