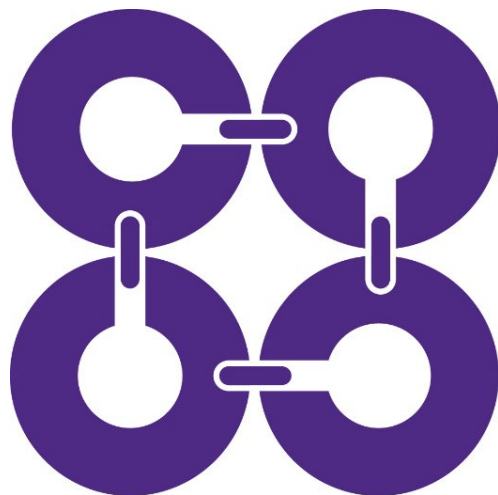




4Cs of Modern Marketing Leadership



EVENT PROGRAM

May 7 & 8, 2025

Kellogg Global Hub | Northwestern University

Northwestern
Kellogg

EgonZehnder

McKinsey
& Company

WELCOME LETTER

We are delighted to welcome you to the 14th Annual **Kellogg Marketing Leadership Summit**, co-hosted by the **Kellogg School of Management** in collaboration with our esteemed partners, **Egon Zehnder** and **McKinsey & Company**.

The theme of this year's Summit, "**The 4Cs of Modern Marketing Leadership**"—**Curiosity, Creativity, Courage, and Commerciality**—captures the essential qualities required to lead in today's dynamic, complex marketing environment. These four pillars guide how we explore new opportunities, inspire bold thinking, act with purpose, and drive growth.

Our program opens on **Wednesday, May 7**, with a powerful roundtable featuring CMOs who are redefining what it means to lead with the 4Cs. The evening continues with a fireside chat with **Samir Bhutada** from The Coca-Cola Company, an energizing session from **Second City Works**, and a dinner with live music and plenty of opportunities for connection.

Thursday, May 8, begins with opening remarks from **Dean Francesca Cornelli**, followed by a fireside chat with **Greg Lyons (Global CMO, Subway)**. Throughout the day, we'll hear from leaders at Meta, Xerox, the Kansas City Chiefs, and more—each offering a unique lens on how curiosity, creativity, courage, and commerciality are shaping the future of brands and business. We're especially honored to welcome **Raja Rajamannar, Chief Marketing & Communications Officer and Founding President of the Healthcare Business at Mastercard**, who will share lessons in innovation, multisensory marketing, and long-term brand value creation. The day concludes with a dynamic keynote on the CEO-CMO relationship and a closing session focused on turning insight into action.

We would also like to express our sincere thanks to **Patel Brothers** for their generous sponsorship and support of the Summit. Their partnership helps us bring this vibrant community of marketing leaders together and advance the conversation around the future of marketing.

Together with our Summit Co-Chair **Jim Stengel**, we are excited to gather this community of marketing leaders and Kellogg faculty to reflect, exchange, and challenge one another in meaningful ways.

We are thrilled to host you and confident that the conversations sparked here will inspire your continued growth as a marketing leader. Should you need anything during the Summit, please don't 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



Campus Map

Northwestern Campus Maps: <https://maps.northwestern.edu/evanston>



Address for Lyft/Uber

Kellogg Global Hub, 2211 Campus Drive, Evanston, IL 60208



WiFi

- Choose “Guest-Northwestern” in the list of available networks on your device
- Accept the University’s acceptable use policy



Final Details

- Sessions will not be recorded, but will be photographed and used in promotional activity for future Kellogg Summits
- Please do not share any details from the Thursday 10 am *Commerciality Panel* as the research has yet to be published
- Recording any session is prohibited, thank you for your cooperation
- Social media: Use hashtags #KMLS2025, #KelloggLeader, #CMOinsights




Jump to:

- Agenda, Wednesday May 7th
- Agenda, Thursday, May 8th
- Event Directors
- Event Partners
- Keynote Speakers
- Panelist and Guest Speakers
- Special Thanks
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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

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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

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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)

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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.

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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 and 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.

