

13TH ANNUAL

Kellogg Marketing Leadership Summit

**Authentic Intelligence:
Resetting the bar in marketing,
leadership, and life**

Summit Program

May 8 & 9, 2024

Kellogg Global Hub
Northwestern University

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Welcome Letter

We are delighted to welcome you to the 13th Annual Kellogg Marketing Leadership Summit, co-hosted by the Kellogg School of Management in collaboration with our esteemed partners, Egon Zehnder and McKinsey & Company. This year, we are proud to be sponsored by Brane, a leader in innovative NSL solutions.

The theme of our summit, "Authentic Intelligence: Resetting the Bar in Marketing Leadership and Life," reflects our commitment to exploring the intersection of leadership, craft, and self, amidst the rapid evolution of technology, artificial intelligence and its profound impact on marketing. We are poised to delve into these critical topics through a robust agenda designed to challenge, inspire, and enhance our understanding of the marketing landscape.

Our summit kicks off on Wednesday, May 8th, with an afternoon dedicated to insightful discussions, starting with "Marketers in the Boardroom," where you'll engage with leading executives about the shifting role of marketers in corporate governance. The evening will transition into a plated dinner at White Auditorium, providing an intimate setting for further discussion and reflection.

Thursday offers a lineup of engaging sessions starting with a McKinsey-led fireside chat on the CEO-CMO relationship, a keynote by Professor Jim Lecinski on the **7 AI Questions for Marketing Leaders**, and innovative presentations on AI by Kellogg faculty. The afternoon sessions will focus on personal growth and authenticity, highlighted by our "Self" panel discussion on maintaining human authenticity in an increasingly AI-driven world emphasizing personal growth conducted by Egon Zehnder.

Throughout the summit, we encourage you to participate actively in breakout sessions, peer coaching, and networking breaks designed to foster meaningful connections and collaborative learning.

Together with Jim Stengel, who has been with Kellogg since 2017 as a Senior Fellow and Adjunct Professor, we expect to have an energetic dialogue together.

We are thrilled to host you and are confident that the insights gained here will propel you toward greater professional achievements and personal growth. Your presence is not just participation but a vital part of the ongoing dialogue that shapes our community.

Thank you for joining us at this pivotal event. Should you need any assistance during the summit, please do not hesitate to reach out.

Warm regards,

Gregory Carpenter

Harold T. Martin Professor of Marketing
Director of the Center for Marketing Leadership
Kellogg School of Management

Srinivas Reddy

Visiting Professor of Marketing
Faculty Director of the Marketing Leadership Summit
Kellogg School of Management

AGENDA

Wednesday, May 8

- 4:30 pm – 5:00 pm Registration Opens
- 5:00 pm – 6:45 pm **LEADER: Marketers in the Boardroom**
Kellogg Global Hub
- 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**
Kellogg Global Hub, White Auditorium
- with welcome remarks from event hosts **Gregory Carpenter, Srinivas K. Reddy**, and **Jim Stengel**
- 8:30 pm – 9:30 pm **Port-Tasting Reception**
Kellogg Global Hub

Thursday, May 9

- 8:15 am – 8:45 am Registration & Breakfast
- 8:45 am – 9:00 am **Opening Remarks**
Kellogg Global Hub, White Auditorium
- with **Brayden King**, Sr. Associate Dean for Strategy and Academics, Kellogg
- 9:00 am – 10:00 am **LEADER: Fireside Chat: The CEO-CMO Relationship**
Kellogg Global Hub, White Auditorium
- Ed See**, Partner, McKinsey & Company
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 **KEYNOTE: 7 AI Questions for Marketing Leaders**
Kellogg Global Hub, White Auditorium
- KEYNOTE SPEAKER:
Jim Lecinski, Clinical Associate Professor of Marketing, Kellogg

11:15 am – 12:00 pm **CRAFT: Kellogg Faculty Panel**
Kellogg Global Hub, White Auditorium
 MODERATOR:
Srinivas K. Reddy, Visiting Professor of Marketing, Kellogg
 PANELISTS:
Julio M. Ottino, Professor of Management and Organizations, Kellogg
Matthew Groh, Assistant Professor of Management and Organizations, Kellogg
Artem Timoshenko, Assistant Professor of Marketing, Kellogg

12:00 pm – 1:30 pm Lunch and Breakout Sessions

1:30 pm – 2:00 pm Breakout Sessions Debrief
Kellogg Global Hub, White Auditorium

2:00 pm – 2:45 pm **SELF: Fireside Chat with Esi Eggleston Bracey**
Kellogg Global Hub, White Auditorium
 MODERATOR:
Michelle Park, Consultant, Egon Zehnder
 KEYNOTE SPEAKER:
Esi Eggleston Bracey, Chief Growth and Marketing Officer, Unilever

2:45 pm – 3:30 pm **SELF panel: How to be more authentically human in an increasingly AI world**
Kellogg Global Hub, White Auditorium
 MODERATOR:
Pree Rao, Co-Head, Global Marketing & Sales Practice, Egon Zehnder
 PANELISTS:
Greg Boosin, EVP Global B2B & Product Marketing, Mastercard
Jennifer Vianello, Chief Marketing Officer, Cars.com
DeJuan V Wilson, Chief Business Officer, BSE

