

KELLOGG MARKETING LEADERSHIP AGENDA (as of 1/12/26, subject to change)

MONDAY, MAY 4

3:00 pm – 3:45 pm	REGISTRATION & RECEPTION
3:45 pm – 4:00 pm	EVENT KICKOFF with Jim Stengel
4:00 pm – 4:45 pm	KEYNOTE: Kellyn Smith Kenny MBA '05, CMO AT&T
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 <i>Beat the Bot is an immersive simulation that challenges participants' creative judgment and strategic decision-making against advanced artificial intelligence. Through a series of fast-moving challenges that mirror real-world marketing and innovation problems, participants progress toward an augmented team experience where humans and AI collaborate. Beat the Bot delivers practical, immediately relevant lessons for leading brands in an AI-driven market.</i>
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 MBA '92, Board Member AutoNation, Samsonite, and Culligan International - Soyoung Kang, President at eos - Rich Stoddart, Board President, Hasbro
6:00 pm – 7:00 pm	What Does It Take to Build Teams That Truly Connect and Perform? <i>Steve Shenbaum, Founder of Game On Nation.</i> <i>Leaders will leave equipped to communicate with confidence, foster innovation, and build cultures where ideas move faster, feedback is welcomed, and people feel empowered to do their best work.</i>
7:00 pm – 8:15 pm	NETWORKING DINNER
8:15 pm – 9:30 pm	DRINKS AND DESSERT RECEPTION

TUESDAY, MAY 5

8:15 am – 9:00 am	REGISTRATION & NETWORKING BREAKFAST (and headshots)
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 – 12:15 pm	How Does It Feel When You Become the Story? Alissa Heinerscheid, SVP Team Business Operations and Development, LIV Golf
12:15 pm – 1:15 pm	NETWORKING LUNCH
1:15 pm – 2:15 pm	How Did I Get Here? Was it Luck or Leadership? <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
2:15 pm – 3:15 pm	What Does Real Innovation Look Like When Sustainability Is Non-Negotiable? <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
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? <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	Where Do We Go From Here? with Jim Stengel
4:30 pm – 6:00 pm	CLOSING RECEPTION <ul style="list-style-type: none"> - Book signing with Jim Lecinski and Headshots