

12th Annual
**KELLOGG MARKETING
LEADERSHIP SUMMIT**

R² – Radical Shifts x Resilient Leadership

Summit Program

March 28 & 29, 2023



McCormick Auditorium
James L. Allen Center
Northwestern University

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Welcome Letter

Kellogg School of Management and our partners at Egon Zehnder and McKinsey & Company are honored to host this year's Kellogg Marketing Leadership Summit. This is our 12th summit and the first in-person event since 2019.

The world has gone through some dramatic shifts over the last several years, and it continues to do so as the recent events in the banking sector have shown us. The impact on marketing and marketers will be just as dramatic. Marketing leaders must be agile and resilient given the radical shifts that they face.

So we have chosen the theme for this year's Summit – "R²: Radical Shifts & Resilient Leadership." We have brought together marketing leaders and academics to foster a dialogue on these important issues facing marketing leaders today. We hope this will provide fresh insights needed to lead organizations to greater success.

Our community continues to grow every year, and when you see the caliber of the executives and scholars attending and speaking at this year's summit, you will understand why. We foster open discussion, and the peers who you share a room with are truly a special group.

Together with Jim Stengel, who has been with Kellogg since 2017 as a Senior Fellow and Adjunct Professor, we are sure to have an energetic dialogue together.

We are excited to see you all in person this year. As in past years, we look forward to the ideas and contributions you bring to this compelling program.

Thanks for joining us, and if you need anything at all, please do not hesitate to ask.

Gregory Carpenter

Harold T. Martin Professor of Marketing
Director of the Center for Marketing Leadership
Kellogg School of Management

Srinivas Reddy

Visiting Professor of Marketing
Faculty Director of the Marketing Leadership Summit
Kellogg School of Management

Agenda

Tuesday, March 28

Kellogg CMO Program Alumni Only

2:30pm – 3:00pm

James L. Allen Center
Room 222

Registration opens for CMOP Alumni Reunion

3:00pm – 4:00pm

James L. Allen Center
Room 222

CMOP Alumni Reunion Presentation: AI For Marketing Leaders
Jim Lecinski, Clinical Associate Professor of Marketing, Kellogg

4:00pm – 5:00pm

James L. Allen Center
2nd Floor Common
Area

CMOP Alumni Reunion – Networking Break

All Attendees

4:30pm – 5:00pm

Kellogg Global Hub
Main Entrance

Registration Opens

5:00pm – 6:40pm

Kellogg Global Hub
Room 1430

Personal Resilience Session, Presented by Egon Zehnder
Greig Schneider, Partner, Egon Zehnder

7:00pm – 8:30pm

James L. Allen Center
Atrium

Dinner
with welcome remarks from event hosts **Gregory Carpenter**, **Srinivas K. Reddy**,
and **Jim Stengel**

8:30pm – 9:00pm

James L. Allen Center
Atrium

Reception

Agenda

Wednesday, March 29 – Morning

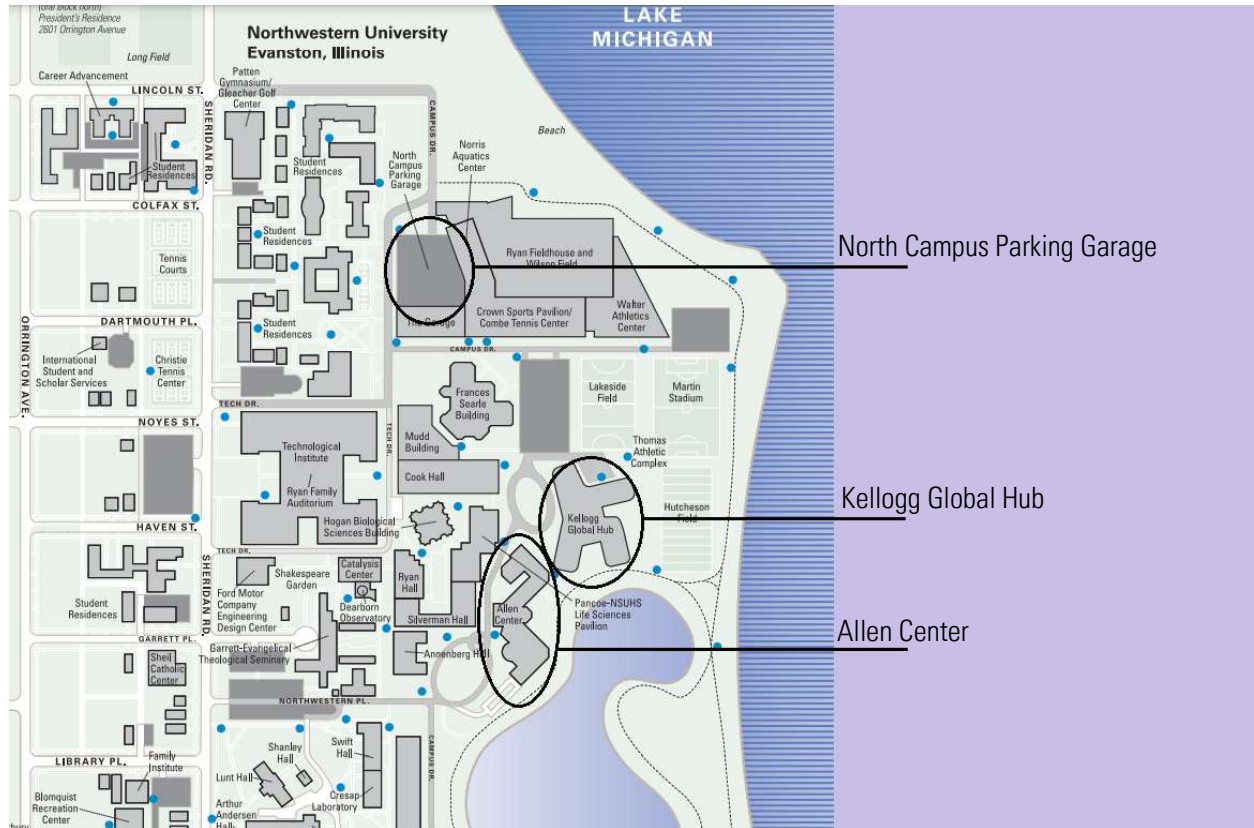
8:00am – 8:45am James L. Allen Center North Lobby	Registration and Breakfast
8:45am – 9:05am James L. Allen Center McCormick Auditorium	Opening Remarks With Janice Eberly , Senior Associate Dean for Strategy and Academics, Kellogg
9:05am – 9:45am James L. Allen Center McCormick Auditorium	A Robust, Long-term Customer Lifetime Value Model Eric Anderson , Professor of Marketing, Polk Bros. Chair in Retailing, Kellogg
9:45am – 10:15am James L. Allen Center North Lobby	Networking Break
10:15am – 11:00am James L. Allen Center McCormick Auditorium	Resilient leadership in disrupted categories Denise Karkos , Chief Marketing Officer, SiriusXM Karuna Rawal , Chief Marketing Officer, Nature's Fynd Kimberley Sweet Gardiner , Chief Marketing Officer, Tractor Supply Co. Samie Barr , Chief Brand Officer, Kohler Moderated by Martha Williams , Consultant, Egon Zehnder
11:00am – 11:45am James L. Allen Center McCormick Auditorium	Keynote Speaker – Alison Lewis Alison Lewis , Chief Growth Officer, Kimberly-Clark Facilitated by Free Rao , Consultant, Egon Zehnder
12:00pm – 1:00pm James L. Allen Center Atrium	Lunch

