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

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: The Changing Role of the CMO

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
                   Lara Balazs  EVP, General Manager and Chief Marketing Officer, Intuit
                   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: Advancing the Insights Function

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*

### Session 4: Leveling Up: Consumer Insights and Harnessing the Power of Charisma

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

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 Beinecke, 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
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| 10:00 – 10:25 a.m. | Demand Estimation with Text and Image Data  
                        Giovanni Compiani  Assistant Professor, Booth School of Business, University of Chicago |
| 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 |
| 11:00 – 11:20 a.m. | Break  
                        Ligon-Lamsam Commons, Evans Hall |
|               | **Session 6: Dynamics of Consumer Decision Making**                       |
| 11:20 – 11:45 a.m. | Ending on a Familiar Note: Perceived Endings Motivate Repeat Consumption  
                        Yuji Winet  Assistant Professor, Fuqua School of Business, Duke University |
| 11:45 – 12:10 p.m. | Consumer Memory and Competitive Interference  
                        Navdeep Sahni  Associate Professor, Stanford Graduate School of Business |
| 12:15 – 12:40 p.m. | Supply and Demand for Sustainability Claims  
                        Kristina Brecko  Assistant Professor, Simon Business School, University of Rochester |
| 12:45 – 1:30 p.m. | Conference Adjourns and Boxed Lunch |

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