3:30 pm – 3:45 pm Networking Break

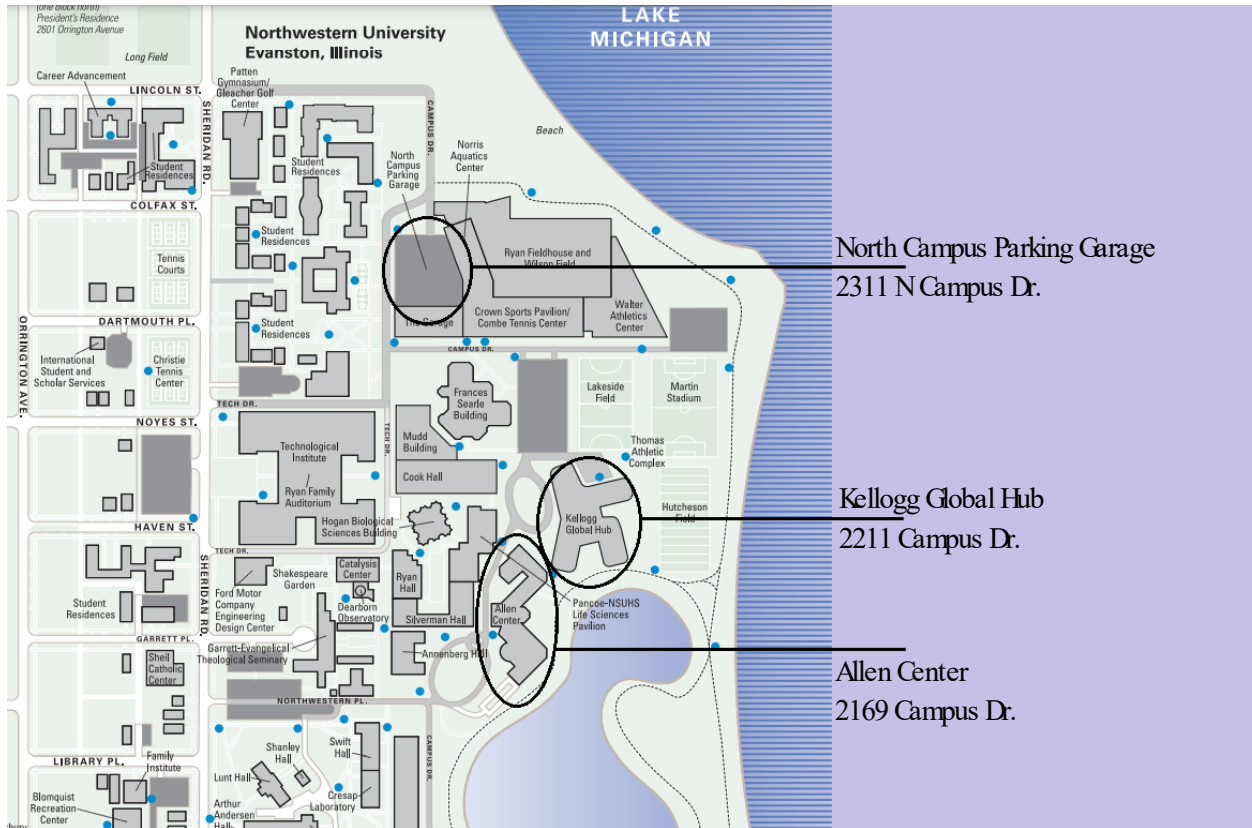
3:45 pm – 4:45 pm **SELF: Immersive Peer Coaching Experience**
Kellogg Global Hub, White Auditorium
Ashley Harding, Consultant, Egon Zehnder
Martha Williams, Consultant, Egon Zehnder

4:45 pm – 5:00 pm **Closing Remarks**
Kellogg Global Hub, White Auditorium
 with remarks from event hosts **Gregory Carpenter**, **Srinivas K. Reddy**, and **Jim Stengel**

5:00 pm – 5:30 pm **Closing Reception**
Kellogg Global Hub, French Quarter

Housekeeping

Campus Map



Kellogg Global Hub | 2211 Campus Drive, Evanston, IL 60208 | (847) 491-8900

WiFi Instructions

While visiting Northwestern, campus guests can connect to the Guest-Northwestern wireless network. Guest wireless is a free service intended for use by visitors requiring short-term access to the wireless network to perform general Internet activities. It is an unsecured connection and should not be used to send or receive sensitive information. You are asked to provide information at registration for the purpose of being able to contact you in the event of issues with your registered device. The University does not share your personal information with any other entities, and it will not be used for any other purpose.

Visitors to the University must register to access the Internet.

1. Choose "Guest-Northwestern" in the list of available networks on your device.
2. Accept the University's acceptable use policy.

Event Directors



Gregory Carpenter
Harold T. Martin Professor of Marketing
Director of the Center for Market Leadership
Kellogg School of Management

Gregory Carpenter's research and teaching focuses on understanding how firms thrive by succeeding with consumers through marketing strategy. His current work focuses on understanding the role of customers and brands in the success of luxury firms, which are now among the most valuable companies in the world. Recent award-winning work examines how firms that face serious challenges create a more customer-focused culture leading to renewed success. He is extending this line of research, summarized in *Resurgence: The Four Stages of Market-Focused Reinvention* (Palgrave Macmillan, 2014), by exploring how health-care systems shift from a physician-centric approach to a more consumer-centric perspective to delivery of health care. He previously co-edited the *Handbook of Marketing Strategy* (Edward Elgar, 2012), and *Readings on Market-Driving Strategies: Toward a New Concept of Competitive Advantage* (Addison Wesley, 1997).

