

InsightsOn Conference

Yale Center for Customer Insights

Conference Information



Center for Customer Insights
Yale SCHOOL OF MANAGEMENT

Sponsored by:



InsightsOn Conference

General Information

Location

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

Friday sessions in Zhang Auditorium. Saturday sessions in Classroom 2400.

Schedule

Begins: Friday, May 9 at 8:15 am with a breakfast. Opening remarks begin at 9:00 am.
Concludes: Saturday, May 10 at 2:00 pm. *Please see agenda for session details.*

Welcome Reception

Thursday, May 8 from 6:00–8:00 pm
The Omni Hotel – 19th Floor Harbour & Lounge
155 Temple Street
New Haven, CT 06510

Hotels

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

The Blake Hotel (203) 390-5352
9 High Street
New Haven, CT 06510

New Haven Hotel (203) 498-3100
299 George Street
New Haven, CT 06510

Transportation

Shuttles will be provided on the morning of Friday, May 9 only from The Study Hotel and The Blake 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 0651



FRIDAY, MAY 9

8:15 - 9:00 a.m. Continental Breakfast - Ligon-Lamsam Student Commons, Evans Hall, 1st Floor

9:00 - 9:10 a.m. **Opening Remarks**
[Christine Barton](#) YCCI Advisory Board Chair, Senior Partner and Managing Director, Boston Consulting Group

Session 1: Leveraging Technology & AI

9:10 - 9:40 a.m. **Driving Growth Through Personalization in AI**
[Mark Abraham](#) Managing Director & Senior Partner, Boston Consulting Group
Learn about the future of personalization from Mark Abraham, author of the best-selling book *Personalized: Customer Strategy in the Age of AI* and global leader of BCG's Personalization business. Using specific case studies, Mark will bring to life how leading brands across industries are empowering their customers and leveraging cutting-edge data, tech, content, and new ways of working. He will also explore the exciting innovation shaping the customer experience of the future.

9:40 - 10:15 a.m. **Insight-Driven Innovation: Fueling Product Growth at Meta**
[Denise Moreno](#) Vice President, Consumer Marketing & Product Growth, Meta
In this talk, Denise Moreno—Meta's VP of Consumer Marketing and Product Growth—will share how the company has used data and insights to drive adoption and grow its products, offering unique perspectives on current initiatives including Meta's pioneering work on AI glasses.

10:15 - 10:50 a.m. **Brand Trust in the AI Era**
[Teresa Yoo](#) Vice President, Brand & Content Strategy, IBM
AI is reshaping how businesses engage customers, employees, and communities, and therefore will reshape how brands are built and experienced. In a world of infinite choice but finite trust, the winners in this era won't just be those with the coolest tech. They'll be organizations that build brand trust into their operational DNA. Terry Yoo will share how IBM approaches this challenge by designing and deploying AI that matches its brand values, not just for itself, but for clients who face the same balancing act.

10:50 - 11:20 a.m. [Sadie Thoma](#) Director, US Ads Marketing, Google
Description coming soon!

11:20 - 11:35 a.m. Break - Ligon-Lamsam Student Commons, Evans Hall, 1st Floor

Session 2: Transforming Marketing & Marketing Transformation

11:35 - 12:20 p.m. **C-Suite Panel Discussion**
[Devika Bulchandani](#) Global Chief Executive Officer, Ogilvy
[Leslie Berland](#) Executive Vice President & Chief Marketing Officer, Verizon
Moderator: [Seth Farbman](#) Former Chief Marketing Officer, Spotify
In a fragmented media landscape and shifting cultural climate, marketing leaders face tough questions: How can marketers effectively lead through rapid change, and what role does marketing play in driving business strategy and trust? How do modern brands drive business through cultural relevance while striking a balance between performance and brand building? And how is the overall role of marketing evolving in today's broader landscape? In this candid panel conversation, Seth Farbman (Former CMO, Spotify) explores with Leslie Berland (CMO, Verizon) and Devika Bulchandani (CEO, Ogilvy) how companies are navigating personalization, performance, and purpose—while reshaping the relationship between marketing, leadership, and the bottom line.

12:20 - 1:20 p.m. Lunch - Ligon-Lamsam Student Commons & Shen Courtyard, Evans Hall, 1st Floor

FRIDAY, MAY 9 (continued)

1:20 - 1:50 p.m.