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Preet Rao

Global Head, Marketing & Sales Practice
Egon Zehnder

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.

EVENT PARTNERS



Martha Williams

Consultant and Global Co-Head, Marketing and Sales Practice
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.

EVENT PARTNERS



Amanda Helming
Consultant
Egon Zehnder

Amanda Helming, based in Boston, is active in the Consumer, Retail, Marketing & Sales, and Sports Practices. She is valued by clients for her own leadership experience – she was the Chief Marketing Officer and Business Unit Operator of a Fortune 200 organization – and helped grow world-renowned brands such as Dunkin’,

General Mills, Disney, and ESPN. Amanda is known for her positive energy and passion for bringing great leaders, and especially diverse leaders, together across companies, cultures and teams.

Before joining Egon Zehnder, Amanda was the CMO of United Natural Foods, Inc. (UNFI), the largest publicly traded grocery distributor in the U.S. In that role, she oversaw enterprise marketing, communications and the \$1.5B Private Brands division. Prior to that, Amanda spent seven years at Dunkin’ Brands, overseeing global consumer insights, pricing, brand marketing, and menu strategy. Earlier, she gained experience at General Mills helping market brands such as Cheerios and Chex Cereal, as well as Disney and ESPN, where she negotiated distribution deals to provide sports and family programming to households worldwide.

Amanda earned a BA in Psychology from Middlebury College and an MBA from the Tuck School of Business at Dartmouth. Outside work she has served on the boards of The Planting Hope Company Inc. and College For Every Student and as an advisor to Relentless Consumer Partners. She loves spending time with her husband and two children and is an avid traveler and culinary tourist, sports enthusiast, and at-home (amateur) chef + interior designer for friends and family, when they are so willing.



Jeff Jacobs '97 MBA Kellogg
Partner
McKinsey & Company

Jeff is a Partner in the Marketing & Sales Practice and the leader of McKinsey’s Data Driven Marketing and Marketing Performance service lines. Over 30 years of global line marketing and sales, growth strategy, digital and analytics transformation, innovation, media, and consulting experience. Worked extensively in CPG, retail, fashion, and high-tech. Additionally, through his volunteer work, become a leader in helping the Illinois Holocaust Museum leverage AI, Holograms, and VR to create award-winning stories to engage and help people stand up to hate.

Prior to McKinsey, Jeff spent over 12 years in line-management roles including Gatorade US and International, Aon Corporation CMO, and V8 Beverages. He spent 3 years as a tech entrepreneur in the voice commerce space.

Jeff has a B.A. from Northwestern University and a MBA from the Kellogg School of Management where he focused on marketing and organizational effectiveness. Avid traveler, photographer, boater, and tinkerer pickleball.

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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.



Lou Sanchez

Lou Sanchez spent over thirty years in Human Resources in roles ranging from Instructional Designer to Chief Human Resource Officer. His passion for building customer-oriented businesses and leadership capabilities helped global enterprises and Silicon Valley start ups to focus their organizations on creating and delivering value to customers, employees, and shareholders. Lou's career spanned industries and took him all over the world while working for Motorola, Bank of America, eBay, PayPal, Nokia Technologies, Emerson Collective, and Airbnb.

He holds a B.S. in Advertising from the S.I. Newhouse School of Public Communications at Syracuse University and a M.A. in Educational Technology from San Diego State University. Though retired from the corporate world, Lou serves as a Senior Fellow working on executive programs at Kellogg and continues to advise organizations and coach executives from his base in San Diego, CA.

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KEYNOTE SPEAKERS



Samir Bhutada '24 cKSM

Vice President - Global Vice President – Digital Transformation (StudioX)
The Coca-Cola Company

Samir Bhutada is the Global Vice President of Digital Transformation at The Coca-Cola Company. For almost two decades, he has worked at the intersection of culture and technology to successfully drive marketing transformation for some of Coca-Cola's biggest brands. Samir has held leadership positions across Asia, Africa, North America, and Europe, and currently leads StudioX, a first of its kind digital ecosystem that powers marketing through integrated technology and data solutions across 200 markets. An entrepreneurial mindset and builder's approach has enabled Samir to deliver innovative marketing breakthroughs throughout his career.

