

KELLOGG MARKETING LEADERSHIP SUMMIT



AGENDA

MONDAY, MAY 4

- 3:00 pm – 3:30 pm **REGISTRATION & RECEPTION**
- 3:30 pm – 3:45 pm **EVENT KICKOFF** with Jim Stengel
- 3:45 pm – 4:45 pm **FIRESIDE CHAT: Is CMO Still the Right Title for the Job to be Done?**
- Kellyn Smith Kenny '05 MBA, CMO AT&T
 - *Jim Stengel as facilitator*
- 4:45 pm – 5:45 pm **How Do You Build Better Judgment in an AI-Driven World?**
BEAT THE BOT Simulation with Kellogg Professor Cynthia Wang
- 5:45 pm – 6:00 pm **BREAK**
- 6:00 pm – 6:45 pm **What's the Point of a CMO? A Board's Eye View**
- Claire Bennett '92 MBA, Board Member: AutoNation, Samsonite, and Culligan International
 - Rich Stoddart, Board President, Hasbro
 - *Martha Williams, Consultant, Growth Leaders Practice, Egon Zehnder, as panel facilitator*
- 6:45 pm – 7:45 pm **What Does It Take to Build Teams That Truly Connect and Perform?**
Steve Shenbaum, Founder of Game On Nation
- 7:45 pm – 8:45 pm **NETWORKING DINNER**
- 8:45 pm – 9:30 pm **DRINKS AND DESSERT RECEPTION**

TUESDAY, MAY 5

- 8:15 am – 9:00 am **REGISTRATION & NETWORKING BREAKFAST** (and headshot opportunity)
- 9:00 am – 9:15 am **OPENING REMARKS** with Jim Stengel

- 9:15 am – 10:15 am **KEYNOTE: What Does the Best Practice AI Roadmap for Marketers Look Like?**
The AI Marketing Canvas: A Five-Step AI Plan for Marketers
 Jim Lecinski, Clinical Professor of Marketing at Kellogg
- 10:15 am – 11:15 am **What Has AI's First Chapter Taught Us About What's Next?**
Discussing what we thought, what we learned, and where we go from here.
- Kelly Mahoney, CMO ULTA Beauty
 - Rachel Thornton, CMO Adobe Enterprise
 - *Jeff Jacobs & Desirae Oppong, Partners at McKinsey & Co.*
- 11:15 am – 11:30 am **BREAK**
- 11:30 am – 12:30 pm **How Did I Get Here? Pathways and Pivots.**
- Jake O'Leary, Global Head of Marketing, Instagram
 - Micky Onvural, Chief Marketing and Communications Officer, TIAA
 - Julia Collier, Chief Marketing Officer, J.Crew
 - *Michelle Park, Consultant, Growth Leaders Practice, Egon Zehnder as moderator*
- 12:30 pm – 1:15 pm **NETWORKING LUNCH**
- 1:15 pm – 2:15 pm **Why Do Some Companies Surge Ahead While Others Stall? - The Anatomy of Growth**
- Chip Bergh, Former President and CEO, Levi Strauss & Co., Board member: Lululemon, HP, Pinterest, and e.l.f.
 - *Pree Rao, Global Head, Growth Leaders Practice, Egon Zehnder*
 - *Amanda Helming, Consultant, Growth Leaders Practice, Egon Zehnder*
- 2:15 pm – 3:15 pm **Are Sustainability and Growth Compatible?**
- Melissa Brotz BSJ '90, Chief Marketing and Communications Officer, Abbott
 - Tanu Grewal, VP Marketing and Innovation ALEN USA
 - Scott Jost, CMO Berlin Packing
 - Santhi Ramesh, Chief Commercial Officer, Pampered Chef
 - *Nick Caffentzis as Facilitator, Senior Fellow & Adjunct Professor, Kellogg*
- 3:15 pm – 3:30 pm **BREAK**
- 3:30 pm – 3:40 pm **Dean Francesca Cornelli – Remarks**
- 3:40 pm – 4:20 pm **What are the Secrets to a Successful CEO/CMO Relationship?**
- Tarang Amin, Chairman and Chief Executive Officer, e.l.f. Beauty
 - Kory Marchisotto, President, e.l.f. Brands
 - *Jim Stengel as facilitator*
- 4:20 pm – 4:30 pm **Where Do We Go From Here? with Jim Stengel**
- 4:30 pm – 6:00 pm **CLOSING RECEPTION** - Book signing with Jim Lecinski and Headshots