Appearing in leading academic journals, such as *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Consumer Research*, *Management Science*, *Marketing Science*, and *Psychometrika*, his research has been recognized by the The American Marketing Association with the William F. O'Dell Award, the Paul E. Green Award, the Donald R. Lehmann Award, and the Sheth Foundation/Journal of Marketing Award.

Harvard Business Review, Financial Times, Forbes, BusinessWeek, and National Public Radio have featured his research, and it has been cited in arguments before the United States Supreme Court. Recognized by BusinessWeek as one of a small group of outstanding faculty in its Guide to the Best Business School, he was voted Outstanding Professor of the Year Award by the Kellogg Managers' Program, and he received the Sidney J. Levy Teaching Award.

He teaches an elective in the MBA program, Luxury Strategy, and he is the academic director of three Kellogg executive programs: Kellogg's Chief Marketing Officer Program, an in-person program that helps prepare people for a demanding enterprise-wide leadership role; the Chief Marketing Officer Certificate Program, an on-line set of courses for aspiring CMOs, and The Customer-Focused Organization, which explores how organization become more successful by embracing the customer perspective. He co-chairs the Marketing Leadership Summit, bringing thought leaders together each fall to explore the future of marketing.

He often speaks and advises firms. Past and current clients include Bacardi, Carnival Corporation, Champagne Louis Roederer, Coca-Cola, Cunard Lines, Diageo, Dow Chemical, Federal Reserve Bank, Government of Mexico, General Electric, Harley-Davidson, Health Management Academy, Novartis, PepsiCo, Pfizer, SC Johnson, Target, Unilever, and Visa.

A former Academic Trustee of the Marketing Science Institute, he served as a member of the board of advisors of Hamilton Consultants, and a member of the advisory board of Terlato Wine Group. He was named a Chevalier in the Ordre des Coteaux de Champagne for his contribution to champagne.

Previously on the faculty of the UCLA, Columbia University, and the Yale School of Management, he received his B.A. from Ohio Wesleyan University, and M.B.A., M.Phil. and Ph.D. degrees from Columbia University.

Event Directors



Srinivas K. Reddy

Visiting Professor of Marketing, Kellogg School of Management
Professor Emeritus of Marketing & Academic Director, LVMH-SMU
Luxury Brand Initiative
Lee Kong Chian School of Business, Singapore Management University

Dr. Srinivas K. Reddy is Visiting Professor of Marketing, Kellogg School of Management, Northwestern University. He is Professor Emeritus of Marketing and Ex-Director, Center for Marketing Excellence, Academic Director, LVMH-SMU Luxury Brand Initiative, Lee Kong Chian School of Business, Singapore Management University. He served as the Associate Dean of General Management overseeing the MBA and the Executive MBA programs. The SMU Executive MBA program was launched by him in 2011 and is ranked as one of the top 25 EMBA programs globally by Financial Times. Previously, he was the Robert O. Arnold Professor of Business and the Director of the Coca-Cola Center for Marketing Studies, Terry College of Business at the University of Georgia. He holds M.Phil and Ph.D. degrees in Business Administration from Columbia University. Dr. Reddy was on the faculties of New York University's Stern School of Business, Columbia University, UCLA, and the Stanford Business School and most recently spent his sabbatical as a Visiting Distinguished Research Scholar at IMD Lausanne and Harvard Business School.

Dr. Reddy's expertise is in Technology Innovation, Marketing and Competitive Strategy in emerging markets. He has published extensively on these topics in research journals (Journal of Marketing, Journal of Marketing Research, Management Science, Harvard Business Review, Social Networks, NeuroImage to name a few). His research on Augmented Reality was the 2022 Winner of the AMA/Marketing Science Institute/Paul Root Award for best contribution to the practice of marketing published in the Journal of Marketing.

He was awarded IBM's prestigious SUR grant to study corporate innovativeness and innovation conversion. He has consulted and taught executive programs for IBM, Coca-Cola Company, United Parcel Service, Miller Brewing, Pfizer, Eli Lilly, Bristol-Myers-Squibb, Turner Broadcasting, Cox Interactive Media, Ford Foundation, PWC, MasterCard, Unilever, Mitsubishi, and emerging market companies like Tata Sons, Satyam Computer Services, Cipla, Tmall and the Aditya Birla Group. Dr. Reddy was nominated and received several teaching excellence awards for his teaching in MBA, EMBA and Executive Development programs. Dr. Reddy was recognized as one of the top 40 best-selling case writers globally in 2020. His award-winning cases (Harvard Business School Publishing) on Gillette in India (EFMD Award, ECCH Global Award in 2018) and Oreo in China have been featured in Financial Times and used in over 60 Business Schools in 22 countries. His recent books include Digital Transformation (2017), Digital:Works - The Future of Marketing in the Digital World (2018), Future of Luxury in Asia (2021).