In addition to the design of new business models, Samir has launched multi-billion-dollar brand propositions, developed award-winning product and packaging solutions, and introduced pioneering AI platforms to Coca-Cola's marketing ecosystem. Samir continues to develop his knowledge and expertise in marketing through speaking and thought leadership and is an advisor to startups. He has an MBA and holds degrees in mechanical engineering and marketing. He studied at Northwestern University's Kellogg School of Management, Xavier School of Management, XLRI (India), and Pune University (India).



George Felix

SVP and CMO
Chili's Grill & Bar

George Felix is a brand turnaround specialist with a passion for using creativity to solve business problems. George currently serves as senior vice president and chief marketing officer at Chili's® Grill & Bar – a brand in the Brinker International portfolio. He is responsible for all U.S. Chili's brand marketing efforts. This includes culinary innovation, consumer insights, PR, enhancing the digital guest experience, and bringing the Chili's brand to life across all marketing channels including advertising and social media. Leading the brand's return to national marketing and culinary innovation, George has helped return Chili's to category leadership in both sales and traffic growth which has resulted in Brinker International's market capitalization increasing from \$1.3 billion to \$7+ billion.

Before joining Chili's in 2022, George was chief marketing officer of Tinder, where he led the global brand vision, strategy, and marketing operations for the highest grossing non-gaming app in the world. During his time at Tinder, George established the brand's first brand positioning and delivered revenue growth of +22% and grew payers on the platform by +16% year over year.

Prior, he served as chief marketing officer of Pizza Hut U.S., where he oversaw marketing, media and public relations for the brand. During his time at Pizza Hut, he led the development of a new brand positioning and advertising campaign that helped deliver three consecutive quarters of same-store sales growth including Pizza Hut's best quarter in over a decade.

Before joining Pizza Hut, George was director of marketing for KFC Global, where he was responsible for the brand communications strategy and positioning across 140 countries. He also served as director of brand communications for KFC U.S., leading national advertising, media strategy, product packaging and restaurant

KEYNOTE SPEAKERS

merchandising. During his time in the role, the brand grew sales for three consecutive years behind the award-winning 'Return of Colonel Sanders' advertising campaign.

Prior to joining KFC, George worked in brand management at Procter & Gamble for six years. During that time, he worked on the Old Spice brand where he led award-winning advertising campaigns that returned Old Spice to the top of the deodorant and body wash category in sales.

In 2024, Nation's Restaurant News named Felix to its Power List of 50 Marketers who are redefining power in the American restaurant industry and ADWEEK named Felix a Marketing Vanguard award winner as one of the most impactful Chief Marketing Officers of the year. In 2018, Ad Age named Felix its "Brand Marketer of the Year" and in 2016 he made the outlet's 40 Under 40 list. During his career, he has been at the helm of several award-winning campaigns including 14 Cannes Lions, five Effies and an Emmy for Best Commercial.

George holds a bachelor's degree from the University of Notre Dame and a master's degree from the University of North Carolina at Chapel Hill's Kenan-Flagler Business School. George enjoys spending time with his family – his wife, Mary; daughter, Eleanor; and son, Wilson. He is an avid sports fan, enjoys playing tennis, traveling, and trying new restaurants.



Keynote

Kevin Hochman

CEO and President

Brinker International, Inc., and President of Chili's® Grill & Bar

Kevin Hochman is Chief Executive Officer and President, Brinker International, Inc., and President of Chili's® Grill & Bar and is accountable for the company's worldwide results: \$5Billion+ in revenues and \$600Million+ in EBITDA annually. Brinker International has over 65,000 employees across 30+ countries.

Under Kevin's leadership, Brinker International's market capitalization has increased from \$1.3 billion to over \$7 billion dollars. Kevin was recently named Restaurant Business Restaurant Leader of the Year for the Chili's Grill & Bar turnaround.

