

# KELLOGG MARKETING LEADERSHIP SUMMIT



## AGENDA

📌 Everything will be held in the White Auditorium inside the Kellogg Global Hub, unless noted

### WEDNESDAY, MAY 7

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4:00 pm – 4:30 pm	<b>REGISTRATION OPENS</b>
4:30 pm – 4:45 pm	<b>EVENT KICKOFF: FRAMING THE FUTURE</b> with Jim Stengel
4:45 pm – 5:30 pm	<b>4 CS ROUND TABLE DISCUSSION</b> <ul style="list-style-type: none"><li>○ <b>Samantha Maltin</b> - Chief Marketing and Brand Officer at St. Jude Children's Research Hospital</li><li>○ <b>Heather Malenshek</b> - Senior VP and CMO, Land O'Lakes, Inc.</li><li>○ <b>Minjae Ormes</b> - VP Marketing, LinkedIn</li></ul> <i>Amanda Helming</i> - Consultant, Egon Zehnder as Moderator
5:30 pm – 6:00 pm	<b>FIRESIDE CHAT</b> <b>Samir Bhutada '24 cKSM</b> - Global Vice President – Digital Transformation (StudioX) The Coca-Cola Company <i>Jim Lecinski</i> , Clinical Professor of Marketing, Kellogg as facilitator
6:00 pm – 6:15 pm	<b>BREAK</b>
6:15 pm – 7:15 pm	<b>KELLY LEONARD   SECOND CITY WORKS</b>
7:15 pm – 8:30 pm	<b>DINNER</b> <ul style="list-style-type: none"><li>- Welcome remarks from event hosts</li><li>- Performance from <i>The Undertones</i></li></ul>
8:30 pm – 9:30 pm	<b>NETWORKING RECEPTION</b> French Quarter

## THURSDAY, MAY 8

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8:15 am – 9:00 am

French Quarter

### REGISTRATION & NETWORKING BREAKFAST

9:00 am – 9:15 am

### OPENING REMARKS

Francesca Cornelli - Dean of Kellogg School of Management

9:15 am – 10:00 am

### FIRESIDE CHAT

Greg Lyons '99 MBA – Incoming CMO, Subway

- *Jim Stengel as facilitator*

10:00 am – 10:45 am

### COMMERCIALITY PANEL

- **Mark-Hans Richer '89** - Global Chief Marketing Officer, GM Direct Commerce at Fortune Brands Innovations
- **Tory Pachis** - EVP and CMO, Amica Insurance
- *Robert Tas, Partner, McKinsey & Co*
- *Jeff Jacobs '92, '97 MBA - Partner, McKinsey & Co as facilitators*
- *We kindly ask you do not share anything from this session with anyone outside the Summit. Thank you for your cooperation.*

10:45 am – 11:15 am

### NETWORKING BREAK

11:15 am – 12:15 pm

### KEYNOTE

#### AH HA MOMENTS, CREATIVE INSIGHTS AND THE BRAIN

**John Kounios** - Professor of Psychological and Brain Sciences

12:15 pm – 1:15 pm

### BITES OF BRAVERY LUNCH BREAK

1:15 pm – 2:15 pm

### FIRESIDE CHAT

**Raja Rajamannar** – Chief Marketing & Communications Officer and Founding President, Healthcare Business, Mastercard

- *Free Rao – Co-Head, Global Marketing & Sales Practice, Egon Zehnder as facilitator*

2:15 pm – 3:00 pm

### RELEVANCY PANEL

- **Lara Krug** – CMO and EVP of Marketing, Kansas City Chiefs
- **Deena La Marque Piquion** – Chief Growth and Disruption Officer, Xerox
- **Eshan Ponnadurai** – Vice President of Marketing, Meta
- *Martha Williams – Co-Head, US Marketing & Sales Practice, Egon Zehnder as moderator*

3:00 pm – 3:15 pm

### COMFORT BREAK

**3:15 pm – 4:15 pm**

## **KEYNOTE**

### **The CEO/CMO Relationship**

- **Kevin Hochman** – CEO and President, Brinker International
- **George Felix** – CMO Chili's Bar and Grill
- **Jim Stengel** *as moderator*

**4:15 pm – 4:45 pm**

## **THE BIG WRAP**

*Turning Insights into Action*

**4:45 pm – 5:30 pm**

**Closing Reception** *in French Quarter*

**Professional Headshot Opportunity (Room 5101)**



**Heads up! A few things to note during the Summit:**



During breaks, two Kellogg MBA Candidates will be roaming as videographers. They may approach you to ask a few quick questions about your experience at the Summit. Your insights might be featured in future Summit promotions!



A professional photographer will be onsite capturing photos, along with video clips with no audio, throughout the event.



Recording is prohibited, thank you for your cooperation!

**Thank you to our longstanding Event Partners:**

**EgonZehnder**

**McKinsey  
& Company**

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