

# Events

## Brand Protection & Anti-Counterfeiting Executive Roundtable

### Related Professionals

Whitney C. Gibson

### Related Services

eControl

### Related Industries

Retail and Consumer Products

12.2.2021

A global market offers vast opportunity for both exceptional brands and those who seek to misuse them.

Armed with increasingly sophisticated technology and creative new methods, today's heads of brand protection and anti-counterfeiting are better prepared to defend the business and its brands than ever before.

Topics for discussion include:

- The Lifecycle of a Brand Protection Leader
- Demonstrating ROI and The Importance of Cross-Functional Collaboration
- Brand Champions: Leveraging Consumers to Fight Infringement & Abuse
- The Global Gray Market: Proven Strategies for International Enforcement