

## THURSDAY, MAY 11

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

## FRIDAY, MAY 12

8:30 – 9:15 a.m. Continental Breakfast - *Ligon-Lamsam Student Commons, Evans Hall, 1st Floor*

9:15 – 9:30 a.m. Opening Remarks  
**Ravi Dhar** Director of the Yale Center for Customer Insights

### Session 1: Building Trust Amid Changing Consumer Landscapes

9:30 – 10:00 a.m. Data, AI, and Trust  
**Jon Iwata** Practice Leader, Yale Program on Stakeholder Innovation and Management

10:00 – 10:40 a.m. Pivot or Perish: The importance of strategic listening in times of uncertainty  
**Tim Poland & Ana MarkdaSilva** Executive Director, Insights, & Vice President, Insights, J.P. Morgan Chase

10:40 – 11:00 a.m. Break - *Ligon-Lamsam Student Commons*

### Session 2: The Changing Role of the CMO

11:00 – 12:05 p.m. The Changing Role of the CMO: A Panel Discussion  
**Vikrant Batra** Global Chief Marketing Officer, HP Inc.  
**Nikki Darden** Managing Director of Brand Engagement and Integration, Citi  
**Tariq Hassan** Chief Marketing and Digital Officer, McDonald's  
Moderator: **Antonio Lucio** Founder & Principal, 5S Diversity



# AGENDA (continued)

12:05 – 1:35p.m. Lunch - *Evans Hall Courtyard*

## Session 3: *Harnessing Digital Insights for Transformation*

1:35 – 2:15 p.m. Using Data to Take a Customer-Centric Approach to Product and Marketing  
**John Allen Thomas**, Vice President, Product Growth and Marketing, Meta

2:15 – 2:45 p.m. Break - *Ligon-Lamsam Student Commons*

## Session 4: *Driving Impactful Growth through Stakeholder Understanding*

2:45 – 3:35 p.m. Building a Consumer-Centric Organization  
**Pam Forbus** Chief Marketing Officer, Pernod Ricard

3:35 – 4:25 p.m. Rethinking the Customer Journey: Shifting Focus to Experience  
**Nilanjan Adhya** Chief Digital Officer, BlackRock

4:25 – 5:00 p.m. The Rise of Retailer-Owned Media Platforms  
**Duncan Simester** Professor, Sloan School of Management

5:00 p.m. Closing Remarks & Session Adjourns

5:00 – 7:00 p.m. Reception - *The Beinecke, Evans Hall*

## SATURDAY, MAY 13

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

## Session 5: *Frameworks for Navigating the Digital World*

8:50 – 9:15 a.m. Enhancing Online Experimentation Strategies  
**Joonhwi Joo** Assistant Professor, Naveen Jindal School of Management, University of Texas, Dallas

9:15 – 9:40 a.m. Thinking Online: Mistaken Perceptions of Personal Knowledge in a Digital World  
**Adrian Ward** Assistant Professor, McCombs School of Business, University of Texas, Austin

9:40 – 10:05 a.m. Evaluation Inflation: Investigating the Validity of Online Reviews  
**Claire Tsai** Professor, Rotman School of Management, University of Toronto



# AGENDA (continued)

**10:05 – 10:30 a.m.** Zero to One: Sales Prospecting with Augmented Recommendation  
**Yuting Zhu** Assistant Professor, National University of Singapore

---

**10:30 – 11:00 a.m.** Break - *Ligon-Lamsam Commons, Evans Hall*

## Session 6: Dynamics of Decision-Making

**11:00 – 11:25 a.m.** The Impact of Major Events on Consumer Behavior  
**Daniel McCarthy** Assistant Professor, Goizueta Business School, Emory University

---

**11:25 – 11:50 a.m.** How Long Do People Use their Stuff?  
**Sam Maglio** Associate Professor, Rotman School of Management, University of Toronto

---

**11:50 – 12:15 p.m.** Influencing Privacy Valuations with Choice Architecture  
**Avner Strulov-Shlain** Assistant Professor, Chicago Booth School of Business

---

**12:15 – 12:40 p.m.** When Do People Trust AI? Algorithm Adoption and Human Egotism  
**Carey Morewedge** Professor, Questrom School of Business, Boston University

---

**12:45 – 1:30 p.m.** Conference Adjourns and Boxed Lunch

