

Customer Panel: Lessons Learned from Veteran Workfront Admins

Adobe Workfront Customer Success – October 29, 2024



Agenda

Learn what to do (or not to do) when implementing, inheriting, managing, and expanding a Workfront instance from four experienced System Administrators:

- Amber Russo, Senior Marketing Operations Manager at Cinemark
- Katherine Lanning, Workfront Architect at IQVIA
- Kiersten Kollins, Senior Marketing Ops Technologist at DSW Designer Shoe Warehouse
- Meredith Landsmann, Workfront Administrator, Pricing Operations & Frameworks at Adobe

Start Time	8:00 a.m. PT/11:00 a.m. ET
2 minutes	Welcome & Introductions
40 minutes	Panel Discussion
15 minutes	Open Q&A
3 minutes	Wrap Up & Survey
End Time	9:00 a.m. PT/12:00 p.m. ET

Meet the Panelists



Nichole Vargas

Sr. Customer Success
Manager | Adobe

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Customer Success team directly at
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Kiersten Kollins

Senior Marketing Ops Technologist | DSW
Designer Shoe Warehouse

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Amber Russo

Senior Marketing Operations Manager | Cinemark

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Katherine Lanning

Workfront Architect | IQVIA

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Meredith Landsmann

Workfront Administrator, Pricing Operations &
Frameworks | Adobe

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Panel Discussion

Q&A

Attend the Skill Exchange for Workfront on November 14th!

Join us in person on Thursday, November 14 in San Francisco for a free learning opportunity.

Connect with your peers and learn Adobe Workfront best practices from the people who know it best – your peers and Adobe experts.

Check-in and lunch begin at 11am, followed by a keynote with Richard Whitehead, head of Product Marketing for Workfront. After that, you can join 4 different breakout sessions designed for System Admins and Power Users, followed by an evening networking reception.



Event Details:

- Date: November 14, 2024
- Time: 11:00 a.m. to 6:00 p.m. PT
- Location: City View at Metreon | San Francisco

See the full agenda and register now!

Register here: <https://bit.ly/3Z4SoBz>



Upcoming FREE Events for Workfront System Administrators

- October 31 at 8:00 am PT / 11:00 am ET – [Learn: Adobe Workfront 4th Quarter 2024 Release Round Up](#)
- November 1 at 9:00 a.m. PT / 12:00 p.m. ET – [Connect: Admin Chat for Marketing & Creative](#)
- November 7 at 8:00 a.m. PT / 11:00 a.m. ET – [Learn: Applying Change Management to Your Workfront Journey](#)
- November 11 at 6:00 a.m. PT / 9:00 a.m. ET – [Connect: Workfront Collective](#)
- November 12 at 8:00 a.m. PT / 11:00 a.m. ET – [Admin 101: Getting Users to Use Workfront](#)
- November 19 at 8:00 a.m. PT / 11:00 a.m. ET – [Learn: 10 \[More\] Text Mode Tips in Adobe Workfront](#)
- November 20 at 9:00 am PT / 12:00 pm ET – [Learn: End of Year Workfront Reporting](#)

More events coming in December! Keep checking the [Events](#) page on Experience League for all upcoming workshops and webinars.



Adobe Summit

March 17-20, 2025 | Las Vegas, NV

Early bird pricing still available! Save \$400 on a full conference in-person pass through October 31. [Register here.](#)

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