Dr. Reddy along with Professor Krishna Palepu of Harvard Business School was the advisor to the Chief Minister of Andhra Pradesh, India on the state's Vision 2020 program for economic development. He accompanied the President of India, Mrs. Patil in 2008 on her maiden tour of Latin America visiting Brazil, Chile and Mexico as part of the Business Contingent. He was one of the five founding directors of Quantum National Bank, Atlanta. He was on the advisory board of Navigauge, a radio audience dynamics/telematics company, and Panacea, an electronic medical practice company. He was a Director of MRII (Marketing Research Institute International). He is currently an Advisory Board member of GfK Academy (NIM), Germany, and Percipient, Singapore.

Event Directors



Jim Stengel
Senior Fellow & Adjunct Professor of Marketing, Kellogg
President/CEO, The Jim Stengel Company

Jim Stengel is President/CEO of The Jim Stengel Company. A prolific writer, thought leader and advisor, Jim is the author of *Grow: How Ideals Power Growth and Profit at the World's Greatest Companies*, and *Unleashing the Innovators: How Mature Companies Find New Life with Startups*. He is also the host of *The CMO Podcast*.

Jim is widely known for his leadership in the brand-purpose movement, and for his commitment to building leading-edge marketing capabilities. In 2011, he was named to the first-ever Fortune Executive Dream Team, has been named multiple times by Advertising Age as the number one "Power Player" in marketing, and is a 2017 American Marketing Association Hall of Fame inductee. In 2017, Jim was appointed Senior Fellow and Adjunct Professor within the Kellogg Markets & Customers Initiative. Jim served as Dean of the Young Marketers Academy at the Cannes Lions International Festival of Creativity from 2011-2020. In 2013, he pioneered the CMO Accelerator program at the Cannes Lions Festival, and continues to serve as Dean. Jim is the former Global Marketing Officer of Procter & Gamble, and a former member of the Board of Directors for AOL and Motorola.

Jim is the subject of the recent whitepaper "[Architect & Artist](#)" by Prof. Gregory S. Carpenter and Thomas C. Hayes.



Preetam (Pree) Rao
Consultant and Global Co-Head, Marketing and Sales Practice
Egon Zehnder

Summit Partners

Preetam (Pree) Rao co-leads Egon Zehnder's Global Marketing and Sales practice with a focus on helping CEOs and their teams drive topline transformation. His areas of expertise include executive search (CMO, CGO, CCO, CRO, CSO), leadership assessment and development. A trusted advisor to senior leaders, Pree is a core member of the Consumer Practice and has played a key role in driving widespread cross-sector adoption of Egon Zehnder's Accelerated Integration program in the U.S.

Prior to joining the firm, Pree led businesses ranging from pre-revenue to \$600MM+ across North America, Europe, and Africa with Unilever, Danone, and Novantas. Most recently, Pree was Senior Director of Oikos and Performance Nutrition for Danone North America. Before that, he spent four years with Danone Africa, where he led the turnaround of the company's premium infant nutrition business, and two years with Danone Waters France. Pree originally joined Danone in the US to rebuild the Evian brand, having previously worked for Unilever in the U.S. and with the boutique management consultancy Novantas across the Americas and Europe.

Pree holds an MBA from Columbia Business School and a B.S. from the Wharton School, University of Pennsylvania. He lives in New York City with his wife and 2 young children.

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Martha Williams
Consultant
Egon Zehnder

Martha Williams, based in Boston, advises companies in the retail and consumer sectors. She is a valued partner to leading national and global clients across executive search and talent leadership and advisory, with a focus on customer-facing roles. She is also active in Egon Zehnder's CEO and Board practice.

Prior to joining Egon Zehnder, Martha worked internationally as a General Manager for private-equity-backed, subsea services company the Acteon Group. She began her career with UK retailer Marks & Spencer, performing a variety of field management roles across general merchandise, food and hospitality.

Martha earned a BA from Bristol University and an MSc in Management from Warwick Business School. She is passionate about music, literature, and trying to leave the world a little better than she found it, and loves spending time exploring the world with her husband and young son.



Michelle Park
Consultant
Egon Zehnder

Based in Dallas, Michelle Park advises clients as a member of Egon Zehnder's Consumer and Marketing Officers practices. She taps into her deep industry experience and astute insights to advise and support clients and take their businesses to the next level.

Before joining Egon Zehnder, Michelle held chief marketing and chief commercial officer roles across a number of venture and PE-backed start-ups in beauty, luxury and food tech, scaling businesses from launch to international scale. She began her career working in consumer insights and brand management at Procter & Gamble.

Michelle earned an MBA with honors from Duke University's Fuqua School of Business and a BA in finance and English with honors from the University of Texas at Austin. She is passionate about supporting women in business by advising early-stage startups and actively involved with education nonprofits. Michelle spends as much time as possible with her husband and two young children and enjoys exploring the world with them.

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Ashley Harding
Consultant
Egon Zehnder

Based in New York, Ashley Harding is active in Egon Zehnder's Consumer and Chief Marketing Officer practices. She is valued by digital and media-focused companies for her insightful support and deep marketing experience across brand, engagement and conversion driving initiatives.

Before joining Egon Zehnder, Ashley held a series of positions at the New York Times, culminating as its Executive Director of Growth & Product Marketing. That was preceded by the role of Director of Brand Strategy at Ralph Lauren, where she created and led an innovation lab and team tasked with revamping the "Create Your Own" Polo experience and boosting revenue. Earlier, Ashley served as a Senior Manager responsible for integrated marketing at the Gilt Groupe. She began her career as a business analyst at Deloitte before joining Procter & Gamble as an assistant brand manager.

