

## Agenda: Kellogg Marketing Leadership Summit 2011

## Thursday, September 15, 2011

Allen Center, Room 221

7:00 a.m. Breakfast, Park Dining Room

Continental breakfast available in room 222

8:00 – 8:15 a.m. Welcome Remarks

Greg Carpenter, James Farley/Booz Allen Hamilton Professor of Marketing Strategy;

Director of the Center for Market Leadership, Kellogg School of Management

8:15 – 9:15 a.m. "Leadership Competencies that Drive Growth"

Dick Patton, Consultant and leader of CMO Practice, Egon Zehnder International and

Rory Finlay '88, Consultant, Egon Zehnder International

9:15 – 10:00 a.m. Keynote

Martin McCourt, CEO Dyson

10:00 – 10:15 a.m. Break

10:15 – 11:15 a.m. "The Marketing Organization of the Future"

Mary Ellen Coe, Principal, McKinsey & Company and

Paul Magill, Principal, McKinsey & Company

11:15 – 12:00 p.m. "The Impact of Gender on Consumer Decision Making"

Brian Sternthal, Kraft Foods Chair in Marketing, Kellogg School of Management

12:00 – 1:00 p.m. Lunch – Atrium Dining Room





1:00 – 2:15 p.m. "From CMO to CEO"

Panel Discussion includes Rick Lenny '77, Operating Partner, Friedman, Fleischer & Lowe

Phil Marineau '70, Operating Partner, LNK Partners

Margaret Stender, Chair/CEO, Chicago Sky

Dick Patton, Consultant and leader of CMO Practice, Egon Zehnder International Eric Leininger, Moderator, Senior Lecturer of Marketing; Associate Director,

Center for Market Leadership, Kellogg School of Management

2:15 – 3:15 p.m. "Marketing 3.0"

Philip Kotler, S.C. Johnson & Son Professor of International Marketing, Kellogg School of Management

3:15 – 3:30 p.m. Wrap-Up Remarks

Greg Carpenter, James Farley/Booz Allen Hamilton Professor of Marketing Strategy;

Director of the Center for Market Leadership, Kellogg School of Management

3:30 p.m. Adjourn

3:30 – 5:00 p.m. Informal Reception and Conversation – Atrium Dining Room