General Information

Conference Location
Yale School of Management
Evans Hall
165 Whitney Avenue
New Haven, CT 06511

*Thursday sessions in Zhang Auditorium. Friday sessions in Classroom 2400.*

Conference Schedule
Begins: Thursday, May 9 at 8:30 am with a breakfast. Opening remarks begin at 9:10 am.
Concludes: Friday, May 10 at 1:35 pm.
*Please see agenda for session details.*

Welcome Reception
Wednesday, May 8, 6:00–8:00 pm
The Study at Yale – Penthouse
1157 Chapel Street
New Haven, CT 06511

Hotels
The Study Hotel  (203) 503-3900
1157 Chapel Street
New Haven, CT 06511

The Omni Hotel  (203) 772-6664
155 Temple Street
New Haven, CT 06510

Transportation
*Shuttles will be provided on the morning of Thursday May 9 only, from both The Study Hotel and The Omni Hotel to Evans Hall. See Shuttle Information page for more details.*

Metro Taxi  (203)777-7777
Heritage Taxi  (203)466-6666
Union Station  50 Union Avenue, New Haven, CT 06519
# Conference Agenda

## Wednesday, May 8

**6:00 – 8:00 p.m.**
Welcome Reception

*The Study at Yale, 1157 Chapel Street, New Haven*

## Thursday, May 9

**8:30 – 9:10 a.m.**
Continental Breakfast - *Ligon-Lamsam Student Commons, Evans Hall, 1st Floor*

**9:10 – 9:15 a.m.**
Opening Remarks
*Christine Barton* YCCI Advisory Board Chair, Senior Partner and Managing Director, BCG

### Session 1: Redefining Brands Through Digital Insights

**9:15 – 9:45 a.m.**
Insights from Digital to Power Up Brands
*Brigitte King* Global Chief Digital Officer, Colgate-Palmolive

**9:50 – 10:35 a.m.**
Leveraging Fan Data to Drive Deeper Audience Connections
*Matt Chmura* Chief Marketing, Communications and Brand Officer, LPGA

**10:35 – 10:50 a.m.**
Break - *Ligon-Lamsam Student Commons*

### Session 2: Navigating Industry Disruption: Strategies for Marketing Executives

**10:55 – 11:55 a.m.**
The Changing Role of the CMO: A Panel Discussion
*Carla Hassan* Chief Marketing Officer, JPMorgan Chase  
*Marcel Marcondes* Global Chief Marketing Officer, AB InBev  
**Moderator:** *Antonio Lucio* EVP, Chief Marketing and Corporate Affairs Officer, HP Inc.

**12:00 – 12:30 p.m.**
Insights to Innovation: Marketing Iconic Brands to New Generations
*Julie Yufe* Senior Vice President, Vodka and Rum, Diageo

**12:30 – 1:40 p.m.**
Lunch - *Evans Hall Courtyard*
Session 3: Models for Driving Growth: the Symbiotic Relationship of Data and Insights

1:40 – 2:25 p.m.  Using Data to Quantify the Impact of Brand Programs  
 **Meagen Eisenberg**, Chief Marketing Officer, Lacework

2:30 – 3:30 p.m.  Advancing the Insights Function: A Panel Discussion 
 **Jing Mertoglu**  Global VP, Insights and Analytics, Beam Suntory 
 **Stephan Gans**  SVP, Chief Insights and Analytics Officer, PepsiCo 
 **Nick Graham**  SVP, Global Head of Insights and Analytics, Mondelēz International 
 **Moderator:**  Stan Sthanunathan  Retired Executive Vice President, Unilever

3:30 – 3:45 p.m.  Break -  *Ligon-Lamsam Student Commons*

3:50 – 4:20 p.m.  Cracking the Code: How Consumer Insights Fueled DoorDash’s Newest Brand Evolution  
 **Alanna Shipley**  Head of Audience Insights, DoorDash

Session 4: Harnessing the Power of Charisma

4:25 – 5:25 p.m.  Charisma Workshop  
 **Zoe Chance**  Senior Lecturer, Yale School of Management

5:25 p.m.  Closing Remarks & Session Adjourns

5:30 – 7:00 p.m.  Reception -  *The Snyder Forum 1400, Evans Hall*

FRIDAY, MAY 10

8:15 – 8:55 a.m.  Continental Breakfast -  *Classroom 2400, Evans Hall*

8:55 – 9:00 a.m.  Opening Remarks  
 **Jiwoong Shin**  Professor of Marketing, Yale School of Management

