



CONFERENCE AGENDA

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

THURSDAY, MAY 10

6:00 – 8:00 p.m. Welcome Reception - *The Study at Yale Penthouse*
1157 Chapel Street, New Haven CT

FRIDAY, MAY 11

8:00–8:30 a.m. Continental Breakfast - *Ligon Lamsam Student Commons*

8:30–8:40 a.m. Opening Remarks
James Firestone Chairperson of the Advisory Board, Yale Center for Customer Insights
Ravi Dhar Director of the Yale Center for Customer Insights

Session 1: Innovating for the Next Generation of Consumers

8:40–9:15 a.m. Enabling Customer-Centric Strategies at Product-Centric Companies
Brigitte King Chief Consumer Officer, L'Oréal

9:20–9:50 a.m. Ladies First: Modernizing a Brand by Putting Customers at the Core
Emily Culp Chief Marketing Officer, Keds

9:55 –10:20 a.m. Using AI to Monetize the Mobile Economy
Anindya Ghose Professor, NYU-Stern School of Business

10:20–10:40 a.m. Break - *Ligon-Lamsam Student Commons*

Session 2: Transforming How We Think about Consumer Behavior

10:40–11:15 a.m. The Future of Commerce in a Connected World
Lee McCabe VP and GM of North America, Alibaba

11:20–11:45 a.m. Before You Know It: The Unconscious Reasons We Do What We Do
John Bargh Professor of Psychology, Yale University

11:50–12:20 p.m. Consumer Behavior without Psychology
Max Shron Head of Data Science, Warby Parker

12:20–1:30 p.m. Lunch - *Evans Hall Courtyard*



AGENDA (continued)

Session 3: Elevating the Role of Insights

- 1:30–2:05 p.m.** Building One-on-One Relationships Through Insights
Gina Boswell President, Customer Development, Unilever
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- 2:10–2:40 p.m.** Treat Yo Self! How Iconic Brands Can Stay Relevant Amidst Change
Tanya Berman Vice President, Chocolate Category, Mars
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- 2:45–3:15 p.m.** The Digitalization of the Insights Function at PepsiCo
Stephan Gans Chief Insights & Analytics Officer, PepsiCo
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- 3:15–3:35 p.m.** Break - *Ligon-Lamsam Student Commons*

Session 4: Marketing in an Age of Disruption

- 3:35–4:05 p.m.** Tapping into Instagram's Cultural Force: The Dawn of Stories
Eric Solomon Director, Global Head of Business Marketing, Instagram
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- 4:10–4:40 p.m.** How Brands Can Inspire Unity with Their Customers
Dan Salzman Global Head of Media, Analytics and Insights, HP
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- 4:45–5:10 p.m.** The Shopping Revolution: Winning Customers in an Age of Disruption
Barbara Kahn Professor of Marketing, Wharton
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- 5:10–5:30 p.m.** Break - *Ligon-Lamsam Student Commons*
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- 5:30 –7:00 p.m.** Reception - *The Forum (Evans Hall 1st Floor)*

SATURDAY, MAY 12

- 8:30–8:55 a.m.** Continental Breakfast - *Class of 1980 Classroom 2400 (Evans Hall 2nd Floor)*

Session 5: Design and Customer Experience

- 9:00–9:25 a.m.** Lock Me Up: Examining the Role of Product Design in Loans for Entrepreneurs in Ghana
Stephen Anderson Assistant Professor, Stanford Graduate School of Business
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- 9:30–9:55 a.m.** When Social Comparison Reduces Desire for Innovative Products
Aparna Labroo Professor of Marketing, Kellogg School of Management



AGENDA (continued)

10:00–10:25 a.m. Making Your Problem My Problem: How Different Fees Are Perceived Differently
Elanor Williams Assistant Professor, Indiana University

10:30–10:55 a.m. Break - 2400 Classroom (2nd Floor)

Session 6: *Insights on Behavior Change*

11:00–11:25 a.m. How Spending Patterns Change when Couples Share Accounts
Emily Garbinsky Assistant Professor, University of Notre Dame

11:30–11:55 a.m. The Effects of Quota Frequency on Sales Force Performance
Doug Chung Associate Professor, Harvard Business School

12:00–12:25 p.m. The Impact of Soda Taxation
Song Yao Associate Professor, University of Minnesota

12:30 –12:55 p.m. The Like Economy: Estimating the Value of Social Signals
Rajiv Garg Assistant Professor, University of Texas

1:00 –1:30 p.m. Conference Adjourns and Boxed Lunch