Agenda

Wednesday, March 29 – Afternoon

1:00pm – 1:45pm James L. Allen Center McCormick Auditorium	Resilient growth: Five bold moves for CMOs Stuart Hogue , Senior Advisor, McKinsey & Company Britney Bartlett , Vice President of Global Field Marketing, Cisco Systems Moderated by Jeff Jacobs , Partner, McKinsey & Company
1:45pm – 2:30pm James L. Allen Center McCormick Auditorium	DE&I Momentum Shifts Erania Brackett , SVP & Chief Marketing Officer, Dentsply Sirona Iris Diaz , Chief Marketing Officer, Dallas Mavericks Facilitated by Ashley Harding , Consultant, Egon Zehnder
2:30pm – 3:00pm James L. Allen Center North Lobby	Networking Break
3:00pm – 3:45pm James L. Allen Center McCormick Auditorium	Keynote Speaker – Tracey Brown Tracey Brown , President of Retail Products & Chief Customer Officer, Walgreens Facilitated by Caroline Lombardi , Head of U.S. Hospitality & Leisure, Egon Zehnder
3:45pm – 4:15pm James L. Allen Center McCormick Auditorium	Perspectives from Future Kellogg Leaders With currently enrolled Kellogg MBA students Christian Rogers , Hope Kabel , Jared McNeir , Kaitlin Loomis , Varshini Kumar , and Yanju Folarin . Facilitated by Jim Stengel .
4:15pm – 4:30pm James L. Allen Center McCormick Auditorium	Closing Remarks Event Hosts Gregory Carpenter , Srinivas K. Reddy , and Jim Stengel
4:30pm – 5:30pm James L. Allen Center North Lobby	Closing Reception

Campus Map



WiFi Instructions

While visiting Northwestern, campus guests can connect to the Guest-Northwestern wireless network. Guest wireless is a free service intended for use by visitors requiring short-term access to the wireless network to perform general Internet activities. It is an unsecured connection and should not be used to send or receive sensitive information. You are asked to provide information at registration for the purpose of being able to contact you in the event of issues with your registered device. The University does not share your personal information with any other entities, and it will not be used for any other purpose.

Visitors to the University must register to access the Internet.

1. Choose "Guest-Northwestern" in the list of available networks on your device.
2. Accept the University's acceptable use policy.

Event Directors



Gregory Carpenter
Harold T. Martin Professor of Marketing
Director of the Center for Market Leadership
Kellogg School of Management

Gregory Carpenter's research and teaching focuses on understanding how firms thrive by succeeding with consumers through marketing strategy. His current work focuses on understanding the role of customers and brands in the success of luxury firms, which are now among the most valuable companies in the world. Recent award-winning work examines how firms that face serious challenges create a more customer-focused culture leading to renewed success. He is extending this line of research, summarized in *Resurgence: The Four Stages of Market-Focused Reinvention* (Palgrave Macmillan, 2014), by exploring how health-care systems shift from a physician-centric approach to a more consumer-centric perspective to delivery of health care. He previously co-edited the *Handbook of Marketing Strategy* (Edward Elgar, 2012), and *Readings on Market-Driving Strategies: Toward a New Concept of Competitive Advantage* (Addison Wesley, 1997).

Appearing in leading academic journals, such as *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Consumer Research*, *Management Science*, *Marketing Science*, and *Psychometrika*, his research has been recognized by the The American Marketing Association with the William F. O'Dell Award, the Paul E. Green Award, the Donald R. Lehmann Award, and the Sheth Foundation/Journal of Marketing Award.

Harvard Business Review, *Financial Times*, *Forbes*, *BusinessWeek*, and National Public Radio have featured his research, and it has been cited in arguments before the United States Supreme Court. Recognized by *BusinessWeek* as one of a small group of outstanding faculty in its Guide to the Best Business School, he was voted Outstanding Professor of the Year Award by the Kellogg Managers' Program, and he received the Sidney J. Levy Teaching Award.

He teaches an elective in the MBA program, *Luxury Strategy*, and he is the academic director of three Kellogg executive program: Kellogg's Chief Marketing Officer Program, an in-person program that helps prepare people for a demanding enterprise-wide leadership role; the Chief Marketing Officer Certificate Program, an on-line set of courses for aspiring CMOw, and *The Customer-Focused Organization*, which explores how organization become more successful by embracing the customer perspective. He co-chairs the Marketing Leadership Summit, bringing thought leaders together each fall to explore the future of marketing.