Session 5: Exploring Consumer Behavior in the Digital World

9:00 – 9:25 a.m.  The Impact of Generative AI on Content Markets  
 **H. Tai Lam**  Assistant Professor, Anderson School of Management, University of California, Los Angeles

9:30 – 9:55 a.m.  Rethinking the 5-Star Approach to Satisfaction Scales  
 **Uri Simonsohn**  Professor, ESADE Business School, Ramon Llull Universitat
### AGENDA (continued)

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<th>Time</th>
<th>Event</th>
<th>Speaker/Title</th>
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<tr>
<td>10:00 – 10:25 a.m.</td>
<td>Demand Estimation with Text and Image Data</td>
<td>Giovanni Compiani, Assistant Professor, Booth School of Business, University of Chicago</td>
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<td>10:30 – 10:55 a.m.</td>
<td>Tackling US Opioid Crisis: Data-Driven Detection of Suspicious Retail Buyers</td>
<td>Seethu Seetharaman, Professor, Olin Business School, Washington University in St. Louis</td>
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<td><strong>Session 6: Dynamics of Consumer Decision Making</strong></td>
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<td>11:00 – 11:25 a.m.</td>
<td>Ending on a Familiar Note: Perceived Endings Motivate Repeat Consumption</td>
<td>Yuji Winet, Assistant Professor, Fuqua School of Business, Duke University</td>
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<td>11:30 – 11:55 a.m.</td>
<td>Consumer Memory and Competitive Interference</td>
<td>Navdeep Sahni, Associate Professor, Stanford Graduate School of Business</td>
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<td>12:00 – 12:30 p.m.</td>
<td>Boxed Lunch - Classroom 2400, Evans Hall</td>
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<td>12:35 – 1:00 p.m.</td>
<td>Supply and Demand for Sustainability Claims</td>
<td>Kristina Brecko, Assistant Professor, Simon Business School, University of Rochester</td>
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<td>1:05 – 1:30 p.m.</td>
<td>Even Number Preference in Quantity Selection</td>
<td>Joowon Klusowski, Assistant Professor, Yale School of Management</td>
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<td>1:35 p.m.</td>
<td>Conference Adjourns</td>
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Frequently Asked Questions

How do I connect to WiFi?

The wireless connection name is YaleGuest. Simply open a browser, accept the terms and you will be able to connect.

Can I share on social?

Yes! We encourage you to share pictures and learnings on social media tagging Yale Center for Customer Insights and using the hashtag #YaleInsights24

What is the dress code for the conference?

We encourage attendees to wear professional, business casual attire.

Where is the Wednesday evening welcome reception?

A welcome reception will be held on Wednesday May 8 from 6pm–8pm at The Study at Yale–Penthouse, located at 1157 Chapel Street, New Haven.

Is transportation provided to the conference from nearby hotels?

A shuttle will be provided from the Omni New Haven Hotel and The Study at Yale Hotel on the morning of Thursday, May 9 only. Please refer to the Shuttle Schedule page for detailed timing.

Is parking available nearby?

Parking for the Wednesday evening welcome reception is available at one of the many public garages/lots in downtown New Haven. We do not provide vouchers for Wednesday parking. For the Thursday and Friday sessions, we provide complimentary parking in Yale’s Pierson-Sage Garage at 350 Edwards Street. The code to enter and exit the garage is: 11002#.

Please refer to the Parking Information Page for details and directions.

How can I obtain presentation materials?

We will be posting videos and sharing highlights via email in the weeks that follow the Conference.

Contact our team:

Victoria Ambrozaitis – 203.436.1302 / victoria.ambrozaitis@yale.edu
Yale Center for Customer Insights ycci@som.yale.edu
Parking Information

**Wednesday, May 8**

**Chapel-York Street Garage – 172 York Street**

**The Shops at Yale Parking – 161 York Street**

For Wednesday evening’s Welcome Reception at The Study at Yale Hotel (1157 Chapel Street), you can park at any of New Haven’s many public lots or garages. We recommend the Chapel-York Street Garage (172 York Street), a 3-minute walk from The Study.

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**Thursday, May 9 and Friday, May 10**

**Pierson-Sage Garage – 350 Edwards Street, New Haven**

All-day parking is available at the Pierson-Sage Garage, located just off Whitney Avenue. View the entrance on Google maps [here](#).

Use code **11002#** at the first gate in the parking lot and the entrance to the garage. Use the same code for entry and exit.

