

13th Annual Kellogg Marketing Leadership Summit

Agenda

Wednesday, May 8

4:30 pm – 5:00 pm	Registration Opens
5:00 pm – 6:45 pm	LEADER: Marketers in the Boardroom <i>Kellogg Global Hub</i> Dede Orraca-Cecil , Consultant, Egon Zehnder Ed See , Partner, McKinsey & Company Robert Tas , Partner, McKinsey & Company Nick Primola , Executive Vice President, Association of National Advertisers
6:45 pm – 7:00 pm	Break
7:00 pm – 8:30 pm	Dinner <i>Kellogg Global Hub, White Auditorium</i> with welcome remarks from event hosts Gregory Carpenter , Srinivas K. Reddy , and Jim Stengel
8:30 pm – 9:30 pm	Port-Tasting Reception <i>Kellogg Global Hub</i>

Thursday, May 9

8:15 am – 8:45 am	Registration & Breakfast
8:45 am – 9:00 am	Opening Remarks <i>Kellogg Global Hub, White Auditorium</i> With Brayden King , Senior Associate Dean for Strategy and Academics, Kellogg
9:00 am – 10:00 am	LEADER: Fireside Chat: The CEO-CMO Relationship <i>Kellogg Global Hub, White Auditorium</i> Robert Tas , Partner, McKinsey & Company Sherina Smith , Enterprise Chief Marketing Officer, American Family Insurance
10:00 am – 10:30 am	Networking Break
10:30 am – 11:15 am	CRAFT: 7 AI Questions for Marketing Leaders <i>Kellogg Global Hub, White Auditorium</i> KEYNOTE SPEAKER: Jim Lecinski , Clinical Associate Professor of Marketing, Kellogg

11:15 am – 12:00 pm	<p>CRAFT: Kellogg Faculty Panel <i>Kellogg Global Hub, White Auditorium</i></p> <p>MODERATOR:</p> <p>Jim Lecinski, Clinical Associate Professor of Marketing, Kellogg</p> <p>PANELISTS:</p> <p>Julio M. Ottino, Professor of Management and Organizations, Kellogg</p> <p>Matthew Groh, Assistant Professor of Management and Organizations, Kellogg</p> <p>Artem Timoshenko, Assistant Professor of Marketing, Kellogg</p>
12:00 pm – 1:30 pm	Lunch and Breakout Sessions on Craft
1:30 pm – 2:00 pm	<p>Breakout Sessions Debrief <i>Kellogg Global Hub, White Auditorium</i></p>
2:00 pm – 2:45 pm	<p>SELF: Fireside Chat with Esi Eggleston Bracey <i>Kellogg Global Hub, White Auditorium</i></p> <p>MODERATOR:</p> <p>Michelle Park, Consultant, Egon Zehnder</p> <p>KEYNOTE SPEAKER:</p> <p>Esi Eggleston Bracey, Chief Growth and Marketing Officer, Unilever</p>
2:45 pm – 3:30 pm	<p>SELF panel: How to be more authentically human in an increasingly AI world <i>Kellogg Global Hub, White Auditorium</i></p> <p>MODERATOR:</p> <p>Pree Rao, Co-Head, Global Marketing & Sales Practice, Egon Zehnder</p> <p>PANELISTS:</p> <p>Greg Boosin, EVP Global B2B & Product Marketing, Mastercard</p> <p>Jennifer Vianello, Chief Marketing Officer, Cars.com</p> <p>DeJuan V Wilson, Chief Business Officer, BSE</p>
3:30 pm – 3:45 pm	Networking Break
3:45 pm – 4:45 pm	<p>SELF: Immersive Peer Coaching Experience (Egon Zehnder) <i>Kellogg Global Hub, White Auditorium</i></p>
4:45 pm – 5:00 pm	<p>Closing Remarks <i>Kellogg Global Hub, White Auditorium</i></p> <p>with remarks from event hosts Gregory Carpenter, Srinivas K. Reddy, and Jim Stengel</p>
5:00 pm – 5:30 pm	<p>Closing Reception <i>Kellogg Global Hub, French Quarter</i></p>