He often speaks and advises firms. Past and current clients include Bacardi, Carnival Corporation, Champagne Louis Roederer, Coca-Cola, Cunard Lines, Diageo, Dow Chemical, Federal Reserve Bank, Government of Mexico, General Electric, Harley-Davidson, Health Management Academy, Novartis, PepsiCo, Pfizer, SC Johnson, Target, Unilever, and Visa.

A former Academic Trustee of the Marketing Science Institute, he served as a member of the board of advisors of Hamilton Consultants, and a member of the advisory board of Terlato Wine Group. He was named a Chevalier in the Ordre des Coteaux de Champagne for his contribution to champagne.

Previously on the faculty of the UCLA, Columbia University, and the Yale School of Management, he received his B.A. from Ohio Wesleyan University, and M.B.A., M.Phil. and Ph.D. degrees from Columbia University.

Event Directors



Srinivas K. Reddy

Visiting Professor of Marketing, Kellogg School of Management
Professor Emeritus of Marketing & Academic Director, LVMH-SMU Luxury Brand Initiative
Lee Kong Chian School of Business, Singapore Management University

Dr. Srinivas K. Reddy is Visiting Professor of Marketing, Kellogg School of Management, Northwestern University. He is Professor Emeritus of Marketing and Ex-Director, Center for Marketing Excellence, Academic Director, LVMH-SMU Luxury Brand Initiative, Lee Kong Chian School of Business, Singapore Management University. He served as the Associate Dean of General Management overseeing the MBA and the Executive MBA programs. The SMU Executive MBA program was launched by him in 2011 and is ranked as one of the top 25 EMBA programs globally by Financial Times. Previously, he was the Robert O. Arnold Professor of Business and the Director of the Coca-Cola Center for Marketing Studies, Terry College of Business at the University of Georgia. He holds M.Phil and Ph.D. degrees in Business Administration from Columbia University. Dr. Reddy was on the faculties of New York University's Stern School of Business, Columbia University, UCLA, and the Stanford Business School and most recently spent his sabbatical as a Visiting Distinguished Research Scholar at IMD Lausanne and Harvard Business School.

Dr. Reddy's expertise is in Technology Innovation, Marketing and Competitive Strategy in emerging markets. He has published extensively on these topics in research journals (Journal of Marketing, Journal of Marketing Research, Management Science, Harvard Business Review, Social Networks, NeuroImage to name a few). He was awarded IBM's prestigious SUR grant to study corporate innovativeness and innovation conversion. He has consulted and taught executive programs for IBM, Coca-Cola Company, United Parcel Service, Miller Brewing, Pfizer, Eli Lilly, Bristol-Myers-Squibb, Turner Broadcasting, Cox Interactive Media, Ford Foundation, PWC, MasterCard, Unilever, Mitsubishi, and emerging market companies like Tata Sons, Satyam Computer Services, Cipla, Tmall and the Aditya Birla Group. Dr. Reddy was nominated and received several teaching excellence awards for his teaching in MBA, EMBA and Executive Development programs. Dr. Reddy was recognized as one of the top 40 best-selling case writers globally in 2020. His award winning cases (Harvard Business School Publishing) on Gillette in India (EFMD Award, ECCH Global Award in 2018) and Oreo in China have been featured in Financial Times and used in over 60 Business Schools in 22 countries. His recent books include Digital Transformation (2017), Digital:Works - The Future of Marketing in the Digital World (2018), Future of Luxury in Asia (2021).

Dr. Reddy along with Professor Krishna Palepu of Harvard Business School was the advisor to the Chief Minister of Andhra Pradesh, India on the state's Vision 2020 program for economic development. He accompanied the President of India, Mrs. Patil in 2008 on her maiden tour of Latin America visiting Brazil, Chile and Mexico as part of the Business Contingent. He was one of the five founding directors of Quantum National Bank, Atlanta. He was on the advisory board of Navigauge, a radio audience dynamics/telematics company, and Panacea, an electronic medical practice company. He was a Director of MRIL (Marketing Research Institute International). He is currently an Advisory Board member of GfK Academy (NIM), Germany, and Percipient, Singapore.

Event Directors



Jim Stengel
Senior Fellow & Adjunct Professor of Marketing, Kellogg
President/CEO, The Jim Stengel Company

Jim Stengel is President/CEO of The Jim Stengel Company. A prolific writer, thought leader and advisor, Jim is the author of *Grow: How Ideals Power Growth and Profit at the World's Greatest Companies*, and *Unleashing the Innovators: How Mature Companies Find New Life with Startups*.

Jim is widely known for his leadership in the brand-purpose movement, and for his commitment to building leading-edge marketing capabilities. In 2011, he was named to the first-ever Fortune Executive Dream Team, has been named multiple times by Advertising Age as the number one "Power Player" in marketing, and is a 2017 American Marketing Association Hall of Fame inductee. In 2017, Jim was appointed Senior Fellow and Adjunct Professor within the Kellogg Markets & Customers Initiative. Jim served as Dean of the Young Marketers Academy at the Cannes Lions International Festival of Creativity from 2011-2020. In 2013, he pioneered the CMO Accelerator program at the Cannes Lions Festival, and continues to serve as Dean. Jim is the former Global Marketing Officer of Procter & Gamble, and a former member of the Board of Directors for AOL and Motorola.

Jim is the subject of the recent whitepaper "[Architect & Artist](#)" by Prof. Gregory S. Carpenter and Thomas C. Hayes.



Pree Rao
Consultant and Global Co-Head, Marketing and Sales Practice
Egon Zehnder

Summit Partners

Preetam (Pree) Rao co-leads Egon Zehnder's Global Marketing and Sales practice with a focus on helping CEOs and their teams drive topline transformation. His areas of expertise include executive search (CMO, CGO, CCO, CRO, CSO), leadership assessment and development. A trusted advisor to senior leaders, Pree is a core member of the Consumer Practice and has played a key role in driving widespread cross-sector adoption of Egon Zehnder's Accelerated Integration program in the U.S.

