

## 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*



# AGENDA (continued)

## 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
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- 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
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- 3:30 – 3:45 p.m.** Break - *Ligon-Lamsam Student Commons*
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- 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
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- 5:25 p.m.** Closing Remarks & Session Adjourns
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- 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*
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- 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
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- 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)

- 10:00 – 10:25 a.m.** Demand Estimation with Text and Image Data  
**Giovanni Compiani** Assistant Professor, Booth School of Business, University of Chicago
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- 10:30 – 10:55 a.m.** Tackling US Opioid Crisis: Data-Driven Detection of Suspicious Retail Buyers  
**Seethu Seetharaman** Professor, Olin Business School, Washington University in St. Louis

## Session 6: Dynamics of Consumer Decision Making

- 11:00 – 11:25 a.m.** Ending on a Familiar Note: Perceived Endings Motivate Repeat Consumption  
**Yuji Winet** Assistant Professor, Fuqua School of Business, Duke University
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- 11:30 – 11:55 a.m.** Consumer Memory and Competitive Interference  
**Navdeep Sahni** Associate Professor, Stanford Graduate School of Business
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- 12:00 – 12:30 p.m.** Boxed Lunch - *Classroom 2400, Evans Hall*
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- 12:35 – 1:00 p.m.** Supply and Demand for Sustainability Claims  
**Kristina Brecko** Assistant Professor, Simon Business School, University of Rochester
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- 1:05 – 1:30 p.m.** Even Number Preference in Quantity Selection  
**Joowon Klusowski** Assistant Professor, Yale School of Management
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- 1:35 p.m.** Conference Adjourns