Ashley earned a BA from Duke University, an MPH from Emory University's Rollins School of Public Health, and an MBA from the Kellogg School of Management at Northwestern University. She is passionate about art and holistic health.



Cindy Van Horne
Global Head of Marketing & Communications
McKinsey & Company



Nick Caffentzis
Senior Fellow & Adjunct Professor of Marketing
Kellogg School of Management

Nick is a senior fellow and adjunct professor with the Markets and Customers Initiative at the Kellogg School of Management at Northwestern University.

In December 2017, Nick retired from General Electric with 33 years of service. In his most recent role, he was the chief marketing officer of GE Healthcare Digital, a \$1.8B global software and services business.

Nick has been in the healthcare industry since 2002 and has held a variety of marketing leadership roles in GE Healthcare, including chief marketing officer, U.S. and Canada, an \$8B sales region for GE Healthcare, where he was responsible for marketing for all GE Healthcare products and services. He led multiple segmentation projects, resulting in a new sales coverage model and revised branding approach. He also established GE Healthcare's Strategic Alliances and Partnerships organization.

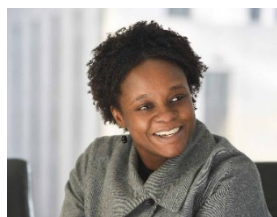
Nick returned to GE in 2002 after a two-year experience at a startup company that offered software as a service purchasing solution for manufacturers in plastics industry.

Prior to coming to GE Healthcare, Nick was in finance, sales, global marketing and product management leadership roles in GE Advanced Materials. He is a graduate of GE's Financial Management Program and completed multiple executive management courses. Nick received a BA in Economics and Mathematics from Boston University, Magna Cum Laude with Distinction. Nick was an active member of GE Alliance Programs as the executive sponsor and ally for the LGBTQA organization in Chicago.

LEADER: Marketers in the Boardroom
Wednesday, May 8 | 5:00pm-6:45pm
Kellogg Global Hub – Room 1420

Interactive Workshop Presented by Egon Zehnder and McKinsey & Company
Led by Dede Orraca-Cecil, Ed See, Robert Tas, and Nick Primola

The CMO title means so much more today than it ever has before. CMOs are the voice of the customer, a brand/revenue driver, a strategy shaper, and a leader of complexity. But how can CMOs effectively showcase their influence within the enterprise and persuade their boardroom counterparts that they deserve a seat at the table? McKinsey & Company's Robert Tas and Ed See along with Egon Zehnder's Dede Orraca-Cecil will provide a unique opportunity by unveiling tailored research pertaining to the CEO-CMO relationship and how these findings can help you achieve growth and create a path to the boardroom.



Dede Orraca-Cecil
Consultant
Egon Zehnder

Dede Orraca-Cecil, based in Boston, is a member of Egon Zehnder's Consumer Practice where serves clients in the Media, Entertainment, and lifestyle industries. Her experience working in highly regulated industries on matters of collaborative and corporate governance have made her a trusted advisor to CEOs, boards, and senior executives across industries and sectors (public, private and social). She partners with clients on a wide range of leadership, performance and talent solutions including talent acquisition and assessment, transformative leadership, and organizational agility.

Before joining Egon Zehnder, Dede was a Principal at Tapestry Networks, a strategy consulting firm specialized in creating multi-stakeholder public-private partnerships to address issues in health care, finance, and corporate governance. Previously, she was a Litigation Associate in the New York and San Francisco law offices of Skadden, Arps, Slate, Meagher & Flom. Dede also spent a number of years

working in global health, development, and foreign policy with the World Health Organization, the Clinton Foundation, Yale's Center for Interdisciplinary Research on AIDS and others.

Dede earned a JD from Columbia University School of Law, a master's degree in global health policy and development from Yale University, and a BA in art history from Williams College. She is passionate about her husband and four young children, and about promoting women's leadership. She is currently building an organization, called "She Rules," to introduce elementary school girls to politics and civics.



Ed See
Partner
McKinsey & Company

As an expert partner in the firm's Marketing & Sales Practice, Ed's client work focuses on developing and deploying digital, data, and analytics capabilities. He works with large consumer packaged goods, retail, and financial services companies to identify growth opportunities and increase the value of their relationships with customers and consumers. His expertise includes digital strategy, digital marketing, growth and marketing analytics, segmentation, and advertising and marketing technology. Ed also leads the Marketing Efficiency for Growth Diagnostics (MEG) team, where he focuses on helping companies leverage insights using analytics to power their relationships with their customers.

Over the course of his career, Ed has advised some of the world's major brands on how to apply new capabilities, analytics, and technology to improve their marketing and sales performance. Prior to joining McKinsey, Ed was a leader with a multinational professional services network, where he helped establish the CMO practice. He served on the board of directors of one of the first commercial buy-side data management platform companies. As an executive vice president and senior partner at a marketing data analytics company, Ed oversaw the analytics technology solutions, product management, product development, and transformation consulting groups and during his tenure, helped transform the organization from a data provider to a digital solutions company, with full technology, advisory, and data offerings. Prior to that, Ed was president of a major marketing analytics company, where he helped establish it as an industry leader in improving marketing effectiveness through predictive analytics.