The Transformation Trinity – How Insights, Innovation and Intuition Drive Change

[Kristin Patrick](#) President, Head of Digital & Chief Marketing Officer, LVMH: Marc Jacobs

[Brad Jakeman](#) Senior Advisor, Boston Consulting Group

Brad Jakeman interviews Kristin Patrick of LVMH: Marc Jacobs as she shares the journey of revitalizing this iconic fashion brand. Through the lens of consumer insight, creative innovation, and leadership intuition—Kristin unpacks how the brand is navigating shifting cultural currents, reconnecting with a younger, global audience, and reigniting its relevance. This conversation highlights how transformation isn't driven by data alone, but by understanding your audience, daring to disrupt, and trusting your gut to build a bold vision.

Session 3: Driving Brand Growth Through Insights

1:50 - 2:25 p.m.

Inclusive by Design: Leveraging Insights to Drive Growth at IKEA

[Joel Renkema](#) Global Head of Insights, Inter IKEA

IKEA's core purpose and inclusive brand heritage make it a beloved place to work and shop, but they also present a unique challenge for insights leaders in understanding diverse consumer segments. This presentation will explore examples of how IKEA navigates these challenges through strategic initiatives—identifying key consumer groups for growth and leveraging foresight to shape future strategies. We will also examine the frameworks, collaborations, and insights, including work with Yale, that drive impactful decision-making across the organization.

2:25 - 3:00 p.m.

The Future of Work: Professional Fulfillment and Growth

[Lance Hill](#) Global Head of Insights, Analytics & Measurement, HP

Data from HP's work relationship index shows that work is still not really working, with just 28% of knowledge workers saying they have a healthy relationship with work. While companies often promote technology as a tool to boost productivity—a somewhat dehumanizing, functional goal—HP is taking a different approach, leveraging technology to strengthen the emotional relationship between employees and their work. In this talk, you'll understand how insights into employee fulfillment have helped shape how HP is redefining the future of work and driving their rebranding strategy.

3:00 - 3:15 p.m.

Break - Ligon-Lamsam Student Commons, Evans Hall, 1st Floor

3:15 - 4:00 p.m.

Insights Panel Discussion

[Vanessa Vachon](#) International Business Transformation, Pfizer

[Kate Schardt](#) VP, Global Insights Capabilities & Partnerships, PepsiCo

Moderator: [Jennie Liu](#) Executive Director, Yale Center for Customer Insights & Lecturer, Yale SOM

In this panel, Vanessa Vachon (Pfizer) and Kate Schardt (PepsiCo) join Jennie Liu (YCCI) to explore how the insights function has transformed over the past decade—and where it's headed next. From the promise of AI to the realities of change management and the skills needed for tomorrow's insights leaders, this session offers candid perspectives, real-world examples, and advice for driving impact in a data-rich, tech-enabled world.

4:00 - 4:35 p.m.

Where Influencer Meets Impact: The Intersection of Influencers, Partnerships & Brands

[Kyle Dropp](#) Co-Founder & President, Morning Consult

In this session, Kyle offers a strategic look at how companies are using (and misusing) sponsorships, celebrity partnerships, and influencer marketing to reach broad audiences. Through a mix of case studies and meta-analysis, you'll explore what makes a partnership work, when "fit" matters most, and how to balance mass appeal with authenticity.

Session 4: Insights on Happiness

4:35 - 5:10 p.m.

Why Happiness Matters for Leaders and Customers

[Laurie Santos](#) Chandrika and Ranjan Tandon Professor of Psychology, Yale University

Dr. Laurie Santos is the teacher of the most popular class in Yale's history, host of The Happiness Lab podcast, and creator of The Science of Well-Being on Coursera. In this session, Laurie will teach others how to use science-backed strategies to live happier, more fulfilling lives.

5:10 - 7:00 p.m.

Reception - The Snyder Forum 1400, 1st Floor Evans Hall (next to reception desk)

SATURDAY, MAY 10

8:15 - 8:55 a.m. Continental Breakfast - Classroom 2400, 2nd Floor

8:55 - 9:00 a.m. **Opening Remarks**
[Jiwoong Shin](#) Professor of Marketing, Yale School of Management

Session 5: Shaping Consumer Choices: Branding, Technology, & Decision-Making

9:00 - 9:25 a.m. **Empowering Green Decisions: The Influence of Carbon Label Presentation on Sustainable Consumer Choices and Willingness to Pay**
[Sundar Bharadwaj](#) The Coca-Cola Company Chair Professor of Marketing, University of Georgia
This research investigates product preferences, choice shares, and willingness-to-pay (WTP) for sustainable products. It also examines the relative efficacy of three carbon label formats—traffic light, informative, and comparative on choice and willingness to pay.

