

2012 Kellogg Marketing Leadership Summit
Inventing the Future of Marketing

OCTOBER 24-25, 2012

NORTHWESTERN UNIVERSITY



Egon
Zehnder
International

McKinsey & Company

Inventing the Future of Marketing

OCTOBER 24

4:00 - 5:00 PM	Wine Tasting* hosted by MM&D	FARLEY LOUNGE
5:30 - 6:30	Reception	ATRIUM DINING ROOM
6:30 - 7:00	Welcome, Professor Gregory Carpenter James Farley/Booz Allen Hamilton Professor of Marketing Strategy; Director of the Center for Market Leadership; Faculty Director, Kellogg Markets and Customers Initiative	
	Welcome, Dean Sally Blount '92 Dean, Kellogg School of Management; Michael L. Nemmers Professor of Management and Organizations	
7:00 - 8:30	Dinner	ATRIUM DINING ROOM
8:30 - 10:00	After Dinner Reception	HELENHOUSE LOUNGE

**By reservation only*

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7:00 - 8:00 AM Continental Breakfast HELENHOUSE LOUNGE

8:00 - 8:15 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

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Global Perspective on the Future of Brands and Marketing *cont...*

10:15 - 11:15 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

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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**