Kevin has 3 decades of experience working in leading global companies. Prior to joining Brinker in 2022, he held multiple leadership positions at Yum! Brands from 2014 to 2022 most recently serving as U.S. KFC President for more than five years while concurrently leading the Pizza Hut Brand as President from 2020 to 2022. In his KFC role, Kevin and his team led the KFC brand turnaround, which included new advertising, re-training restaurant teams, remodeling restaurants and making back-of-house improvements that delivered eight consecutive years of same-store sales growth for the now \$5 billion U.S. brand. Kevin also led similar comp store growth & four wall profitability improvements at Pizza Hut during his more than two years of tenure with that brand.

Kevin has received several awards in recognition of his brand-building leadership and innovative thinking, including being named to Nation's Restaurant News Power List and PR Week's Power List for several years. He was also named the Forbes No. 2 most influential CMO in the world when he was the KFC Chief Marketing Officer for his leadership in resurrecting the brand in the U.S. with the now-iconic rotating Colonels Campaign.

Before his start in the restaurant industry, he held various finance, brand management and marketing roles.

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Keynote

John Kounios

Professor of Psychological and Brain Sciences
Drexel University

John Kounios, PhD, is a professor of psychology in Drexel University's doctoral program in Applied Cognitive and Brain Sciences. He has published cognitive neuroscience research on insight, creativity, problem solving, memory, and brain aging and coauthored (with Mark Beeman) the international Amazon Bestseller, *The Eureka Factor: Aha Moments, Creative Insight, and the Brain* (Random House). John's research has been funded by the National Institutes of Health and the National Science Foundation and has been reported by *The New York Times*, *The Wall Street Journal*, *The Times* (London), National Public Radio and was featured in BBC Television and Discovery Science Channel documentaries. His work was profiled by *The New Yorker* and *The Saturday Evening Post* and is part of a permanent exhibit at Chicago's Museum of Science and Industry. He is a Fellow of the Association for Psychological Science and the Psychonomic Society.



Keynote

Greg Lyons '99 MBA Kellogg

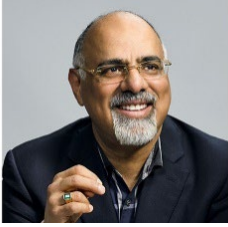
Incoming Global Chief Marketing Officer
Subway

Former Chief Marketing Officer of PepsiCo's \$28 billion portfolio of iconic brands in North America—including Pepsi, Gatorade, STARRY, MTN DEW, bubly, LIFEWTR, Pure Leaf and Lipton. Over 25 years of marketing & brand work spanning across the globe, driving strong business impact and creating iconic brand moments, from MTN DEW's "puppymonkeybaby" Super Bowl ad to Walkers "Do Us a Flavor" in UK & Ireland.

An authentic and empathetic leader who believes in simplification and cultivating a culture where people can bring every part of themselves to work results in better, stronger and more impactful marketing. Dedicated to championing the next generation of marketers as a recurring guest lecturer at Northwestern's Kellogg School of Business. Helping define the future of marketing by serving on ANA's Board of Directors. A strong commercial business leader, serving on the Board of Directors for Starbucks/PepsiCo's North American Coffee Partnership and Tropicana Brands Group.

Home is a top priority with wife Beth, four kids, two Bernese Mountain dogs and a cat. Leisure time is cherished and spent with family, friends, or playing tennis and golf.

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Keynote

Raja Rajamannar

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

Raja Rajamannar is chief marketing and communications officer for Mastercard and founding president of its healthcare business. He serves as a member of the company's executive leadership team and management committee.

Over the past decade, Raja has transformed Mastercard into one of the top 10 most valuable brands in the world. At the helm of the iconic Priceless platform, he and his team are on the cutting edge of experiential, multisensory marketing for consumers and customers alike. Raja has extended the reach and impact of the brand by embracing artificial intelligence and Web3 technologies while pioneering new standards in inclusive design.

Under Raja's leadership, recent innovations have earned Mastercard recognition as the world's No. 1 audio brand four years in a row, as well as accolades from Disability:IN, Fast Company, Cannes Lions and other prestigious organizations. The transformation work led by Raja at Mastercard has been developed into case studies at both Harvard Business School and Yale School of Management.