9:25 - 9:50 a.m. **GenAI for Identifying Customer Needs**
[Artem Timoshenko](#) Associate Professor of Marketing, Northwestern University, Kellogg School of Management
Voice-of-the-Customer studies traditionally rely on the manual analysis of interview transcripts and online reviews to understand customer experience and concisely formulate “jobs to be done.” Can LLMs formulate customer needs as well as professional analysts?

9:50 - 10:15 a.m. **Purpose-Driven Branding: When Social Good Comes First**
[Aparna Labroo](#) Professor of Marketing, Northwestern University, Kellogg School of Management
Consumers increasingly demand that brands engage in social purpose; but they perceive brands that do as deviating away from delivering better products and punish them. We discuss when and how brands should convey social purpose, the differential responses by current versus potential users, and the role of credibility of the brand's social purpose.

10:15 - 10:25 a.m. Break

10:25 - 10:50 a.m. **What Makes Consumer Experiences Special?**
[Michel Tuan Pham](#) Kravis Professor of Business in Marketing, Columbia Business School
This presentation distills findings from a large-scale, multi-method investigation into what makes consumer experiences feel “special” across numerous consumption settings and document the different ways in which each pillar arises in marketplace settings. These findings provide an actionable roadmap for the engineering of special experiences in the experience economy.

10:50 - 11:15 a.m. **The No-Hunger Games: How GLP-1 Medication Adoption is Changing Consumer Food Demand**
[Sylvia Hristakeva](#) Assistant Professor of Marketing, Cornell University
This paper explores how the use of popular weight-loss medications like Ozempic and Wegovy is changing the way people shop for food. It finds that people taking these drugs significantly reduce spending on high-calorie, processed foods, like snacks and sweets, and also eat out less, suggesting big shifts in food demand.

11:15 - 11:45 a.m. Boxed Lunch

Session 6: The Evolving Consumer Landscape: AI, Ownership, & Market Advantage

11:45 - 12:10 p.m. **The Blessing of Reasoning: LLM-Based Contrastive Explanations in Black-Box Recommender Systems**
[Yuyan Wang](#) Assistant Professor of Marketing, Stanford University Graduate School of Business
Most recommender systems today use black-box machine learning models that don't explain why consumers make certain choices. In contrast, large language models (LLMs) can generate convincing explanations for why someone might like—or dislike—a product based on their past behavior. We show how integrating LLM-based explanations into recommendation systems can improve their ability to understand and predict consumer preferences.

SATURDAY, MAY 10 (continued)

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- 12:10 - 12:35 p.m.** **Inimitably Great: Consumer Experience with Legendary Brands**
Gregory Carpenter Harold T. Martin Professor of Marketing, Director of the Center for Market Leadership, Northwestern University, Kellogg School of Management
Copycats successfully imitate many brands and often surpass the original brand's success. Some brands, however, defy imitation and become legendary. We explore what makes legendary brands inimitable and so remarkably successful.
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- 12:35 - 1:00 p.m.** **Biases in Perceived Ownership of Patient Medical Data**
Carey Morewedge Professor of Marketing and Chair of Marketing Department, Boston University, Questrom School of Business
Legal ownership of medical data in the United States is determined by property rights afforded by HIPAA to three stakeholders: patients, medical providers, and health systems. We suggest that intuitive judgments about psychological ownership—the feeling that a thing is MINE—inform and bias stakeholder beliefs about their rights. Relative to patients, medical providers are in a position of greater control, knowledge, and invest more resources into medical data than patients; rights afforded to medical providers are overestimated and rights afforded to patients are underestimated.
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- 1:00 - 1:10 p.m.** Break
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- 1:10 - 1:35 p.m.** **Generative Search: How Do Consumers Behave Differently?**
Yuting Zhu Assistant Professor of Marketing, National University of Singapore
Generative search represents an emerging search paradigm that integrates Generative AI (GenAI) with traditional search functionality. This study presents the first empirical investigation of generative search's impact on consumer experience through a large-scale field experiment conducted on a leading Chinese platform for local consumer products and retail services. Our findings demonstrate that generative search significantly enhances both search efficiency and shopping outcomes.
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- 1:35 - 2:00 p.m.** **The Adoption and Efficacy of Large Language Models: Evidence From Consumer Complaints in the Financial Industry**
Jiwoong Shin Professor of Marketing, Yale School of Management
This research investigates how Large Language Models (LLMs), like ChatGPT, are transforming consumer complaints to financial firms. Analyzing over 1 million submissions to the CFPB, the study finds that LLM-assisted complaints are more likely to result in relief—suggesting these tools may improve communication and help level the playing field for consumers.
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- 2:00 p.m.** Conference Adjourns