Prior to joining the firm, Pree led businesses ranging from pre-revenue to \$600MM+ across North America, Europe, and Africa with Unilever, Danone, and Novantas. Most recently, Pree was Senior Director of Oikos and Performance Nutrition for Danone North America. Before that, he spent four years with Danone Africa, where he led the turnaround of the company's premium infant nutrition business, and two years with Danone Waters France. Pree originally joined Danone in the US to rebuild the Evian brand, having previously worked for Unilever in the U.S. and with the boutique management consultancy Novantas across the Americas and Europe.

Pree holds an MBA from Columbia Business School and a B.S. from the Wharton School, University of Pennsylvania. He lives in New York City with his wife and 2 young children.

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Martha Williams
Consultant
Egon Zehnder

Martha Williams, based in Boston, advises companies in the retail and consumer sectors. She is a valued partner to leading national and global clients across executive search and talent leadership and advisory, with a focus on customer-facing roles. She is also active in Egon Zehnder's CEO and Board practice.

Prior to joining Egon Zehnder, Martha worked internationally as a General Manager for private-equity-backed, subsea services company the Acteon Group. She began her career with UK retailer Marks & Spencer, performing a variety of field management roles across general merchandise, food and hospitality.

Martha earned a BA from Bristol University and an MSc in Management from Warwick Business School. She is passionate about music, literature, and trying to leave the world a little better than she found it, and loves spending time exploring the world with her husband and young son.



Ashley Harding
Consultant
Egon Zehnder

Based in New York, Ashley Harding is active in Egon Zehnder's Consumer and Chief Marketing Officer practices. She is valued by digital and media-focused companies for her insightful support and deep marketing experience across brand, engagement and conversion driving initiatives.

Before joining Egon Zehnder, Ashley held a series of positions at the New York Times, culminating as its Executive Director of Growth & Product Marketing. That was preceded by the role of Director of Brand Strategy at Ralph Lauren, where she created and led an innovation lab and team tasked with revamping the "Create Your Own" Polo experience and boosting revenue. Earlier, Ashley served as a Senior Manager responsible for integrated marketing at the Gilt Groupe. She began her career as a business analyst at Deloitte before joining Procter & Gamble as an assistant brand manager.

Ashley earned a BA from Duke University, an MPH from Emory University's Rollins School of Public Health, and an MBA from the Kellogg School of Management at Northwestern University. She is passionate about art and holistic health.

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Connor Dalrymple
Senior Analyst
Egon Zehnder

Based in Atlanta, Connor Dalrymple is the marketing and sales practice specialist for North America. In this capacity, he acts as point person for business development and functional insights in addition to leading research for the highest profile marketing and sales officer searches.

Before Egon Zehnder, Connor led business development research and market insights for a variety of functional communities within World 50, an invitation-only network of executives with the stated goal of accelerating the success of its members and their organizations through collaboration and conversation.

Connor ran track and cross country at Valdosta State University, graduating with degrees in marketing and business management. Connor is an outdoors and fitness enthusiast, hiking and camping while competing in powerlifting in his spare time.



Caroline Lombardi
Senior Analyst
Egon Zehnder

Caroline Lombardi, based in Miami, leads the US Hospitality and Leisure Practice at Egon Zehnder. She serves clients through executive search, board placements and leadership advisory across hospitality, leisure, retail, eCommerce and entertainment industries. Caroline has a particular specialization in Customer Experience (CXO and CCO), advising clients on how to bring the customer front and center in leadership roles with broad expertise ranging from call center leadership to digital customer experience to omnichannel Chief Customer Officers. She also leads CEO, COO and CMO mandates for clients ranging from high growth start-ups to Fortune 50 companies.

Before joining Egon Zehnder, Caroline was with Carnival Cruise Line, where she led guest experience, innovation and operations. Previously, she managed global brand strategy, licensing and product development for private label brands at Toys “R” Us. That was preceded by the role of Vice President at big BOING, a brand strategy and innovation consultancy. Earlier, Caroline managed movie marketing campaigns for MGM Studios. She began her career as a real estate financial analyst at Arthur Andersen.

Caroline earned a BBA in marketing and finance from the University of Miami and an MBA from Harvard Business School. She loves spending time with her husband and two children, who are all teaching her to speak Italian. She is an avid equestrian and enjoys tennis, skiing and traveling.

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Jeff Jacobs
Partner
McKinsey & Company

A leader of McKinsey's marketing performance and growth strategy practices, Jeff Jacobs brings over 25 years of experience in global line marketing and sales, brand strategy, marketing ROI, end-to-end transformations, and innovation. He also has deep expertise in helping companies rethink their global agency and partner ecosystems to drive more growth.

He has helped several Fortune 100 companies reimagine how and where they can drive growth, increase consumer engagement and spend their marketing dollars more effectively and efficiently. Additionally, he spends a lot of his time helping organizations evolve their marketing capabilities to take advantage of the data, analytics and proliferating digital channels available. He primarily focuses on Consumer, Retail, Technology and Telecom, and Financial Services.

Before McKinsey, Jacobs was a global brand director at Gatorade, helping introduce the brand and drive 10+% growth around the world. Additionally, he served as CMO at Aon Corporation.

When not thinking about Marketing and Growth, Jacobs spends his time traveling the world with his wife and two teenage daughters. They also sponsor a refugee family from Syria, which they have done the last two years.

Jacobs is a double Northwestern graduate—College of Arts and Science and Kellogg School of Management—and a proud Evanston resident.



Nick Caffentzis
Senior Fellow & Adjunct Professor of Marketing
Kellogg School of Management

Nick is a senior fellow and adjunct professor with the Markets and Customers Initiative at the Kellogg School of Management at Northwestern University.

In December 2017, Nick retired from General Electric with 33 years of service. In his most recent role, he was the chief marketing officer of GE Healthcare Digital, a \$1.8B global software and services business.

Nick has been in the healthcare industry since 2002 and has held a variety of marketing leadership roles in GE Healthcare, including chief marketing officer, U.S. and Canada, an \$8B sales region for GE Healthcare, where he was responsible for marketing for all GE Healthcare products and services. He led multiple segmentation projects, resulting in a new sales coverage model and revised branding approach. He also established GE Healthcare's Strategic Alliances and Partnerships organization.

