

Kellogg Marketing Leadership Summit 2013

Leading the Customer-Centered Organization

AGENDA

Wednesday, September 25

5:30 - 6:30

Reception

Join the conversation on Twitter #KMLS13

6:30

Welcome Remarks

Dean Sally Blount, Kellogg

Professor Greg Carpenter, Kellogg

6:30 - 8:00

Dinner

8:00

Port Tasting SPONSORED BY MAISONS MARQUES & DOMAINES

Thursday, September 26

7:00 - 8:30

Breakfast

8:30 - 8:45

Welcome

Eric Leininger, Kellogg

8:45 - 9:30

Resurgence: Four Stages of Market-Focused Reinvention

Greg Carpenter, Kellogg

9:30 - 10:30

Customer Focus that Transformed Brands and Business

PANEL DISCUSSION

Betsy Holden, McKinsey & Company

John Kennedy, IBM

Eduardo Conrado, Motorola Solutions

Dara Krueger, Cleveland Clinic

10:30 - 11:00

Networking Break

11:00 - 12:00

New Approaches to Customer Focus: Neuroscience

Robert Knight, UC Berkeley with remarks by Moran Cerf, Kellogg

12:00 - 1:15

Lunch

1:15 - 2:00

CMO Redefined

Rory Finlay and Dick Patton, Egon Zehnder

2:00 - 2:30

From Chief Marketing Officer to Chief Engagement Officer

John Livingston, McKinsey & Company

2:30 - 3:15

Breakout Sessions

Jeff Jacobs, McKinsey & Company and Meghan Busse, Kellogg

John Livingston, McKinsey & Company and Kent Grayson, Kellogg

3:15 - 3:30

Afternoon Break

3:30 - 4:15

Turning Headwinds into Tailwinds through Customer Focus

Harit Talwar, Discover

4:15 - 4:30

Observations and Closing Remarks

Greg Carpenter, Kellogg

4:30 - 5:30

Reception

NORTHWESTERN UNIVERSITY



EgonZehnder

McKinsey&Company