Kellogg Marketing Leadership Summit 2013
Leading the Customer-Centered Organization

AGENDA

Wednesday, September 25

5:30 - 6:30  Reception

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

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