Nick returned to GE in 2002 after a two-year experience at a startup company that offered software as a service purchasing solution for manufacturers in plastics industry.

Prior to coming to GE Healthcare, Nick was in finance, sales, global marketing and product management leadership roles in GE Advanced Materials. He is a graduate of GE's Financial Management Program and completed multiple executive management courses. Nick received a BA in Economics and Mathematics from Boston University, Magna Cum Laude with Distinction. Nick was an active member of GE Alliance Programs as the executive sponsor and ally for the LGBTQA organization in Chicago.

Kellogg CMO Program Alumni Reunion

Tuesday, March 28 | 3:00pm-5:00pm

James L. Allen Center – Room 222

Programming: AI for Marketing Leaders

Jim Lecinski, Clinical Associate Professor at Kellogg, will discuss latest trends in the use of Artificial Intelligence in marketing, share what senior marketing leaders need to consider for their organization, and offer his perspective on what companies are doing well as well as pitfalls to avoid.



Jim Lecinski
Clinical Associate Professor of Marketing
Kellogg School of Management

Professor Jim Lecinski is a Clinical Associate Professor of Marketing at Northwestern University's Kellogg School of Management where he teaches popular MBA courses on Marketing Strategy and Omnichannel Marketing, and was named 2022's Kellogg Professor of the Year. He is a recognized expert, in-demand consultant and keynote speaker with over 30 years of marketing industry experience, including a notable twelve year career at Google, where he was Vice President of Customer Solutions for the Americas. Jim's seminal book about the new marketing model, "Winning the Zero Moment of Truth" known as "ZMOT" was published in 2011, and has been read by over 300,000 marketers worldwide and was featured in the New York Times, Advertising Age and Forbes. His latest project, "The AI Marketing Canvas: A Five Stage Roadmap to Implementing Artificial Intelligence in Marketing" was published by Stanford University Press in 2021 and has been named both a top AI book and a top business book of 2022.

Personal Resilience Session

Tuesday, March 28 | 5:00pm-6:40pm
Kellogg Global Hub – Room 1430

Interactive Workshop Presented by Egon Zehnder Led by Greig Schneider



Greig Schneider
Partner
Egon Zehnder

Greig Schneider, based in Boston, was Egon Zehnder’s Managing Partner in the U.S. from 2010 to 2016 and served several years on the firm’s Board of Directors. Greig is mainly active in the firm’s Leadership Advisory Practice, which he has led globally. He works across all industry practice groups, helping clients maximize the potential of their most senior executives; typical projects include C-Suite succession, executive development, team alignment, training, and engagements to help organizations and teams successfully innovate.

Before Egon Zehnder, Greig was the Vice President of Strategy Consulting for the Foundation Strategy Group. That was preceded by the role of Engagement Manager at McKinsey & Company, based in New Jersey and London, serving clients in the life sciences and technology industries with a strong focus on organizational work including merger integrations. Greig began his career as an officer in the United States Navy, first flying SH-60B helicopters and then in the Pentagon on the Chief of Naval Operations staff, working on technology transfer issues.

Greig earned a BA (with distinction) from Cornell University, an MBA (also with distinction) from Harvard Business School and a Master of Public Policy from the John F. Kennedy School of Government at Harvard, where he was a Kennedy Scholar. He is a partner in Social Venture Partners, which provides funding and consulting to help small nonprofit organizations gain traction, and on the Aspen Institute’s Business and Society Program’s Advisory Board.

A robust, long-term customer lifetime value model

Wednesday, March 29 | 9:05am-9:45am

James L. Allen Center – McCormick Auditorium

Kellogg Faculty Presentation

Abstract: Customer lifetime value (CLV) is one of the most widely applied concepts in marketing. However, when CLV is applied to very long time horizons there can be numerous marketplace disruptions. As a consequence, CLV models need to be resilient to changes in the macro-economy, technology shifts, and internal changes in firm strategy. In this talk, we develop a new CLV model that is robust to these forces. In two separate applications, from the U.S. and Europe, we demonstrate the ability of our model to identify the most profitable customers – even in the face of major, marketplace disruptions.



Eric Anderson
Polk Bros. Chair in Retailing
Professor of Marketing
Director Kellogg-McCormick MBAi

Eric T. Anderson is the Polk Bros. Chair in Retailing, Professor of Marketing and former Chair of the Marketing Department at Northwestern University, Kellogg School of Management and Director of the Kellogg-McCormick MBAi Program. He holds a Ph.D. in Management Science from MIT Sloan School of Management and previously held appointments at the University of Chicago Booth School of Business and the W.E. Simon Graduate School of Business at the University of Rochester.

Professor Anderson's research interests include analytics, AI/ML, customer loyalty, retailing, pricing strategy, innovation and channel management. His recent research has been conducted with various companies around the world and has impacted both management practice and academic theory. His articles have appeared in scholarly journals such as *Journal of Marketing Research*, *Marketing Science*, *Management Science*, *Journal of Economic Theory*, and *Quarterly Journal of Economics*. He has also published three articles in *Harvard Business Review* and an article in *Sloan Management Review*. His 2004 paper on the long-run impact of pricing and promotions was recently recognized for its enduring impact on the field of marketing. His 2014 paper on deceptive product reviews won the Paul E. Green award for the best paper in *Journal of Marketing Research*.

Professor Anderson is currently marketing department editor of *Management Science*.

At Kellogg, Professor Anderson teaches Pricing and Retail Analytics in the MBA program and Marketing Analytics in the EMBA program. He is a four-time winner of the Sydney Levy Award for best elective at Kellogg. Professor Anderson also serves on the Board of Directors for Canadian Tire and is an advisor for LiftLab.

