2012 Kellogg Marketing Leadership Summit
Inventing the Future of Marketing

OCTOBER 24-25, 2012

NORTHWESTERN UNIVERSITY

Kellogg School of Management

Egon Zehnder International

McKinsey & Company
Wine Tasting* hosted by MM&D
FARLEY LOUNGE
4:00 - 5:00 PM

Reception
ATRIUM DINING ROOM
5:30 - 6:30

Welcome, Professor Gregory Carpenter
James Farley/Booz Allen Hamilton Professor of Marketing Strategy; Director of the Center for Market Leadership; Faculty Director, Kellogg Markets and Customers Initiative
6:30 - 7:00

Welcome, Dean Sally Blount ’92
Dean, Kellogg School of Management; Michael L. Nemmers Professor of Management and Organizations

Dinner
ATRIUM DINING ROOM
7:00 - 8:30

After Dinner Reception
HELENHOUSE LOUNGE
8:30 - 10:00

*By reservation only
Continental Breakfast
HELENHOUSE LOUNGE

Welcome & Introductions,
Professor Gregory Carpenter

Global Perspective on the Future of Brands and Marketing

Bob Eckert ’77, Chairman, Mattel, Inc.
“Some Observations”

Daniel Diermeier, IBM Professor of Regulation and Competitive Practice; Director of the Ford Motor Company Center for Global Citizenship
“Reputation Management: Beyond the Obvious”

Networking Break
HELENHOUSE LOUNGE
Inventing the Future of Marketing: Winning with Big Data

Moderator: Rory Finlay ’88, Consultant and Global Consumer Products Practice Leader at Egon Zehnder International, Inc.

Panelists: Jonathan Becher, Chief Marketing Officer, SAP AG
Diane Brink, VP GTS Marketing, IBM
Thomas O’Toole, President, United Mileage Plus Holdings

The Connected Brand and the Connected Consumer

James Fowler, Author, Connected

“From Theory to Practice: How Social Media Networks Shape our Lives”
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The Connected Brand and the Connected Consumer cont…

1:15 - 2:00
Dag Kittlaus, Co-founder and former CEO, Siri

2:00 - 3:00
Inventing the Future of Marketing: Winning with Digital Marketing
Moderator: Betsy Holden ’82, Senior Advisor, McKinsey & Company, Inc.
Panelists: Nick Besbeas, VP Marketing, LinkedIn
Andrew Markowitz, Director, Global Digital Strategy, General Electric
Peter McDonough, Chief Marketing and Innovation Office, Diageo
Graham Mudd, Head of Measurement Market Development, Facebook

3:00 - 3:30
Networking Break
HELENHOUSE LOUNGE

3:30 - 4:15
Inventing the Future of Marketing: Capturing the Opportunity
FACILITATED GROUP DISCUSSION

4:15 - 4:30
Wrap Up, Professor Gregory Carpenter

4:30 - 5:30
Reception & Departures
HELENHOUSE LOUNGE