**From North or South**

- Take Exit 3 off of I-91 North or South toward Trumbull Street. Merge onto Trumbull Street.
- Turn RIGHT onto Whitney Avenue.
- At second traffic light, at the intersection of Whitney Ave and Humphrey Street, turn LEFT into the parking lot.
- Take the first RIGHT and drive towards garage. At gate for lot 16V, enter **11002#** to proceed through the gate.
- Straight ahead, enter Pierson-Sage Garage using code **11002#**.
Shuttle Information

A morning shuttle will be available to transport conference attendees from the hotels to the conference on Thursday, May 9.

7:45am – First Shuttle Departs from The Study at Yale
8:00am – First Shuttle Departs from The Omni New Haven
8:15am – First Drop-off at Evans Hall
8:30am – Second Shuttle Departs from The Study at Yale
8:45am – Second Shuttle Departs from The Omni New Haven
9:00am – Second Drop-Off at Evans Hall

Please note:

Shuttles are not provided Wednesday evening, Thursday evening, or for Friday sessions.
New Haven Food & Drink Guide 2024

**Coffee**

Willoughby’s (258 Church St, 203-777-7400)
Koffee? (104 Audubon St., 203-562-5454)
Atticus Bookstore (1082 Chapel St, 203-776-4040)
Book Trader Café (1140 Chapel St #A, 203-787-6147)
Jojo’s (1177 Chapel St, 203-785-8888)

**Drinks**

Zinc (964 Chapel St, 203-624-0507) – Some of the best appetizers in town; an upscale bar atmosphere.
Barcelona (155 Temple St, 203-848-3000) – A good place for after-dinner drinks and late night tapas.
116 Crown (116 Crown St, 203-777-3116) – Another place with a good late-night menu and great vibe.
Ordinary (990 Chapel St, 203-907-0238) – Creative cocktails and menu including must-try candied bacon.
Firehouse 12 (45 Crown St, 203-785-0468) – Below street level, small, nice, understated.
Beer Collective (130 Court St, 203-507-2602) – Laidback drinks and some beer education.
Prime 16 (172 Temple St, 203-782-1616) – Good beer selection with happy hour specials.

**Food**

L’Orcio (806 State St, 203-777-6670) – Italian
Union League (1032 Chapel St, 203-562-4299) – French
Olea (39 High St, 203-780-8925) – Spanish/Mediterranean
Mecha (201 Crown St, 203-691-9671) – Japanese
Taste of China (954 Chapel St, 203-745-5872) – Sichuan
Lalibela (176 Temple St, 203-789-1232) – Ethiopian
Olmo (93 Whitney Ave, 203-624-3373) – Bistro, bagels & cheese shop
Claire’s (1000 Chapel St, 203-562-3888) – Vegan, vegetarian and kosher sweets and fare
Louis’ Lunch (261 Crown St, 203-562-5507) – Birthplace of the hamburger
**Pizza (in New Haven, a category unto itself)**

Pepe’s (157 Wooster St, 203-865-5762)

Modern Apizza (874 State St, 203-776-5306)

Sally’s Apizza (237 Wooster St, 203-624-5271)

Bar (254 Crown St, 203-495-1111)

**Ice Cream & Sweets**

Arethusa (1020 Chapel Street, 203-390-5114)

Libby’s (139 Wooster St, 203-772-0380)

Sweet Mary’s (129 Court St, 203-777-6279)

**Interesting Buildings & Spaces**

Though surely the least comprehensive Yale architecture list you’ll ever see, there are a few buildings that provide particularly good excuses to dive into the main campus. The Beineke Library (121 Wall St, 203-432-2977) houses Yale’s rare book collection. A great collection, of course, but if you don’t have time for the books, at least pop into the lobby to check out the marble walls so thin you can see the sunlight shine through them. Skull & Bones (64 High St.) was the first of Yale’s secret societies. There are now an interesting variety of crypts around campus (each housing a different secret society), but this is the original. The sculpture garden at the Yale Art Gallery (1111 Chapel St, 203-432-0600) is a great space for a bit of peace in the middle of the city.

**Quick Drives**

The best breakfast/brunch in town is unquestionably Bella’s in Westville (896 Whalley Ave, 203-387-7107), about 10 minutes away by car. Lots of interesting options in this cozy café, all of them good. For seafood and a waterfront deck, visit Shell & Bones (100 S Water St, 203-785-8086). East Rock Park (41 Cold Spring St, New Haven) has jogging trails, a small river, and the best views of the city. Stony Creek Brewery (5 Indian Neck Ave, Branford 203-433-4545) is host to beautiful views of the Connecticut Shoreline including a taproom of beer brewed on-site and a rotating cast of food trucks.