

2012 Kellogg Marketing Leadership Summit

Inventing the Future of Marketing

SPEAKER

Gregory Carpenter

James Farley/Booz Allen Hamilton Professor of Marketing Strategy

Kellogg School of Management

Welcome and Introduction

Egon
Zehnder
International

McKinsey&Company

NORTHWESTERN UNIVERSITY



Question

Where have we been and
where are we going?

The Concept



“It is the whole business seen from the customer’s point of view. Concern and responsibility for marketing must, therefore, permeate all areas of the enterprise.”

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The Practice



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Change



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Forbes

The CMO Is Dead

This article is by Dominique Turpin, the Nestlé Professor and president of IMD, a business school in Switzerland. He co-directs IMD's Orchestrating Winning Performance program.

I have some sad news: The Chief Marketing Officer is dead.

Fortunately, I'm talking about the CMO position rather than a particular person. But the decline of the CMO's influence is an alarming trend in companies that claim to put the customer first but in reality continue to be product-driven.



(Photo credit: Wikipedia)

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Traditional	Roles & Scope	Emerging
Structured process	Strategy development	Adaptive & inventive
Product development	Innovation	Disruptive systems
Functional excellence	Organization & culture	Collaboration
Operations & 4 Ps	Strategy implementation	Interactive systems
Financials & market data	Metrics	Deeper insights

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Déjà Vu



“Every idea and technical solution should be focused on meeting customer needs”
- *Paul Otellini, CEO of Intel*

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Agenda

8:00 - 8:15 AM **Welcome & Introductions, ROOM 240**
Professor Gregory Carpenter

Global Perspective on the Future of Brands and Marketing

8:15 - 9:00 **Bob Eckert '77, Chairman, Mattel, Inc.**
“Some Observations”

9:00 - 9:45 **Daniel Diermeier, IBM Professor of Regulation and Competitive Practice;**
Director of the Ford Motor Company Center for Global Citizenship
“Reputation Management: Beyond the Obvious”

9:45 - 10:15 **Networking Break** **HELENHOUSE LOUNGE**

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Agenda

Global Perspective on the Future of Brands and Marketing *cont...*

10:15 - 11:15 **Inventing the Future of Marketing: Winning with Big Data**

Moderator: **Rory Finlay '88**, Consultant and Global Consumer Products

Practice Leader at Egon Zehnder International, Inc.

Panelists: **Jonathan Becher**, Chief Marketing Officer, SAP AG

Diane Brink, VP GTS Marketing, IBM

Thomas O'Toole, President, United Mileage Plus Holdings

The Connected Brand and the Connected Consumer

11:15 - 12:00 PM **James Fowler**, Author, *Connected*

“From Theory to Practice: How Social Media Networks
Shape our Lives”

12:00 - 1:15 **Lunch** **ATRIUM DINING ROOM**

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Agenda

The Connected Brand and the Connected Consumer *cont...*

1:15 - 2:00 **Dag Kittlaus**, Co-founder and former CEO, Siri

2:00 - 3:00 **Inventing the Future of Marketing: Winning with Digital Marketing**

Moderator: **Betsy Holden '82**, Senior Advisor, McKinsey & Company, Inc.

Panelists: **Nick Besbeas**, VP Marketing, LinkedIn

Andrew Markowitz, Director, Global Digital Strategy, General Electric

Peter McDonough, Chief Marketing and Innovation Office, Diageo

Graham Mudd, Head of Measurement Market Development, Facebook

3:00 - 3:30 **Networking Break** HELENHOUSE LOUNGE

3:30 - 4:15 **Inventing the Future of Marketing: Capturing the Opportunity**
FACILITATED GROUP DISCUSSION

4:15 - 4:30 **Wrap Up, Professor Gregory Carpenter**

4:30 - 5:30 **Reception & Departures** HELENHOUSE LOUNGE