

WEDNESDAY, MAY 4

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

THURSDAY, MAY 5

8:30 – 9:00 a.m. Continental Breakfast - *Ligon-Lamsam Student Commons, Evans Hall, 1st Floor*

9:00 – 9:20 a.m. Opening Remarks
Ravi Dhar Director of the Yale Center for Customer Insights

Session 1: Beyond the Data: Excellence in Consumer Analytics

9:20 – 9:55 a.m. Consumer Centricity in a World of Data
Kirti Singh Chief Analytics & Insights Officer, Procter & Gamble

10:00 – 10:35 a.m. Data-Driven Decision-Making
Ben Harrell Managing Director, US, Booking.com

10:35 – 11:00 a.m. Break - *Ligon-Lamsam Student Commons*

Session 2: The CEO-CMO Relationship

11:00 – 12:05 p.m. The CEO-CMO Relationship: A Panel Discussion
Kofi Amoo-Gottfried Chief Marketing Officer, DoorDash
Colleen DeCourcy Chief Creative Officer, Snap
Diego Scotti Chief Marketing Officer, Verizon
Moderator: **Antonio Lucio** Founder & Principal, 5S Diversity

12:05 – 1:30 p.m. Lunch - *Evans Hall Courtyard*



AGENDA (continued)

Session 3: Meeting Consumers Where They Are

1:35 – 2:10 p.m. The Impact of the Gig Economy on Product Quality through the Labor Market
Jiwoong Shin Professor, Yale School of Management

2:15 – 2:50 p.m. Innovative Tech for the Online Consumer Journey
Shelley Salomon VP, Global Sales and Marketing, Amazon Devices

2:55 – 3:20 p.m. Break - *Ligon-Lamsam Student Commons*

Session 4: Re-Thinking Relevance

3:25 – 4:00 p.m. Influence Is Your Superpower
Zoe Chance Senior Lecturer, Yale School of Management

4:00 – 4:05p.m. Closing Remarks & Session Adjourns

4:00 – 6:00 p.m. Reception - *The Beinecke, Evans Hall*

FRIDAY, MAY 6

8:15 – 8:45 a.m. Continental Breakfast - *Ligon-Lamsam Commons, Evans Hall*

Session 5: Challenges and Solutions Presented by Innovative Tech

8:45 – 9:10 a.m. Digital Verification Network and Inclusive Access to Credit
Zhenling Jiang Assistant Professor, The Wharton School, University of Pennsylvania

9:15 – 9:40 a.m. On the Perils and Potential of Mobile Location Data
David Schweidel Professor, Goizueta Business School, Emory University

9:45 – 10:10 a.m. The Simple Economics of Artificial Intelligence
Avi Goldfarb Professor, Rotman School of Management, University of Toronto

10:15 – 10:45 a.m. Break - *Ligon-Lamsam Commons, Evans Hall*



AGENDA (continued)

Session 6: *The Impact of Consumer Perception of Self and Others on Behavior*

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- 10:50 – 11:15 a.m.** Hurts So Good: Luxury Products that Incur Environmental Costs are Preferred by Status-Striving Consumers
Morgan Ward Assistant Professor, Goizueta Business School, Emory University
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- 11:20 – 11:45 p.m.** Using Conversational Receptiveness to Enhance Doctor-Patient Interactions
Julia Minson Associate Professor, Harvard Kennedy School
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- 11:50 – 12:15 p.m.** Corporate Diversity and its Implications for Consumer Behavior
Uzma Khan Associate Professor, Herbert Business School, University of Miami
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- 12:20 – 12:45 p.m.** Smartphones are the Mirror of the Self
Aner Sela Associate Professor, Warrington College of Business, University of Florida
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- 12:45 – 1:30 p.m.** Conference Adjourns and Boxed Lunch