A frequent speaker at industry events—such as Advertising Week, Association of National Advertisers, AdExchanger, and Wharton Customer Analytics—Ed is often cited in the press, including New York Times, Wall Street Journal, and AdAge. A distinguished scholar and alumni of Rensselaer Polytechnic Institute (RPI), Ed is on the advisory board of the analytics programs at RPI and for several years has served as a judge of the Award for Innovation by Lemelson Foundation, an annual award given at RPI and MIT.



Robert Tas
Partner
McKinsey & Company

Robert Tas is a visionary growth executive helping organization lead transformation across marketing, sales and analytics. Robert has more than 25 years' experience in marketing and operations and is a pioneer in the digital media industry. His experience spans DTC eCommerce businesses like 1800Flowers.com, Inc. where he led marketing, analytics and corporate strategy. Previous experiences include McKinsey & Co, as Partner in the sales and marketing practice. Also prior leadership roles at Pegasystems, Inc., and JP Morgan Chase & Co. (JPMC), where he led the Global Digital Marketing Group, serving the company's wholesale and consumer businesses. Robert helped lead digital transformation across the bank with key personalization, analytics, and paid media initiatives. Previously, Robert held sales, product and marketing positions at digital media companies Tacoda Systems and 24/7 Real Media. He also founded Sportgenic, an advertising technology company, which was sold to Glam Media in 2010.

He has spoken and written about marketing issues for the ANA, MMA, MIT, The Conference Board, The CMO Club, Webit, The Economist and CMO.com. In 2015, Robert was named one of the Top 20 Greater Boston "Growth CMOs" by the AdClub and VentureBeat.



Nick Primola
Group Executive Vice President
Association of National Advertisers

Nick Primola, is Group Executive Vice President, at the Association of National Advertisers, reporting to the CEO. In this role, Nick heads the ANA's Global CMO Growth Council – the marketing industry's most influential community of leaders that includes 1,100+ CMOs (representing almost 70% of global marketing spend) and a leadership team of 45 CMOs from the world's top brands. He led the development of the ANA's industry's first leadership agenda and he drives the activities of the Global CMO Growth Council to create the change needed at the industry-level to help all marketers.

Nick has been featured as an industry expert on national media including NBC News, CBS News, and Good Morning America; as well as on business networks including Bloomberg, Cheddar and Schwab Network.

While at the ANA Nick has also led business units including the ANA's Marketing Talent division, Sustainability, international, the ANA's Member Relations Team, the Alliance for Family Entertainment (#SeeHer) and has also served as a director on the Marketing Accountability and Standards Board.

Prior to ANA, Nick was a senior vice president in corporate marketing at Citizens Bank (Part of the Royal Bank of Scotland at the time). He also spent over eight years in NYC at world-class agencies Ogilvy and Y&R/Wunderman in support of blue-chip clients in tech, financial services and pharma. He began his marketing career at MBNA/Bank of America in DE. Nick is a proud alumnus of Villanova University and a Philly native.

Fireside Chat

Thursday, May 9 | 9:00a-10:00a
Kellogg Global Hub – White Auditorium

LEADER: The CEO-CMO Relationship



Co-host
Ed See
Partner
McKinsey & Company
(BIO ON PAGE 13)



Co-host
Robert Tas
Partner
McKinsey & Company
(BIO ON PAGE 14)



Speaker
Sherina Smith
Enterprise Chief Marketing Officer
American Family Insurance

Sherina has a 20+ year track record in leading marketing teams across retail, consumer packaged goods, and pharmaceutical verticals and is currently the enterprise chief marketing officer of American Family Insurance Group. Prior to joining American Family Insurance, Sherina held leadership roles at JCPenney, Abbvie Pharmaceuticals and began her career in brand management at Kraft Foods leading iconic billion-dollar brands such as Kraft Singles and Kraft Macaroni and Cheese. She is a growth-minded transformational leader with a passion for driving responsible, P&L growth.

Faculty Keynote

Thursday, May 9 | 10:30a-11:15a
Kellogg Global Hub – White Auditorium

7 AI Questions for Marketing Leaders

In this keynote session Prof. Lecinski will examine the emerging role of artificial intelligence on the marketing function and show how state of the art world-class marketing leaders need to be thinking about and implementing AI into their marketing toolkits to be successful for their brands and for their careers as the impact of AI continues to grow.



Jim Lecinski
Clinical Associate Professor of Marketing
Kellogg School of Management

Professor Jim Lecinski is a Clinical Associate Professor of Marketing at Northwestern University's Kellogg School of Management where he teaches popular MBA courses on Marketing Strategy and Omnichannel Marketing, and was named 2022's Kellogg Professor of the Year. He is a recognized expert, in-demand consultant and keynote speaker with over 30 years of marketing industry experience, including a notable twelve-year career at Google, where he was Vice President of Customer Solutions for the Americas.

Jim's seminal book about the new marketing model, "Winning the Zero Moment of Truth" known as "ZMOT" was published in 2011, and has been read by over 300,000 marketers worldwide and was featured in the New York Times, Advertising Age and Forbes. His latest project, "The AI Marketing Canvas: A Five Stage Roadmap to Implementing Artificial Intelligence in Marketing" was published by Stanford University Press in 2021 and has been named both a top AI book and a top business book of 2022 and 2023..

