2012 Kellogg Marketing Leadership Summit
Inventing the Future of Marketing

SPEAKER

Gregory Carpenter
James Farley/Booz Allen Hamilton Professor of Marketing Strategy
Kellogg School of Management
Welcome and Introduction
Question

Where have we been and where are we going?
The Concept

“It is the whole business seen from the customer’s point of view. Concern and responsibility for marketing must, therefore, permeate all areas of the enterprise.”
The Practice

- Market Research
- Strategy Development
- Research & Development
- Operations
- Marketing Mix
- Metrics
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Change

Information Revolution → Impact on Markets → Marketing Roles & Scope
The CMO Is Dead

This article is by Dominique Turpin, the Nestlé Professor and president of IMD, a business school in Switzerland. He co-directs IMD’s Orchestrating Winning Performance program.

I have some sad news: The Chief Marketing Officer is dead.

Fortunately, I’m talking about the CMO position rather than a particular person. But the decline of the CMO’s influence is an alarming trend in companies that claim to put the customer first but in reality continue to be product-driven.
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Déjà Vu

“Every idea and technical solution should be focused on meeting customer needs”
- Paul Otellini, CEO of Intel
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Customer Focus

- Strategy Development
- Metrics & Insight
- Research & Innovation
- Strategy Implementation
- Organization & Culture
Agenda

8:00 - 8:15 AM  Welcome & Introductions, ROOM 240
               Professor Gregory Carpenter

Global Perspective on the Future of Brands and Marketing

8:15 - 9:00  Bob Eckert ’77, Chairman, Mattel, Inc.
             “Some Observations”

9:00 - 9:45  Daniel Diermeier, IBM Professor of Regulation and Competitive Practice;
             Director of the Ford Motor Company Center for Global Citizenship
             “Reputation Management: Beyond the Obvious”

9:45 - 10:15  Networking Break  HELENHOUSE LOUNGE
Inventing the Future of Marketing: Winning with Big Data

Moderator: Rory Finlay ’88, Consultant and Global Consumer Products Practice Leader at Egon Zehnder International, Inc.
Panelists: Jonathan Becher, Chief Marketing Officer, SAP AG
          Diane Brink, VP GTS Marketing, IBM
          Thomas O’Toole, President, United Mileage Plus Holdings

The Connected Brand and the Connected Consumer

11:15 - 12:00 PM James Fowler, Author, Connected
“From Theory to Practice: How Social Media Networks Shape our Lives”

12:00 - 1:15 Lunch ATRIUM DINING ROOM
Agenda

The Connected Brand and the Connected Consumer cont...

1:15 - 2:00  Dag Kittlaus, Co-founder and former CEO, Siri

2:00 - 3:00  Inventing the Future of Marketing: Winning with Digital Marketing
Moderator: Betsy Holden ’82, Senior Advisor, McKinsey & Company, Inc.
Panelists: Nick Besbeas, VP Marketing, LinkedIn
          Andrew Markowitz, Director, Global Digital Strategy, General Electric
          Peter McDonough, Chief Marketing and Innovation Office, Diageo
          Graham Mudd, Head of Measurement Market Development, Facebook

3:00 - 3:30  Networking Break  HELENHOUSE LOUNGE

3:30 - 4:15  Inventing the Future of Marketing: Capturing the Opportunity
FACILITATED GROUP DISCUSSION

4:15 - 4:30  Wrap Up, Professor Gregory Carpenter

4:30 - 5:30  Reception & Departures  HELENHOUSE LOUNGE