A Wall Street Journal-bestselling author, Raja is a frequent speaker and media commentator. His book, "Quantum Marketing: Mastering the New Marketing Mindset for Tomorrow's Consumers," has become a touchstone for marketing leaders and academics around the world and is now available in eight languages.

As President of Healthcare, Raja focuses on driving value for healthcare industry stakeholders through innovative Mastercard assets such as data analytics, AI and cybersecurity solutions. Prior to Mastercard, Raja was chief transformation officer for the health insurance firm Elevance (formerly Anthem) and chief innovation and marketing officer for Humana. He's held senior management roles with Unilever and Citibank.

Recently inducted into the Marketing Hall of Fame and Forbes' Most Influential CMOs Hall of Fame, Raja has been recognized as one of Insider's Most Innovative CMOs six times. He was also named Advertising Person of the Year by The AD Club of New York, WFA Global Marketer of the Year, Adweek's Brand Genius, Billboard's Top Branding Power Player and Fashion Group International's Tech and Brand Innovation Award recipient, among many other recognitions.

He is president of the World Federation of Advertisers (WFA) and on the boards of the Association of National Advertisers (ANA), The Ad Council and Yale School of Management Consumer Insights Council. He serves on the board of PPL Corporation, a U.S. Fortune 500 company (NYSE: PPL), and not-for-profit Bon Secours Mercy Health.

Originally from India, Raja received his bachelor's degree in chemical engineering from Osmania University and Master of Business Administration from the Indian Institute of Management in Bangalore. He currently resides with his wife and younger son in the United States

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PANELIST & GUEST SPEAKERS



Panelist

Lara Krug

Chief Marketing Officer
Kansas City Chiefs

Lara is an experienced and passionate business leader with 20+ years of experience building and growing brands across multiple industries including consumer goods, alcohol, beauty and sports in both global and U.S. roles. In 2021, Lara joined as the first Chief Marketing Officer and EVP of Marketing at the Kansas City Chiefs. While overseeing all aspects of marketing in the U.S. including brand strategy, fan development, content & production, events and community impact, she is also responsible for the internationalization of the club in Germany, Austria, Switzerland and Mexico. She has led the marketing and media team through back-to-back Super Bowl Championships, driving growth to become the #2 fan base in the league, accelerating the reach of the brand across their owned channels on social and digital through powerful storytelling and furthering the legacy of impact of the club and its players have locally in the community.

Chosen as one of the Most Powerful Women in Sports by AdWeek in 2021 and KC Business Journal Women Who Mean Business 2024, Lara believes in the impact that sports can have on fans, new and old, in Kansas City and around the world and the endless opportunities that can come to life when creativity is at the heart of the ideas. She believes in the power of diversity of people, backgrounds and thought and continues to advocate for change throughout the industry.

Prior to joining the Chiefs, she spent more eight years in multiple marketing roles with Anheuser-Busch InBev, eventually taking over as Vice President of U.S. Marketing for Stella Artois. Before leading the national marketing efforts for Stella Artois, she oversaw AB Inbev's regional brand portfolio, global experiential and sponsorship business and digital media partnerships. Those roles saw her develop and lead experiential platforms and campaigns around Super Bowl LIV, FIFA World Cup, the World Surfing League, UFC, Wimbledon, Tomorrowland and many more. Lara currently sits on the board of earlySTART KC and the Future Council of the Effies, a global marketing effectiveness award platform.



Guest Speaker

Kelly Leonard

Vice President, Creative Strategy, Innovation and Business Development
Second City Works

Kelly Leonard began his Second City career in 1988, eventually becoming producer of Second City in 1992 and Executive Vice President through 2015. He has produced hundreds of original revues with talent such as Stephen Colbert, Tina Fey, Keegan Michael Key, Seth Meyers and Amy Poehler. His book, "Yes, And," received rave reviews in Vanity Fair and the Washington Post. He co-leads a new partnership with Booth School at the University of Chicago that studies behavioral science through the lens of improvisation. He is a popular speaker, appearing at Aspen Ideas Festival, Chicago Ideas Week and TEDxBroadway and hosts the Second City Works/WGN Podcast "Getting to Yes, And."