Resilient leadership in disrupted categories

Wednesday, March 29 | 10:15am-11:00am

Panel presented by Egon Zehnder

Moderated by Martha Williams from Egon Zehnder



Panelist

Denise Karkos
Chief Marketing Officer
SiriusXM and Pandora

As CMO of SiriusXM and Pandora, Denise Karkos is responsible for both brands' brand and digital marketing, PR, communications, research and analytics supporting SiriusXM subscription growth and driving Pandora listener growth. She oversees a cohesive marketing strategy to drive brand relevance and consideration through to customer conversion, with a deep focus on digital, social, and mobile marketing.

Karkos joined SiriusXM from TD Ameritrade, where she was Chief Marketing Officer overseeing brand, advertising, social media, content marketing, corporate communications, marketing analytics, tech, and operations. She was responsible for redefining the spirit of the brand to drive significant growth and led the marketing efforts of the Scottrade acquisition.

Karkos was named 2019 CMO of the Year by Ad Age and was honored with a Brand Genius Award by Adweek. Prior to her years at TD Ameritrade and TD Bank, she held several roles with agencies including Hill, Holliday and Digitas.

Karkos graduated with a BA in Marketing from The University of Notre Dame, where she was the captain of the Notre Dame Women's Soccer team.

Resilient leadership in disrupted categories



Panelist

Karuna Rawal
Chief Revenue and Chief Marketing Officer
Nature's Fynd

Karuna Rawal is the Chief Revenue and Chief Marketing Officer for Nature's Fynd, a food-tech unicorn where she is commercializing a new-to-the-world sustainable alternative protein brand that can help feed the world. Karuna brings over 25 years of experience in brand management and shopper marketing across the CPG, retail and healthcare industries. She joined the startup from Leo Burnett/Publicis Groupe where she was President, Groupe Client Lead for a portfolio of key Publicis Groupe clients. Prior, she was President, Arc U.S. and Chief Strategy Officer for Arc Worldwide, Leo Burnett's activation agency where she repositioned the agency and won several new clients including Campbell, Nestle and ALDI. As the lead strategist on the wildly successful P&G Always #LikeAGirl campaign, Karuna won 14 Lions at Cannes Festival 2015, including the coveted Titanium Lion, an inaugural Glass Lion for promoting gender equality and an Emmy for Outstanding Television Commercial. In 2019, Karuna was recognized as one of Forbes CMO NEXT 50 Game-changing Marketing leaders who are re-defining the CMO role. Recently, she was recognized by She Runs It/Adweek 2021 Working Mothers of the Year awards as a Trailblazer mom.

Previously, Karuna spent over a decade in brand management and customer marketing at Procter & Gamble. Her last role was Marketing Director, Customer Marketing where she led P&G's pioneering efforts in shopper marketing with key retailers including Walgreens, CVS and Rite Aid.

Karuna is a Board member of the Ann and Robert H. Lurie Children's Hospital, the UNICEF Midwest Board and an Advisory Board member for Cradles to Crayons which is dedicated to providing school supplies for disadvantaged children in Chicago. She is a Founding member of Chief, an executive women's network, a member of the Economic Club of Chicago, a Board member for Naturally Chicago and serves on the Advisory Board for 3% Conference which is dedicated to increasing the number of senior female creative leaders in advertising. Karuna has an undergraduate degree from The Wharton School at the University of Pennsylvania and an MBA from the Kellogg Graduate School of Management.

Resilient leadership in disrupted categories



Panelist

Kimberley Sweet Gardiner
Senior Vice President & Chief Marketing Officer
Tractor Supply Company

Kimberley Gardiner has served as Senior Vice President, Chief Marketing Officer of Tractor Supply Company since July 2022 and is a member of the Company's Executive Committee. In this role, she leads the strategic marketing across all communication channels for national, regional and local initiatives, as well as loyalty marketing through the Company's Neighbor's Club program.

Prior to Tractor Supply, Kimberley was with Volkswagen of America, where she served as Chief Marketing Officer and Senior Vice President since 2020. In this role, she led brand strategy, brand and retail content, media planning, dealer marketing operations and consumer experience marketing. Before Volkswagen, Kimberley held various leadership positions in the automotive industry, including serving as the Chief Marketing Officer for Mitsubishi Motors North America and Director of Marketing for Kia Motors America. Previously, she served as CMO and Vice President of Operations for 5th Kind, a global digital asset management company. She spent 15 years with Toyota Motor Sales, USA in roles of increasing responsibility.

Kimberley graduated from Mills College with a Bachelor of Arts in Communication and earned her MBA from Indiana University's Kelley School of Business. Kimberley currently serves on the Brand Innovators Marketing Leadership Council and the PopTech Advisory Board.



Panelist

Samie Barr
Chief Brand Officer
Kohler Co.

Samie Barr is the Chief Brand Officer at Kohler Co., a global leader and manufacturer of kitchen, bath, and energy products and owner/operator of iconic hotels, spas, and golf courses. In this role she has responsibility for Kohler Brand Communications and leads global creative, media and digital capabilities and the teams responsible for the brand experience. She serves on the Kohler Leadership Team and closely partners with leaders across the business to deliver the company's mission of contributing a higher level gracious living for customers, brand partners and associates.

Samie is a dynamic, proven global executive with over 30 years of progressive consumer and retail experience in fast paced, high growth companies. She has an outstanding track record of leading customer-centric transformation with a demonstrated ability to maximize company revenue and profit. She is a values-based leader known for building high-performing teams with an inspiring and inclusive style. She has a deep understanding of global markets and has extensive experience in brand and business strategy, marketing leadership, digital connections, transformation stewardship, and creative development for some of the world's most loved and trusted brands.

Prior to joining Kohler, she was Senior Vice President of Marketing at CB2, a division of Crate and Barrel Holdings. Prior to CB2 she held executive leadership roles at Hyatt Corporation where she was Vice President of Global Brands and 15 years at Starbucks where she held a variety of progressive leadership roles in both the US and International markets as well as the CPG business. Early career experience includes Nintendo, drugstore.com and global agencies including Ogilvy and McCann Worldgroup.

