



KELLOGG MARKETING LEADERSHIP AGENDA *(as of 2/11/26, subject to change)*

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	KEYNOTE: Is CMO Still the Right Title for the Job to be Done? <ul style="list-style-type: none">- Kellyn Smith Kenny MBA '05, 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 <ul style="list-style-type: none">- Claire Bennett MBA '92, Board Member: AutoNation, Samsonite, and Culligan International- Rich Stoddart, Board President, Hasbro- <i>Martha Williams as Panel Facilitator, Consultant at Egon Zehnder</i>
6:45 pm – 7:45 pm	What Does It Take to Build Teams That Truly Connect and Perform? <i>Steve Shenbaum, Founder of Game On Nation</i>
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 <i>(and headshots)</i>
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? <i>The AI Marketing Canvas: A Five-Step AI Plan for Marketers</i> Jim Lecinski, Clinical Professor of Marketing at Kellogg

10:15 am – 11:15 am	TBD
11:15 am – 11:30 am	Break
11:30 am – 12:30 pm	<p><i>How Did I Get Here? Pathways and Pivots.</i></p> <ul style="list-style-type: none"> - Jake O’Leary, Global Head of Marketing, Instagram - Michael Fanuele, Chief Brand Officer, Shake Shack - Micky Onvural, Chief Marketing and Communications Officer, TIAA - John Sullivan, CMO WHOOP - Julia Collier, Chief Marketing Officer, J.Crew - <i>Michelle Park, Consultant at Egon Zehnder as Moderator</i>
12:30 pm – 1:15 pm	NETWORKING LUNCH
1:15 pm – 2:15 pm	<p><i>Why Do Some Companies Surge Ahead While Others Stall? - The Anatomy of Growth</i></p> <ul style="list-style-type: none"> - <i>Pree Rao, Global Head, Marketing & Sales Practice, Egon Zehnder</i> - <i>Amanda Helming, Consultant, Egon Zehnder</i>
2:15 pm – 3:15 pm	<p><i>Does Sustainability Kill Innovation — or Fuel It?</i></p> <ul style="list-style-type: none"> - Scott Jost, CMO Berlin Packing - Melissa Brotz BSJ ’90, Chief Marketing and Communications Officer, Abbott - Tanu Grewal, VP Marketing and Innovation ALEN USA - Santhi Ramesh, Chief Commercial Officer, Pampered Chef - <i>Nick Caffentzis as Panel Facilitator, Senior Fellow and Adjunct Professor of Marketing, Kellogg</i>
3:15 pm – 3:30 pm	Break
3:30 pm – 3:40 pm	<i>Dean Francesca Cornelli</i> – Remarks
3:40 pm – 4:20 pm	<p><i>What are the Secrets to a Successful CEO/CMO Relationship?</i></p> <ul style="list-style-type: none"> - Tarang Amin, Chairman and Chief Executive Officer of e.l.f. Beauty, and - Kory Marchisotto, Chief Marketing Officer of e.l.f. Beauty
4:20 pm – 4:30 pm	<i>Where Do We Go From Here?</i> with <i>Jim Stengel</i>
4:30 pm – 6:00 pm	<p>CLOSING RECEPTION</p> <ul style="list-style-type: none"> - <i>Book signing with Jim Lecinski and Headshots</i>