

THURSDAY, MAY 11

6:00 – 8:00 p.m. Welcome Reception - *The Study at Yale Penthouse*
1157 Chapel Street, New Haven CT

FRIDAY, MAY 12

8:15–9:00 a.m. Continental Breakfast - *Lorimer Dining Commons*

9:05–9:15 a.m. Opening Remarks
Edward Snyder Indra K. Nooyi Dean, Yale School of Management

Session 1: Storytelling and Consumer Experience

9:20–9:55 a.m. How Photo-Taking Affects Experience
Gal Zauberman Professor of Marketing, Yale School of Management

10:00–10:35 a.m. Building a Purpose-Driven Brand
Norman de Greve Chief Marketing Officer, CVS Health

10:40–11:05 a.m. Break - *Ligon-Lamsam Student Commons*

Session 2: Insights on Customer Engagement

11:10–11:45 a.m. FedEx's Outside-In Approach to Digital Marketing
Scott Harkins SVP of Customer Channel Marketing, FedEx

11:50–12:25 p.m. Building a World-Class Insights Engine: A Conversation with Beth Storz, President of Ideas To Go
Stan Sthanunathan EVP of Consumer & Market Insights, Unilever

12:30–12:35 p.m. Upcoming Programs from the Yale Executive Programs

12:40–2:00 p.m. Lunch - *Evans Hall Courtyard*



AGENDA (continued)

Session 3: Adapting to the New Digital Landscape

- 2:05–2:40 p.m.** MetLife's Customer-Centric Transformation
Claire Burns Chief Customer Officer, MetLife
-
- 2:45–3:20 p.m.** Marketing in a Digital World - Making Sense of the Madness
Ronalee Zarate-Bayani Head of Global Integrated Marketing, The Hershey Company
-
- 3:20–3:45 p.m.** Break - *Ligon-Lamsam Student Commons*

Session 4: Harnessing the Power of Data

- 3:50–4:25 p.m.** Fan Experience in a Data-Driven Era: A Conversation with Prof. Shane Frederick
Adam Grossman Chief Marketing Officer, Boston Red Sox
-
- 4:30–5:00 p.m.** The Surprising Breadth of the Harbingers of Failure
Duncan Simester Professor of Marketing, MIT Sloan School of Management
-
- 5:00–5:15 p.m.** Break
-
- 5:15–6:30 p.m.** Reception - *Beinecke Room and Terrace (Evans Hall 2nd Floor)*

SATURDAY, MAY 13

- 8:30–8:55 a.m.** Continental Breakfast - *Class of 1980 Classroom 2400 (Evans Hall 2nd Floor)*

Session 5: Finding the “Why” Behind Consumer Behavior

- 9:00–9:20 a.m.** Income Inequality's Effect on Product Availability
Randy Bucklin Professor of Marketing, UCLA Anderson School of Management
-
- 9:25–9:45 a.m.** Advertising Along the Conversion Funnel
Song Yao Assistant Professor of Marketing, Kellogg School of Management
-
- 9:50–10:10 a.m.** Why Do Consumers Like Larger Assortment, Really?
Michel Tuan Pham Professor of Business, Columbia Business School



AGENDA (continued)

10:15–10:35 a.m. The Branding of Nations
David Reibstein Professor of Marketing, The Wharton School

10:35–10:55 a.m. Break - *Class of 1980 Classroom 2400 (Evans Hall 2nd Floor)*

Session 6: Understanding Online Consumer Behavior

11:00–11:20 a.m. Wish Lists, Window Shopping, and Electronic Carts
Ryan Hamilton Associate Professor of Marketing, Emory Goizueta Business School

11:25–11:45 a.m. How Do Consumers Use Credit Card Rewards?
Shelle Santana Assistant Professor, Harvard Business School

11:50 a.m.–12:10 p.m. How Consumer Reviews Affect Sales Conversions
Xiao Liu Assistant Professor of Marketing, NYU Stern School of Business

12:15–12:35 p.m. Keeping Up with Social Media Conversation During Brand Crisis
David Schweidel Associate Professor of Marketing, Emory Goizueta Business School

12:35 p.m. Conference Adjourns and Boxed Lunch