Keynote Speaker: Alison Lewis
Wednesday, March 29 | 11:00am-11:45am



Alison Lewis
Chief Growth Officer
Kimberly-Clark

As Kimberly-Clark's chief growth officer and member of the global executive leadership team, Alison Lewis drives industry-leading growth by reimagining how the company innovates, markets and sells its products while creating end-to-end consumer experiences with purpose-led brands around the world.

Lewis leads the global development of the company's four consumer categories, which feature some of the world's most iconic brands, including Huggies®, Kotex®, Kleenex®, Depend®, Poise® and Cottonelle®. This includes maximizing innovation for value and scale, building a digital-first marketing model, leading category growth with superior in-market execution, and unlocking disciplined and profitable revenue generation.

A 30-year veteran of the CPG industry, Lewis is a renowned creative leader and passionate visionary known for her game-changing approach to holistic marketing and commercial transformation – all rooted in the power of putting the consumer first. She takes a strong 'global to local' approach to purpose-led brand building, ensuring that teams deliver worldwide scale in combination with authentic experiences that resonate in consumers' local cultural context.

Throughout her career, Lewis has earned many industry accolades, including 'Top 50 Most Innovative CMO' by Business Insider, 'Advertising Woman of the Year' by She Runs It, Cannes' 'Creative Marketer of the Year' and Advertising Age's 'Marketer of the Year.'

Lewis joined Kimberly-Clark from Johnson & Johnson (J&J), where she was responsible for driving growth strategies and innovation for well-known J&J consumer brands in over 140 countries. Under her leadership, J&J restaged the entire global baby portfolio, platformed and scaled high-growth innovations like Neutrogena Hydroboost, and launched new to the world digital and physical products such as Neutrogena Skin 360 and Listerine Ready! Tabs.

Prior to J&J, Lewis worked for The Coca-Cola Company, where she was responsible for making the 130-year-old brand relevant to consumers in a connected, multicultural world. Impactful initiatives included launching My Coke Rewards, the CPG industry's first digital-first loyalty program, and the first 'zero' product launch with Sprite Zero, leading to a long run of 'zero' launches across the industry.

In addition to her role at Kimberly-Clark, Lewis serves as the chair of the Thinx Board of Directors and chair of the Ridge Ventures Marketing Advisory Board. She also serves on the executive committee of the Association of National Advertisers (ANA) and is a board trustee for The Lovett School in Atlanta. Lewis' past board participation includes serving as non-executive director for Neustar and as a board chair for the National 4H Council.

A native of Canada, Lewis earned a Bachelor of Commerce from Queens University in Kingston, Ontario.

Resilient growth: Five bold moves for CMOs

Wednesday, March 29 | 1:00pm-1:45pm

Fireside Chat presented by McKinsey & Co.

Facilitated by Jeff Jacobs from McKinsey & Co.



Featuring

Britney Bartlett
Vice President of Global Field Marketing
Cisco Systems

Britney Bartlett is the Vice President of Global Field Marketing at Cisco Systems.

Britney inspires a team of global modern marketers and demand specialists to drive new growth, accelerate pipeline, and ideate and execute innovative ways to make Cisco the technology brand of choice in the market.

With experience spanning inside and field sales, marketing, and operations, Britney's passion is the intersection of sales, marketing, and customer experience. Her expertise in data-driven decision making has contributed to a proven track record for delivering exceptional business results.

A heart-centered leader, Britney has earned a reputation for building highly engaged, diverse teams where every voice matters. Fostering an inclusive and creative culture, she inspires her team to continuously evolve, innovate, and thrive.

Resilient growth: Five bold moves for CMOs



Featuring

Stuart Hogue
Senior Advisor
McKinsey & Co.

Stuart is a consumer brand leader with more than 20 years focused on consumer experience, retail, and sales transformation. Most recently, Stuart spent 15 years at Nike where he was at the center of Nike's digital and retail strategic shifts to accelerate digital commerce and its direct relationships with consumers while transitioning from a largely wholesale distribution model. He led key aspects of Nike's transformation from within retail and sales while forging new strategic partnerships with digital platforms.

Stuart has a passion for design thinking and consumer-first innovation having led frog design's strategy function in New York. In his most recent role at Nike, Stuart was VP/GM of Nike's Foot Locker business unit in North America, Nike's largest retail partnership business. In this role, Stuart oversaw a 100+ person cross-functional team of sales, planning, merchandising, marketing, retail consumer experience, finance and supply chain responsible for the seasonal go-to-market process, in-season demand and supply management, brand marketing initiatives and long-term strategy. In this role, Stuart led Nike's effort to reshape its business with Foot Locker in 2022.

Previously, Stuart was the VP of Global Marketplace Development, Nike's global team (NA, EMEA, China, APLA) dedicated to transforming Nike's omnichannel consumer experience with its retail partners. In this role, Stuart led Nike's focus on member growth by delivering experiences that engage Nike members in partner retail through the Nike app ecosystem. Stuart oversaw the creation of i3 Labs, a UX optimization team that supported Nike's retail partners with ecommerce design, friction identification and solutions development with consumer testing at its core. His team led Nike's wholesale.com business with strategic retailers while forging digital marketplace partnerships with platforms like Amazon.com, Walmart.com, Mercado Libre, JD.com, and Farfetch. He was responsible for Nike's digital distribution policies and grey market management capability, which harnessed technology to track, trace and authenticate Nike product through its distribution ecosystem.

Prior to this role, Stuart was Senior Director for Nike's DTC, Sales and Geography Strategy where he led the development of Nike's 2X Direct marketplace strategy of shifting to member-led growth and leading with digital/DTC and select strategic retail partners. Stuart began his Nike career in the Nike Foundation, as a key part of the team that launched the Girl Effect, a global effort to fight poverty by equipping adolescent girls in developing nations with the resources necessary to unleash their full potential. Stuart was the GM of the UK and Africa teams who created national media brands create for adolescent girls. He also led strategic partnerships with the World Bank, Gates Foundation, and the US and UK governments.

Before joining Nike in 2007, Stuart was Strategy Director and a program management leader at frog design in New York City and led multi-disciplinary creative teams to develop digital and physical products and brands for clients like MTV Networks, HP and Crocs. Prior to frog, Stuart was VP of Product Management for Thomson Financial where he oversaw Thomson One and First Call Events, Thomson's digital earnings data and analytics platforms.

