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
## Session 3: Adapting to the New Digital Landscape

<table>
<thead>
<tr>
<th>Time</th>
<th>Topic</th>
<th>Speaker/Role</th>
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<tbody>
<tr>
<td>2:05–2:40 p.m.</td>
<td>MetLife’s Customer-Centric Transformation</td>
<td>Claire Burns  Chief Customer Officer, MetLife</td>
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<tr>
<td>3:20–3:45 p.m.</td>
<td>Break</td>
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## Session 4: Harnessing the Power of Data

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<tr>
<th>Time</th>
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<tbody>
<tr>
<td>3:50–4:25 p.m.</td>
<td>Fan Experience in a Data-Driven Era: A Conversation with Prof. Shane Frederick</td>
<td>Adam Grossman  Chief Marketing Officer, Boston Red Sox</td>
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<tr>
<td>4:30–5:00 p.m.</td>
<td>The Surprising Breadth of the Harbingers of Failure</td>
<td>Duncan Simester  Professor of Marketing, MIT Sloan School of Management</td>
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<td>5:00–5:15 p.m.</td>
<td>Break</td>
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<tr>
<td>5:15–6:30 p.m.</td>
<td>Reception</td>
<td>-  Beinecke Room and Terrace (Evans Hall 2nd Floor)</td>
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## SATURDAY, MAY 13

### Continental Breakfast
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

<table>
<thead>
<tr>
<th>Time</th>
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<th>Speaker/Role</th>
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<tbody>
<tr>
<td>9:00–9:20 a.m.</td>
<td>Income Inequality’s Effect on Product Availability</td>
<td>Randy Bucklin  Professor of Marketing, UCLA Anderson School of Management</td>
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<tr>
<td>9:25–9:45 a.m.</td>
<td>Advertising Along the Conversion Funnel</td>
<td>Song Yao  Assistant Professor of Marketing, Kellogg School of Management</td>
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<tr>
<td>9:50–10:10 a.m.</td>
<td>Why Do Consumers Like Larger Assortment, Really?</td>
<td>Michel Tuan Pham  Professor of Business, Columbia Business School</td>
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</table>
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