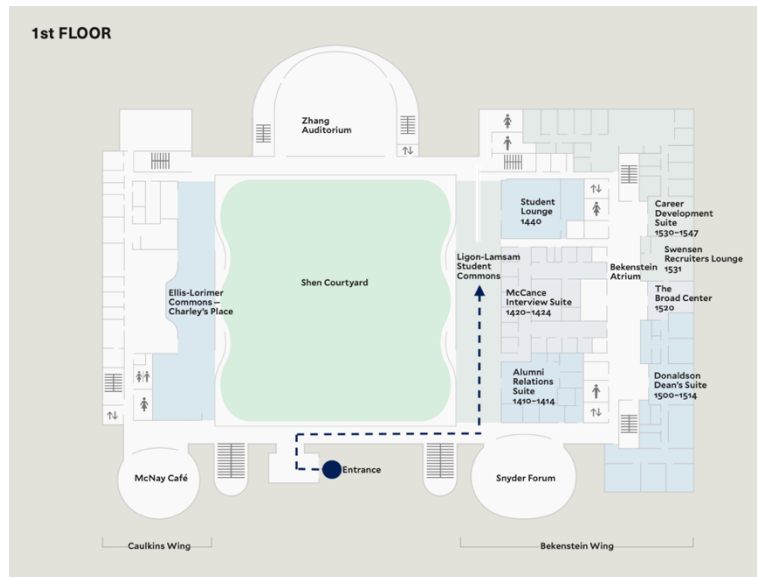
Insights On Conference

Site Map

Friday, May 9

Check-in: Ligon-Lamsam Commons

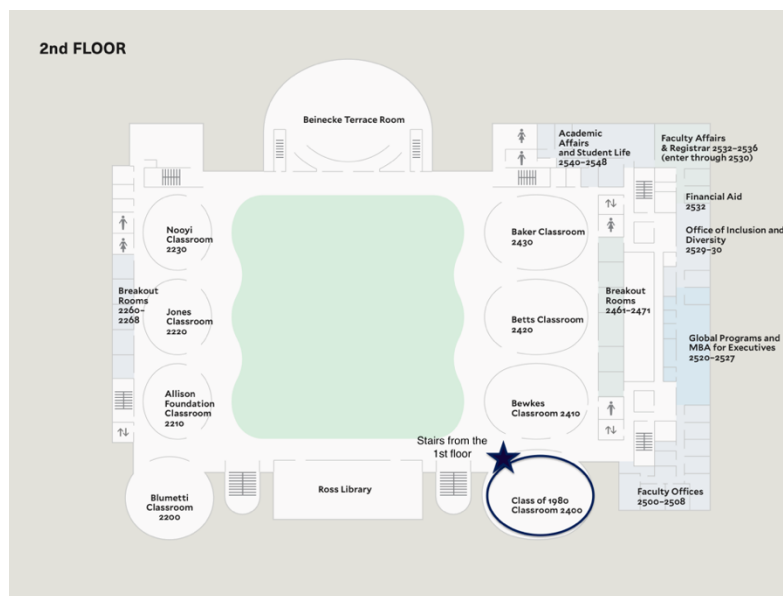
Sessions: Zhang Auditorium



Saturday, May 10

Check-in: Outside of Classroom 2400

Sessions: Classroom 2400



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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.

What is the dress code for the conference?

We encourage attendees to wear professional, business casual attire.

Where is the Thursday evening welcome reception?

A welcome reception will be held on Thursday, May 8 from 6:00–8:00 pm The Omni Hotel – 19th Floor Harbour & Lounge at 155 Temple Street, New Haven, CT 06510.

Is transportation provided to the conference from nearby hotels?

A shuttle will be provided from the Study Hotel and The Blake Hotel on the morning of Friday May 9 only. Please refer to the Shuttle Schedule page for detailed timing.

Is parking available nearby?

Parking for the Thursday evening welcome reception is available at one of the many public garages/lots in downtown New Haven. We do not provide vouchers for Thursday parking. For the Friday and Saturday sessions, we provide complimentary parking in Yale's Prospect-Sachem Garage at 200 Prospect Street (at Ingalls Rink). The code to enter and exit the garage is: **10511#**. You will need to use this code to exit the garage as well. Please be sure to enter the # sign after the keypad code.

