

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
- 9:00 am – 10:00 am **LEADER: Fireside Chat: The CEO-CMO Relationship**
Kellogg Global Hub, White Auditorium
Robert Tas, Partner, McKinsey & Company
Sherina Smith, Enterprise Chief Marketing Officer, American Family Insurance
- 10:00 am – 10:30 am Networking Break
- 10:30 am – 11:15 am **CRAFT: 7 AI Questions for Marketing Leaders**
Kellogg Global Hub, White Auditorium
KEYNOTE SPEAKER:
Jim Lecinski, Clinical Associate Professor of Marketing, Kellogg

- 11:15 am – 12:00 pm **CRAFT: Kellogg Faculty Panel**
Kellogg Global Hub, White Auditorium
MODERATOR:
Jim Lecinski, Clinical Associate Professor of Marketing, Kellogg
PANELISTS:
Julio M. Ottino, Professor of Management and Organizations, Kellogg
Matthew Groh, Assistant Professor of Management and Organizations, Kellogg
Artem Timoshenko, Assistant Professor of Marketing, Kellogg
- 12:00 pm – 1:30 pm Lunch and Breakout Sessions on Craft
- 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:
Pree Rao, Co-Head, Global Marketing & Sales Practice, Egon Zehnder
PANELISTS:
Greg Boosin, EVP Global B2B & Product Marketing, Mastercard
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