

KELLOGG MARKETING LEADERSHIP SUMMIT



AGENDA

 Everything will be held in the White Auditorium inside the Kellogg Global Hub, unless noted

WEDNESDAY, MAY 7

4:00 pm – 4:30 pm	REGISTRATION OPENS
4:30 pm – 4:45 pm	EVENT KICKOFF: FRAMING THE FUTURE with Jim Stengel
4:45 pm – 5:30 pm	4 Cs ROUND TABLE DISCUSSION <ul style="list-style-type: none">• Samantha Maltin - Chief Marketing and Brand Officer at St. Jude Children's Research Hospital• Heather Malenshek - Senior VP and CMO, Land O'Lakes, Inc.• Minjae Ormes - VP Marketing, LinkedIn <i>Amanda Helming - Consultant, Egon Zehnder as Moderator</i>
5:30 pm – 6:00 pm	FIRESIDE KEYNOTE Samir Bhutada '24 cKSM - Global Vice President - Digital Transformation (StudioX) The Coca-Cola Company <i>Jim Lecinski, Clinical Professor of Marketing, Kellogg as facilitator</i>
6:00 pm – 6:15 pm	BREAK
6:15 pm – 7:15 pm	KELLY LEONARD SECOND CITY WORKS
7:15 pm – 8:30 pm	DINNER <ul style="list-style-type: none">- Welcome remarks from event hosts- Performance from <i>The Undertones</i>
8:30 pm – 9:30 pm	NETWORKING RECEPTION

THURSDAY, MAY 8

8:15 am – 9:00 am
French Quarter

REGISTRATION & NETWORKING BREAKFAST

9:00 am – 9:15 am

OPENING REMARKS

Francesca Cornelli - Dean of Kellogg School of Management

9:15 am – 10:00 am

FIRESIDE KEYNOTE

Greg Lyons '99 MBA – Incoming Global CMO, Subway

- *Jim Stengel as facilitator*

10:00 am – 10:45 am

COMMERCIALITY PANEL

- **Mark-Hans Richer '89 MBA** - Global Chief Marketing Officer, GM Direct Commerce at Fortune Brands Innovations
 - **Tory Pachis** – EVP and CMO, Amica Insurance
 - *Robert Tas, Partner, McKinsey & Co*
 - *Jeff Jacobs '92, '97 MBA* - Partner, McKinsey & Co as facilitators
- We kindly ask you to not share anything from this session. Thank you for your cooperation.*

10:45 am – 11:45 am

FIRESIDE KEYNOTE

Raja Rajamannar – Chief Marketing & Communications Officer and Founding President, Healthcare Business, Mastercard

- *Pree Rao* – Global Head, Marketing & Sales Practice, Egon Zehnder as facilitator

11:45 pm – 1:00 pm

BITES OF BRAVERY LUNCH BREAK

1:00 pm – 2:00 pm

KEYNOTE:

Ah Ha Moments, Creative Insights and the Brain

John Kounios - Professor of Psychological and Brain Sciences

2:00 pm – 3:00 pm

RELEVANCY PANEL

- **Lara Krug** – CMO and EVP of Marketing, Kansas City Chiefs
- **Deena La Marque Piquion** – Chief Growth and Disruption Officer, Xerox
- **Ricky Engelberg** – Partner, Maximum Effort and Board Member of Wrexham AFC
- *Martha Williams* – Co-Head, US Marketing & Sales Practice, Egon Zehnder as moderator

3:00 pm – 3:15 pm

BREAK

3:15 pm – 4:15 pm

CLOSING KEYNOTE:
The CEO/CMO Relationship

- Kevin Hochman – CEO and President, Brinker International
- George Felix – CMO Chili's Bar and Grill
- Jim Stengel *as moderator*

4:15 pm – 4:45 pm

THE BIG WRAP:
Turning Insights into Action

4:45 pm – 5:30 pm

CLOSING RECEPTION *in the French Quarter*
Professional Headshot Opportunity (Room 5101)



Heads up! A few things to note during the Summit:



During breaks, two Kellogg MBA Candidates will be roaming as videographers. They may approach you to ask a few quick questions about your experience at the Summit. Your insights might be featured in future Summit promotions!



A professional photographer will be onsite capturing photos, along with video clips (no audio) throughout the event.



Personal recording is prohibited, thank you for your cooperation!

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