PANELIST & GUEST SPEAKERS



Panelist

Heather Malenshek

Senior Vice President & Chief Marketing Officer
Land O'Lakes, Inc.

Heather serves as the Chief Marketing Officer, overseeing B2C and B2B branding and marketing strategy, messaging development and execution excellence and is responsible for building marketing competencies across all businesses and geographies. She also has oversight for Curious Plot, a wholly owned subsidiary of Land O'Lakes, Inc.

Prior to joining Land O'Lakes, Heather was the SVP Chief Marketing Officer for the Harley-Davidson Motor Company where she led a brand transformation that expanded the consumer base for the company, bringing in a new generation of consumers. Her career has spanned a wide range of brands and categories including airline, financial services, pharmaceuticals, automotive, food and beverage, pet care and more. She has been recognized by Forbes as one of the world's most influential CMOs in both 2018 and 2019 in part because of her reputation for taking legacy brands and helping them find their authentic purpose while transforming their business results.

Heather is on the board of Oobli, a food tech company reinventing sweetness and is Board President of Hunkapi Equine Therapy Programs, on the Dairy Management Inc. Advisory Board, and The Ad Council Board of Directors.

Heather was born in Scotland and grew up next to her uncle's farm where she developed her love of animals – especially horses and dogs. Her passions lie in helping others to fulfill their true potential in their careers and in life.



Panelist

Samantha Maltin

Chief Marketing and Brand Officer at St. Jude Children's Research Hospital
[LinkedIn Page](#)

PANELIST & GUEST SPEAKERS



Panelist
Minjae Ormes
VP Marketing
LinkedIn

Minjae Ormes is the VP of Marketing, Global Brand, Consumer Product Marketing, and Market Research at LinkedIn. She leads the team responsible for building a world class brand, consumer experience, and insights that deliver trusted relationships and value to 1B+ members in 200 countries and 26 languages worldwide, including bringing to market the LinkedIn's Premium subscription business and the latest AI features and innovations.

Prior to LinkedIn, Minjae was the Chief Marketing Officer at Visible, a Verizon company, where she launched a new wireless consumer business from ground up. She built the end-to-end marketing organization across brand, creative, comms, growth and ecommerce, insights, as well as device marketing and operations, and created a new challenger brand positioning, identity, and GTM strategy that made Visible one of Fast Company's most innovative companies and Adweek's Challenger Brand of the Year. Minjae spent the early part of her career at YouTube during its most formative years, having launched the first global Movies and Originals products, as well as the first global Creator campaign, which began what became a \$100B creator economy in just over a decade. She also oversaw the launch of the apps ecosystem (Music, Gaming, Kids) and its integrated media strategy, as well as the beginnings of YouTube's subscription business model, including YouTube TV. She spent the first few years of her marketing career as an account lead at one of the first social agencies of its kind and subsequently built her own business as a marketing consultant to clients like National Geographic Channel and Tribeca Film Institute. Minjae has been recognized as one of Forbes World's Most Influential CMOs, Campaign US CMO 50, Adweek Women Trailblazers, Business Insider's 20 CMOs to Watch, Gold House's 100 Most Impactful Asians of the Year, and Advertising Club of New York Foundation's Innovators of the Year.

Minjae earned a Master of Art in Cinema Studies from NYU Tisch School of the Arts, and a Bachelor of Science degree in Foreign Service from Georgetown University. She serves on the board of VOW for Girls, a growing global movement that partners with brands, individuals and the wedding industry to end the international child marriage crisis.



Panelist
Deena LaMarque Piquion
Chief Growth & Disruption Officer
Xerox

Deena LaMarque Piquion was named chief growth and disruption officer, effective January 2024. In this role, Deena is responsible for all activities under revenue and pricing operations, digital sales, marketing and external communications.

Prior to her current role, she served as Xerox's chief marketing officer, leading all aspects of global marketing and enabling go-to-market teams to generate revenue and build awareness and demand for Xerox, its offerings and new businesses. Before that, she was senior vice president and general manager of Xerox Latin America Operations.

