

## Kellogg CMO Program Alumni Only

**2:30pm – 3:00pm**

James L. Allen Center  
Room 222

**Registration opens for CMOP Alumni Reunion**

**3:00pm – 4:00pm**

James L. Allen Center  
Room 222

**CMOP Alumni Reunion Presentation: AI For Marketing Leaders**

**Jim Lecinski**, Clinical Associate Professor of Marketing, Kellogg

**4:00pm – 5:00pm**

James L. Allen Center  
2<sup>nd</sup> Floor Common Area

**CMOP Alumni Reunion – Networking Break**

## All Attendees

**4:30pm – 5:00pm**

Kellogg Global Hub  
Main Entrance

**Registration Opens**

**5:00pm – 6:40pm**

Kellogg Global Hub  
Room 1430

**Personal Resilience Session, Presented by Egon Zehnder**

**Greig Schneider**, Partner, Egon Zehnder

**7:00pm – 8:30pm**

James L. Allen Center  
Atrium

**Dinner**

with welcome remarks from event hosts **Gregory Carpenter, Srinivas K. Reddy, and Jim Stengel**

**8:30pm – 9:00pm**

James L. Allen Center  
Atrium

**Reception**

# Agenda for 2023 Summit

## Wednesday, March 29 – Morning

<b>8:00am – 8:45am</b> James L. Allen Center North Lobby	<b>Registration and Breakfast</b>
<b>8:45am – 9:05am</b> James L. Allen Center McCormick Auditorium	<b>Opening Remarks</b> With <b>Janice Eberly</b> , Senior Associate Dean for Strategy and Academics, Kellogg
<b>9:05am – 9:45am</b> James L. Allen Center McCormick Auditorium	<b>A Robust, Long-term Customer Lifetime Value Model</b> <b>Eric Anderson</b> , Professor of Marketing, Polk Bros. Chair in Retailing, Kellogg
<b>9:45am – 10:15am</b> James L. Allen Center North Lobby	<b>Networking Break</b>
<b>10:15am – 11:00am</b> James L. Allen Center McCormick Auditorium	<b>Resilient leadership in disrupted categories</b> <b>Denise Karkos</b> , Chief Marketing Officer, SiriusXM <b>Karuna Rawal</b> , Chief Marketing Officer, Nature's Fynd <b>Kimberley Sweet Gardiner</b> , Chief Marketing Officer, Tractor Supply Co. <b>Samie Barr</b> , Chief Brand Officer, Kohler Moderated by <b>Martha Williams</b> , Consultant, Egon Zehnder
<b>11:00am – 11:45am</b> James L. Allen Center McCormick Auditorium	<b>Keynote Speaker – Alison Lewis</b> <b>Alison Lewis</b> , Chief Growth Officer, Kimberly-Clark Facilitated by <b>Pree Rao</b> , Consultant, Egon Zehnder
<b>12:00pm – 1:00pm</b> James L. Allen Center Atrium	<b>Lunch</b>

<b>1:00pm – 1:45pm</b> James L. Allen Center McCormick Auditorium	<b>Resilient growth: Five bold moves for CMOs</b> <b>Stuart Hogue</b> , Senior Advisor, McKinsey & Company <b>Britney Bartlett</b> , Vice President of Global Field Marketing, Cisco Systems Moderated by <b>Jeff Jacobs</b> , Partner, McKinsey & Company
<b>1:45pm – 2:30pm</b> James L. Allen Center McCormick Auditorium	<b>DE&amp;I Momentum Shifts</b> <b>Erania Brackett</b> , SVP & Chief Marketing Officer, Dentsply Sirona <b>Iris Diaz</b> , Chief Marketing Officer, Dallas Mavericks Facilitated by <b>Ashley Harding</b> , Consultant, Egon Zehnder
<b>2:30pm – 3:00pm</b> James L. Allen Center North Lobby	<b>Networking Break</b>
<b>3:00pm – 3:45pm</b> James L. Allen Center McCormick Auditorium	<b>Keynote Speaker – Tracey Brown</b> <b>Tracey Brown</b> , President of Retail Products & Chief Customer Officer, Walgreens Facilitated by <b>Caroline Lombardi</b> , Head of U.S. Hospitality & Leisure, Egon Zehnder
<b>3:45pm – 4:15pm</b> James L. Allen Center McCormick Auditorium	<b>Perspectives from Future Kellogg Leaders</b> With currently enrolled Kellogg students <b>C. Rogers</b> , <b>H. Kabel</b> , <b>J. McNeir</b> , <b>K. Loomis</b> , <b>V. Kumar</b> , and <b>Y. Folarin</b> . Facilitated by <b>Jim Stengel</b> .
<b>4:15pm – 4:30pm</b> James L. Allen Center McCormick Auditorium	<b>Closing Remarks</b> Event Hosts <b>Gregory Carpenter</b> , <b>Srinivas K. Reddy</b> , and <b>Jim Stengel</b>
<b>4:30pm – 5:30pm</b> James L. Allen Center North Lobby	<b>Closing Reception</b>