

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