### THURSDAY, MAY 11

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<th>Time</th>
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| 6:00 – 8:00 p.m. | Welcome Reception  
*The Study at Yale, 1157 Chapel Street, New Haven* |

### FRIDAY, MAY 12

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<td>8:30 – 9:15 a.m.</td>
<td>Continental Breakfast - <em>Ligon-Lamsam Student Commons, Evans Hall, 1st Floor</em></td>
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| 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

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| 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

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| 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 |
### 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
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| 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**

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| 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 |