CRAFT: Kellogg Faculty Panel

Thursday, May 9 | 11:15a-12:00p
Kellogg Global Hub – White Auditorium



Panelist
Matthew Groh
Donald P. Jacobs Scholar
Assistant Professor of Management and Organizations
Kellogg School of Management

Matt Groh is a Donald P. Jacobs Scholar and Assistant Professor of Management and Organizations. His research examines the dynamics of human-AI collaboration in deepfake detection, medical diagnosis, and empathic communication.

Professor Groh's research has been published in Proceedings on National Academy of Science (PNAS), Nature Medicine, Science, Computer Supported Collaborative Work (CSCW), Affective Computing and Intelligence Interactions (ACII), and Communications of the ACM among other journals and conferences. His work has been featured in the popular press including The New York Times, Wall Street Journal, Science, Scientific American, NPR, Le Monde, Aeon, and Fast Company.

Professor Groh received his BA from Middlebury College with a major in economics and minors in mathematics and Arabic and received his MA and PhD in Media Arts and Sciences from MIT.



Panelist

Julio M. Ottino

Former Dean, Robert R. McCormick School of Engineering

Robert R. McCormick Institute Professor

Walter P. Murphy Professor of Chemical and Biological Engineering

Professor of Management & Organizations

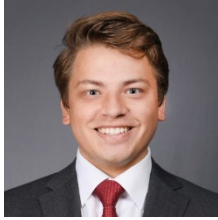
Kellogg School of Management

Julio Mario Ottino is a researcher, engineering scientist, artist, author, and educator. He is a professor, and former dean, in the McCormick School of Engineering and Applied Science as well as a professor in the Kellogg School of Management at Northwestern University.

Born in Argentina, he grew up with twin interests in physical sciences and visual arts, finding beauty in math and art, and seeing creativity as being one thing, rather than something living in compartments. Art provided a cathartic means of expression while growing up in turbulent times. He managed to mount a solo art exhibit while drafted as an officer in the Argentinian Navy. When he moved to the United States to pursue a doctorate, research achievements followed.

Most of the early attention Ottino received stemmed from work in chaos theory and mixing and a combination of scientific insight and visualization. His research work has been featured on the covers of Nature, Science, Scientific American, the Proceedings of the National Academy of Sciences of the USA, and other publications. He has supervised more than 65 PhD theses, written over 250 papers, 2 books, and given invited presentations at over 200 universities in the United States and around the world, as well as at organizations such as Accenture, Boeing, Google, 3M, and Unilever.

An academic entrepreneur, Ottino was the founding co-director of the Northwestern Institute on Complex Systems and educational and research initiatives in design, entrepreneurship, and energy and sustainability. He also founded educational and research partnerships with Northwestern University's Kellogg School of Business, the Pritzker School of Law, the Medill School of Journalism, the Feinberg School of Medicine, the School of Communication, and the School of Education and Social Policy, as well as with external partners ranging from the Art Institute of Chicago to Argonne National Lab. In 2008, he was selected by the American Institute of Chemical Engineers as one of the "One Hundred Engineers of the Modern Era." In 2017, Ottino was awarded the Bernard M. Gordon Prize for Innovation in Engineering and Technology Education from the National Academy of Engineering for the concept of whole-brain engineering. He is a Fellow of the American Physical Society and of the American Association for the Advancement of Science. He has been a Guggenheim Fellow and is a member of both the National Academy of Engineering and the National Academy of Sciences as well as the American Academy of Arts and Sciences.



Panelist

Artem Timoshenko
Assistant Professor of Marketing
Kellogg School of Management

Artem Timoshenko is an Assistant Professor at the Kellogg School of Management. He teaches marketing management in the MBA program, and his research develops new applications of AI for marketing analytics and customer insights.

SELF: Keynote

Thursday, May 9 | 2:00p-2:45p
Kellogg Global Hub – White Auditorium

Fireside Chat with Esi Eggleston Bracey

Facilitated by Michelle Park from Egon Zehnder

Esi Eggleston Bracey will speak on how to lean into your own authentic strengths as a leader and share the experiences that shaped her principles for leadership.



Featuring

Esi Eggleston Bracey
Chief Growth and Marketing Officer
Unilever

Esi is responsible for leading Unilever into the next generation of marketing and maximising our opportunities for growth.

Esi joined the company in 2018 and has served as President of Unilever USA and CEO of Personal Care in North America. Prior to this, she led our \$5 billion Beauty & Personal Care portfolio for North America as Executive Vice President and Chief Operating Officer which included responsibility for our Hair, Skin Cleansing, Skin Care and Deodorant businesses with brands such as Dove, TRESemmé, Suave, Vaseline, Degree, Axe and SheaMoisture.

With decades of executive experience in consumer goods and beauty, Esi has a track record in guiding organisations to unlock growth in rapidly evolving marketplaces. She is a creative, energetic and dynamic leader who delivers impact for people, communities and the planet.