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:

Jenna Kalkwarf – 815-822-2719 / jenna.kalkwarf@yale.edu

Yale Center for Customer Insights ycci@som.yale.edu



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Parking Information

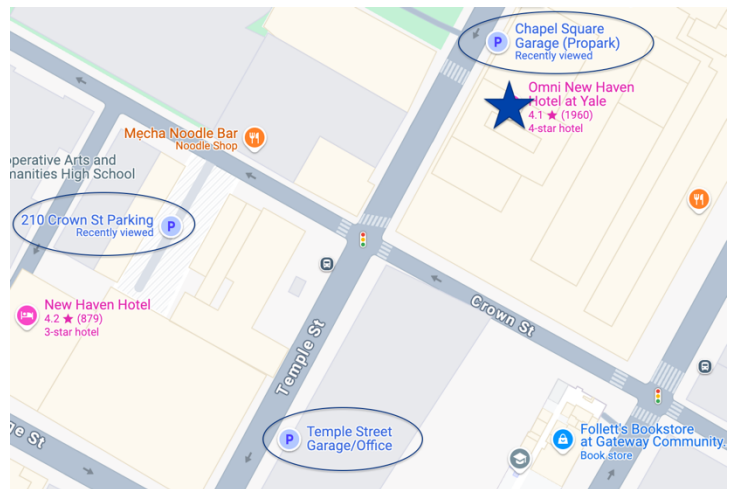
Thursday, May 8

Chapel Square Garage – 155 Temple Street

Temple Street Garage – 1 Temple Street

210 Crown Street Parking Lot – 210 Crown Street

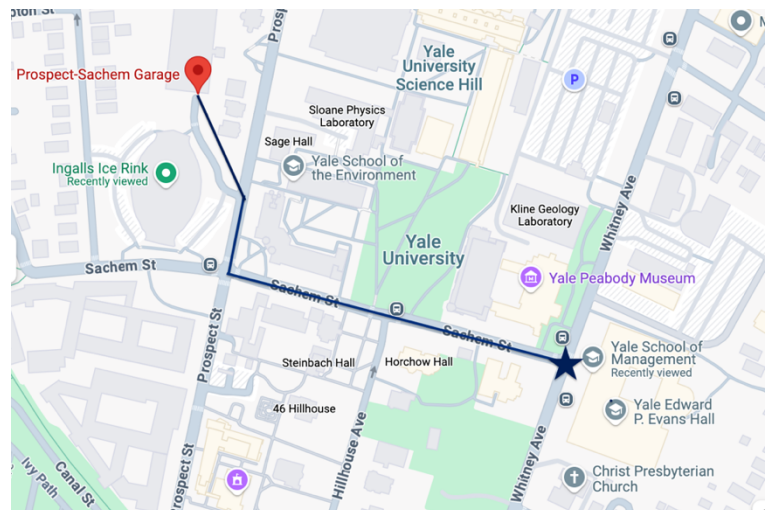
For Thursday evening's Welcome Reception at The Omni Hotel, you can park at any of New Haven's many public lots or garages. We recommend the Chapel Square Garage or Temple Street Garage.



Friday, May 9 and Saturday, May 10

Prospect-Sachem Garage – 200 Prospect Street

All-day parking is available at the Prospect-Sachem Garage. [View the entrance on Google maps here.](#) The code to enter and exit the garage is: 10511#. You will need to use this code to exit the garage as well. Please be sure to enter the # sign after the keypad code.



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Shuttle Information

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

Please note:

For those staying at the New Haven Hotel, pickup will be at The Blake only, just one block east of the New Haven Hotel.

Shuttles are not provided Thursday evening, Friday evening, or for Saturday sessions.

7:20 am – Shuttle Arrives at The Study at Yale
7:30 am – Shuttle Departs from The Study at Yale
7:35 am – Shuttle Arrives at The Blake Hotel
7:45 am – Shuttle Departs from The Blake Hotel
8:00 am – Drop-off at Evans Hall

8:15 am – Shuttle arrives back at The Study at Yale
8:25 am – Shuttle Departs from The Study at Yale
8:30 am – Shuttle Arrives at The Blake Hotel
8:35 am – Shuttle Departs from The Blake Hotel
8:50 am – Drop-off at Evans Hall



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New Haven Food & Drink Guide

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)

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.

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.

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

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

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)



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)

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. Following a two-year renovation, the **Yale Center for British Art** reopened to the public on March 29, with new exhibitions featuring the Romantic painter J.M.W. Turner and contemporary artist Tracey Emin.

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.

