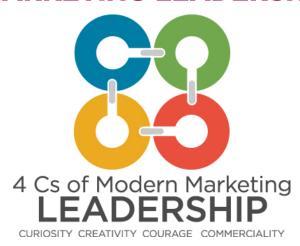
KELLOGG MARKETING LEADERSHIP SUMMIT



AGENDA



PEVERYTHING 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 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 Amanda Helming - Consultant, Egon Zehnder as Moderator
5:30 pm - 6:00 pm	FIRESIDE KEYNOTE Samir Bhutada '24 cKSM - Global Vice President - Digital Transformation (StudioX) The Coca-Cola Company Jim Lecinski, Clinical Professor of Marketing, Kellogg as facilitator
6:00 pm - 6:15 pm	BREAK
6:15 pm - 7:15 pm	KELLY LEONARD SECOND CITY WORKS
7:15 pm - 8:30 pm	DINNERWelcome remarks from event hostsPerformance 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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