Stuart has an MBA from the New York University Stern School of Business (Marketing and Entrepreneurship) and Bachelors of Science degree from Washington and Lee University (Biology and Art/Design) where he played football and ran track and field.

Fireside Chat presented by Egon Zehnder

Facilitated by Ashley Harding from Egon Zehnder

The 2020 Black Lives Matter movement placed a spotlight on DE&I efforts in the U.S., but recent headwinds have shifted the momentum of these efforts in many organizations. Our panelists will discuss how they have and are navigating these shifts (and their implications) as marketing leaders.



Featuring

Erania Brackett
Senior Vice President & Chief Marketing Officer
Dentsply Sirona

Erania Brackett is Senior Vice President, Chief Marketing Officer of Dentsply Sirona. She has expertise across multiple industries including diagnostic imaging and services, medical devices, consumer products, operations and commercial leadership.

Before joining Dentsply Sirona in August 2021, Erania served as Vice President, Commercial Marketing, Patient Management Business Unit at Medtronic. There, she led a team of marketers and product managers in orchestrating overall global downstream product commercialization and patient management portfolio. Prior to that, she served as Medtronic's Senior Director of Operations.

Before joining Medtronic, Erania spent 15 years at GE Healthcare, where she held several leadership roles, including USCAN Women's Health Commercial Activation Leader, Global Probe Repair Business Unit. She was also a department manager and process engineer for Procter and Gamble.

Erania is a member of the Andrew F. Brimmer College of Business and Information Science (CBIS) Advisory Board at Tuskegee University, and also serves on the boards for Spark-Y, a youth empowerment nonprofit, and LEAD360, a resource for mid and senior-level leaders.

She holds a bachelor's degree in Chemical Engineering from Tuskegee University and is pursuing an Executive MBA at Emory University's Goizueta School of Business.



Featuring

Iris Diaz
Chief Marketing Officer
Dallas Mavericks

Iris Diaz is an award-winning marketing leader who currently sits as the Chief Marketing Officer for the Dallas Mavericks, becoming the first Latina to hold this position. She is an Eastfield College, University of North Texas (UNT), and Southern Methodist University (SMU) graduate because continued education was a priority. She is a current member of Women In Sport & Events (WISE), Latinas in Progress (LIP), Hispanic Women of North Texas, The Dallas Summit, Hispanic 100, St. Jude Noche de Esperanza and on the Governing Board for Pro Sports Assembly. Before joining the Mavericks in 2018, she held leadership positions at Al Día Spanish Newspaper published by The Dallas Morning News, Clear Channel Outdoor, and Richards/Lerma Multicultural Agency. Her professional interests are to keep opening opportunities for Latinos in the world of sports and empowering the Hispanic voice on all marketing fronts.

Keynote Speaker: Tracey Brown
Wednesday, March 29 | 3:00pm-3:45pm



Tracey Brown
President of Retail Products & Chief Customer Officer
Walgreens

Tracey Brown is executive vice president, president of Walgreens retail and U.S. chief customer officer, overseeing the transformation of Walgreens to a healthcare company, to create more joyful lives through better health.

She is responsible for the Walgreens consumer experience across all consumer touchpoints and leads development of strategies to advance Walgreens across a complex and dynamic competitive landscape. Brown oversees store operations, merchandising, marketing, product, digital, omnichannel, store format, data and analytics, and supply chain organizations, as Walgreens further accelerates its digital transformation, in order to create a seamless integration across all channels – in-store, mobile and online – to provide a unified, consistent brand experience.

Brown has more than 30 years of experience driving business growth, operations, creating omnichannel customer experiences and leveraging digital capabilities to connect consumers and brands. Most recently, she served as chief executive officer for the American Diabetes Association (ADA), where she led the organizational transformation including fundraising, advocacy, science and research while fighting for people living with diabetes.

Prior to the ADA, Brown was senior vice president, operations and chief experience officer for Sam’s Club, a division of Walmart Inc. She also served as CEO and managing director of RAPP Dallas, a data-drive integrated marketing agency, chief operating officer for direct marketing agency Direct Impact and director of worldwide consumer marketing for Advanced Micro Devices. Earlier in her career, she held leadership positions at American Express, Proctor & Gamble and Exxon Mobil.

Brown graduated from University of Delaware with her B.S. in chemical engineering and received her MBA from Columbia Business School in New York.

She currently serves on the Board of Directors for Weight Watchers and Yeti. In 2021, she was named one of Savoy Magazine’s Most Influential Black Corporate Directors, and in 2022, she was listed on Forbes CEO Next List.

Perspectives from Future Kellogg Leaders

Wednesday, March 29 | 3:45pm-4:15pm

Panel presented by Kellogg School of Management

Moderated by Summit Co-Host Jim Stengel

Featuring currently enrolled Kellogg MBA students:

- ❖ Christian Rogers
- ❖ Hope Kabel
- ❖ Jared McNeir
- ❖ Kaitlin Loomis
- ❖ Varshini Kumar
- ❖ Yanju Folarin

Special Thanks

Freddy Adenuga
Jim Boudreau
Sarah Budreck
Kevin Campos-SJO
Ashley Carpenter
Melinda Cervantes
Jill Cockerham
Janice Eberly
Keisha Etienne
Azeb Freitas
Betty Gabbard
Monica Gerlach
Daurina Gregory
Nadine Guerrero
Here Here Market
Hyatt House Chicago/Evanston
Priyeshu Jain
Marlena Karwowski
Alyssa Kehoe

Karen Larkin
Kaitlin Loomis
Pieter Miller
Ann Mullen
Trina Mulligan
Andrea Nott
Laura Pavin
Jenna Pawlicki
Mary Rafferty
Jacqueline Reise
Fred Schmalz
Emily Schwartz
Shelby Sparkle
John Timmerman
Ilene Tokarz
Cindy Van Horne
James Ward III
Tatiana Zamis