



B&T > Marketing > Mutinex's Marketers & Money Announces More Panels

MARKETING

MUTINEX'S MARKETERS & MONEY ANNOUNCES MORE PANELS



Staff Writers

Published on: 6th November 2025 at 10:16 AM

Share in X f 4 Min Read



Clockwise from top left: James Bayes, Terri Golder, Darren Woolley, Katherine Martin.

SHARE

in

X

f

🔗

...

Mutinex's Marketers and Money conference has announced a series of new panels that dig into the forces reshaping how marketers plan, buy and prove growth — from the reinvention of media to the rise of marketing mix modelling and the evolving role of the CMO in the boardroom.

The new sessions bring together senior leaders from brands including Freedom, Honda, Menulog, TPG, Lion, The Trade Desk and Howatson+Company to explore what's next in marketing effectiveness and how brands are redefining accountability, creativity and scale in 2025.

ADVERTISING



"We're seeing a fundamental reset in how marketing drives business growth," said Henry Innis, CEO and co-founder of Mutinex and founder of Marketers and Money.

"These panels are about putting the people who are leading that change on stage — the ones who are actually building the new models for effectiveness, not just talking about them."

The New Media Math: Reinventing Models for Growth



/ Latest News /



Keep Talking: Wisdom Of Our Scars
10/12/2025



Tough Times For Business? A Better Customer Experience May Be The Solution
10/12/2025



Time Under Tension Hires Simon Hillier To Head Up AI Academy
10/12/2025



Mehreen Ahmed & Angela Denise Launch 100% Female Owned & Operated MAAD Collective Challenging Status Quo
10/12/2025



Media is reinventing itself — and marketers must adapt or risk falling behind. This panel explores how brands are rewriting the rules of reach, measurement and ROI in a world of shifting formats and platforms. From AI-driven buying to transparency in media value, the session unpacks what's next for modern media strategy.

Panellists: Mike Worden (Lution), Kristian Kroon (OMG), Chris Howatson (Howatson+Company). Moderated by: John Sintras of Mutinex.



The First 90 Days: What MMM Really Changes

Marketing mix modelling is no longer theory — it's a real-world driver of growth. This panel brings to life the first-hand lessons from Freedom and Honda, showing how brands are generating actionable insights within their first 90 days. Expect practical guidance on how to turn data into better investment decisions.

Panellists: Katherine Martin (Freedom), Terri Golder (Honda), Michael McCash (Lendi.)
Moderated by Andie Potter of Mutinex

Screens at Scale: The Last Bastion of Mass Marketing Confidence

In a fragmented media landscape, screens remain one of the few places where brands can reach audiences at scale. This session explores how marketers can blend reach with measurable impact through big-screen campaigns.

Panellists: James Bayes (The Trade Desk), Ben Malfatti (Menulog). Moderated by Paul McIntyre of Mi3.

Beyond the Budget: The Real Challenges Facing Modern Marketers

Recent research reports that only 24% of marketers have enough budget to fully execute their strategy. So how do marketers prioritise what must be done, versus what should be done, versus what could be done? What role do procurement teams play when referring to marketing spend as working and non-working? And how do issues such as Ad Fraud, Brand Safety, AI Creative, Personalisation at scale, In-housing and agency roster size factor into a marketing leader's view of the daily operations?

Panellists: Bec Darley (TPG), Christopher Allan (Lion). Moderated by Darren Woolley of TrinityP3

Marketers and Money 2025 will once again unite senior marketers, founders and growth leaders to share new ideas, data-driven insights and real-world lessons in marketing effectiveness.

Join more than 30,000 advertising industry experts

Get all the latest advertising and media news direct to your inbox from B&T.

SUBSCRIBE

No related posts.





TAGGED: **Mutinex**



By Staff Writers

Follow: [f](#) [y](#) [i](#) [in](#)

Staff Writers represent B&T's team of award-winning reporters. Here, you'll find articles crafted with industry experience spanning over 50 years. Our team of specialists brings together a wealth of knowledge and a commitment to delivering insightful, topical, and breaking news. With a deep understanding of advertising and media, our Staff Writers are dedicated to providing industry-leading analysis and reporting, both shaping the conversation and setting the benchmark for excellence.