Esi believes that business can be a force for good. She is an architect of Dove's CROWN (Creating a Respectful and Open World for Natural Hair) Coalition to help foster beauty inclusivity and eradicate hair discrimination through the CROWN Act legislation. She also champions SheaMoisture's work with the New Voices Fund for Women of Color Entrepreneurs. Her track record in driving change via brands

began early in her career when she led COVERGIRL's pioneering work to diversify the face of beauty with disruptive 'real beauty' talent such as Queen Latifah, Pink, Ellen and Janelle Monáe.

Esi has been recognised as an ADCOLOR Legend, Cosmetic Executive Women Achiever, Ad Age Women to Watch, Women's Wear Daily Marketer of the Year, Beauty Cares Dream Ball Passionate Leader, New York Matrix Honoree and more.

A native of Chicago, she graduated from Dartmouth College in New Hampshire with a BA in Engineering Sciences. Esi is married with two children, and currently lives in New York City.

SELF: How to be more authentically human in an increasingly AI world

Thursday, May 9 | 2:45p – 3:30p
Kellogg Global Hub – White Auditorium

Panel presented by Egon Zehnder

Moderated by Martha Williams from Egon Zehnder

The panelists will be discussing how they lean into humanity as a superpower in this increasingly AI-driven environment, how they learn and adapt to new things while keeping to their true north, and how they have navigated their careers with authenticity.



Panelist

Greg Boosin
EVP Global B2B & Product Marketing
Mastercard

Greg Boosin is EVP of global B2B and product marketing at Mastercard, where he is responsible for global issuer, merchant, and government marketing, along with sales enablement, RFP support, lead generation and the articulation of value propositions within the product development process.

Previously at Mastercard, Mr. Boosin was SVP of the U.S. Core Vertical, deputy investor relations officer, and held several global positions in the marketing department, including senior business leader of marketing strategy and chief of staff for the chief marketing officer. Before joining Mastercard, Mr. Boosin developed marketing strategies for companies such as Reuters, SAP, Pfizer, Johnson & Johnson, and Nautilus, was the director of North American strategy consulting for FutureBrand (McCann Worldgroup), and acted as a brand manager for Banana Boat sun care and an equity research analyst at JP Morgan Securities.

Mr. Boosin holds an M.B.A. from The Wharton School at the University of Pennsylvania and graduated Magna Cum Laude from Middlebury College.



Panelist

Jennifer Vianello
Chief Marketing Officer
Cars Commerce

Jennifer was appointed as Chief Marketing Officer of Cars Commerce in July 2022. In this position, she leads the strategy and execution for consumer and industry marketing functions, along with the delivery of the Cars Commerce Media Network and Dealer Inspire marketing services.

Prior to joining Cars Commerce, Jennifer served at Publicis Groupe as executive vice president and managing director, where she played an integral role in Publicis' transformation from a holding company into a platform strategy. During her tenure with the company, she worked with cross-functional teams to unite media, data, and technology solutions into winning client propositions and connected marketing strategies. Jennifer held various leadership positions within the Publicis Media division; during her time with the company, she built its global business development function, transformed large consumer packaged goods and retail accounts, and piloted new products and services.

Jennifer holds an MBA from Chicago Booth in Marketing, Economics and Statistics and a Bachelor of Arts in Arts, Entertainment and Media Management from Columbia College Chicago.



Panelist

DeJuan V Wilson
Chief Business Officer
BSE

DeJuan V. Wilson recently joined BSE Global as the Chief Products and Experiences Officer. In this role, he is responsible for building BSE's portfolio of live experience, lifestyle products, and media businesses for local, national and global audiences.

With more than 25 years of marketing and business experience, Wilson has deep expertise in developing and commercializing some of the most iconic brands around the globe. Most recently, he served as Executive Vice President and Chief Marketing Officer of the IMG Events and On Location portfolios at Endeavor where he executed best in class marketing strategies and programs to drive revenue, consumer engagement and affinity across diverse audiences. Previously, he served as the Vice President of Global Marketing at Soundcloud and was the Senior Vice President of Strategy & Marketing for the MTV2, MTVU and Logo networks at Viacom Media Networks. He's also held marketing leadership roles at Cole Haan, Converse, and Sean Combs Enterprises. DeJuan began his career at The Coca-Cola Company, holding various leadership positions within the consumer marketing and brand management teams for over 10 years.

DeJuan currently serves on the Board of Trustees for the Alvin Ailey Dance Foundation. He graduated from Morehouse College with a Bachelor of Arts degree in Business Administration-Marketing. Hailing from Chicago, Illinois, DeJuan currently resides in Brooklyn, New York.

Immersive Peer Coaching Experience

Thursday, May 9 | 3:45pm-4:45pm

Facilitated by Egon Zehnder

Special Thanks

Jason Abbas
Brandon Badia
Jim Boudreau
Ashley Carpenter
Melinda Cervantes
George Christensen
Erika Cisneros
Jill Cockerham
Jesus Cruz Vega
Betty Gabbard
Monica Gerlach
Maggie Gorman
Nadine Guerrero
Here Here Market
Hyatt House Chicago/Evanston
Rachel Johansen
Marlena Karwowski

Brayden King
Kevin Lim
Kay Meyer
KIS Team
Vidya Narasimhan
Mary Novak
Mary Rafferty
Jamie Rosman
Shelby Sparkle
Rebekah Stasinopoulos
Marie Vasquez
Peter Walpole
James Ward III
Betsy Weil
Sarah Yamashita
Members of Student Marketing Club

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