

13th Annual Kellogg Marketing Leadership Summit

Agenda

Wednesday, May 8

- 4:30 pm – 5:00 pm Registration Opens
- 5:00 pm – 6:45 pm **LEADER: Marketers in the Boardroom**
Kellogg Global Hub
Dede Orraca-Cecil, Consultant, Egon Zehnder
Ed See, Partner, McKinsey & Company
Robert Tas, Partner, McKinsey & Company
Nick Primola, Executive Vice President, Association of National Advertisers
- 6:45 pm – 7:00 pm Break
- 7:00 pm – 8:30 pm **Dinner**
Kellogg Global Hub, White Auditorium
with welcome remarks from event hosts **Gregory Carpenter**, **Srinivas K. Reddy**, and **Jim Stengel**
- 8:30 pm – 9:30 pm **Port-Tasting Reception**
Kellogg Global Hub

Thursday, May 9

- 8:15 am – 8:45 am Registration & Breakfast
- 8:45 am – 9:00 am **Opening Remarks**
Kellogg Global Hub, White Auditorium
With **Brayden King**, Senior Associate Dean for Strategy and Academics, Kellogg School of Management
- 9:00 am – 10:00 am **McKinsey Panel: The CEO-CMO Relationship**
Kellogg Global Hub, White Auditorium
MODERATORS:
Ed See, Partner, McKinsey & Company
Robert Tas, Partner, McKinsey & Company
PANELIST:
Sherina Smith, Enterprise Chief Marketing Officer, American Family Insurance
- 10:00 am – 10:30 am Networking Break
- 10:30 am – 11:15 am **Artificial Intelligence: The Marketer's Exosuit**
Kellogg Global Hub, White Auditorium
KEYNOTE SPEAKER:
Jim Lecinski, Clinical Associate Professor of Marketing, Kellogg School of Management

- 11:15 am – 12:00 pm **CRAFT: Kellogg Faculty Panel**
Kellogg Global Hub, White Auditorium
MODERATOR:
Jim Stengel, Senior Fellow and Adjunct Professor of Marketing, Kellogg School of Management
PANELISTS:
Matthew Groh, Assistant Professor of Management and Organizations, Kellogg School of Management
Julio Ottino, Professor of Management and Organizations, Kellogg School of Management
Artem Timoshenko, Assistant Professor of Marketing, Kellogg School of Management
- 12:00 pm – 1:30 pm Lunch and Breakout Sessions on Leadership, Craft, and Self
- 1:30 pm – 2:00 pm Breakout Sessions Debrief
Kellogg Global Hub, White Auditorium
- 2:00 pm – 2:45 pm **SELF: Fireside Chat with Esi Eggleston Bracey**
Kellogg Global Hub, White Auditorium
MODERATOR:
Michelle Park, Consultant, Egon Zehnder
KEYNOTE SPEAKER:
Esi Eggleston Bracey, Chief Growth and Marketing Officer, Unilever
- 2:45 pm – 3:30 pm **SELF panel: How to be more authentically human in an increasingly AI world**
Kellogg Global Hub, White Auditorium
MODERATOR:
Preer Rao, Co-Head, Global Marketing & Sales Practice, Egon Zehnder
PANELISTS:
Greg Boosin, EVP Global B2B & Product Marketing, Mastercard
Fabiola Torres, SVP/CMO of Energy Drinks, PepsiCo
Jennifer Vianello, Chief Marketing Officer, Cars.com
DeJuan V Wilson, Chief Business Officer, BSE
- 3:30 pm – 3:45 pm Networking Break
- 3:45 pm – 4:45 pm **SELF: Immersive Peer Coaching Experience (Egon Zehnder)**
Kellogg Global Hub, White Auditorium
- 4:45 pm – 5:00 pm **Closing Remarks**
Kellogg Global Hub, White Auditorium
with remarks from event hosts **Gregory Carpenter**, **Srinivas K. Reddy**, and **Jim Stengel**
- 5:00 pm – 5:30 pm **Closing Reception**
Kellogg Global Hub, French Quarter