PANELIST & GUEST SPEAKERS

Deena has extensive P&L ownership and go-to-market experience. Prior to joining Xerox in 2019, Deena was with Tech Data Corporation for 19 years, most recently serving as vice president and general manager of Latin America & Caribbean.

Deena is a member of the Advisory Board of Teach for America Miami Dade County, a nonprofit organization dedicated to educational equity and excellence. Deena was awarded the Florida Diversity Council Glass Ceiling Award in 2016, was selected as a CRN Women of the Channel Honoree in 2017 and was named to Diversity First's Top 50 Women in Tech 2021 and Top 100 CMOs in 2022. Deena is actively engaged in her community and passionate about supporting children's cancer research and diversity and inclusion in technology. She is a dynamic blogger who created her own personally branded platform to share tips on personal and professional growth with an engaged following in the industry.

Deena is also the executive sponsor of the Xerox Leadership Association, one of Xerox's ten Employee Resource Groups.

Deena holds a Master of Science in Foreign Service degree from Georgetown University and a Bachelor of Science degree from Vassar College. Deena also completed an executive leadership program in Women's Leadership at Yale University.



Panelist
Tory Pachis
EVP and CMO
Amica Insurance

Tory Pachis is the Chief Marketing Officer at Amica Mutual Insurance Company, based in Lincoln, Rhode Island. A seasoned insurance executive with nearly a quarter-century of industry experience, Tory oversees the department's five functions: marketing data science; media and platform; brand and communications; operations and project management; and digital experience.

Tory joined Amica in 2020 as Vice President of Marketing and has since led a brand renaissance. That work includes the implementation of a new advertising agency of record, and the refreshing of Amica's logo and brand platform. He has also pushed Amica to pursue larger and more impactful branding opportunities to build name recognition. Recent examples include the jersey patch sponsorship of the Boston Celtics and the naming rights to Providence, Rhode Island's 13,000-seat arena now known as the Amica Mutual Pavilion (AMP).

Tory holds a BA in Journalism and an MA in Marketing Communications from the University of Connecticut. He and his wife Stacy have four children: Sophia, Christian, Jayden and Rosie. When he's not at Amica, you can find him on the sidelines coaching his children's basketball games or serving the community through his involvement with Foster Forward, a nonprofit that aims to empower lives impacted by foster care.

PANELIST & GUEST SPEAKERS



Panelist

Ricky Engelberg – Partner, Maximum Effort and Board Member of Wrexham AFC

[LinkedIn Profile](#)



Panelist

Mark-Hans Richer '89 MBA

Global Chief Marketing Officer
GM Direct Commerce at Fortune Brands Innovations

Mark-Hans Richer joined Fortune Brands Innovations in March, 2017 as its first Chief Marketing and Innovation Officer, establishing modern marketing strategies and practices and creating new innovation processes that continue today.

In late 2022, as the first Global CMO and GM of Direct Commerce across FBIN, Mark-Hans took leadership responsibility for the new company's marketing strategy and capabilities - Brand Marketing, Consumer Insights and Analytics, Consumer Service and Industrial Design - and for building the company's direct consumer business across all brands.

Previously to joining FBIN, Richer served as Senior Vice President, Chief Marketing Officer at Harley-Davidson, Inc. There, he and his teams delivered firsts in product planning through customer-led innovation, including development of Harley's first electric motorcycle. He also introduced strategies and structures that resulted in the company reaching #1 market share position in all U.S. demographics as well as global growth.

Prior to Harley-Davidson, Richer held multiple marketing and advertising director-level roles within General Motors, and at DDB Chicago where he managed major consumer accounts such as McDonald's and General Mills. From these efforts, Mark-Hans was inducted into the American Advertising Federation's Hall of Achievement in 2006, and has been recognized along with his teams with the world's top marketing awards for creativity and effectiveness.

Richer holds a Bachelor of Arts in History from Northwestern University and a Master's Degree in Business Administration from the Ross School of Business at the University of Michigan.

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