### 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
## 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

2:10–2:40 p.m.  
**Treat Yo Self! How Iconic Brands Can Stay Relevant Amidst Change**  
Tanya Berman  
Vice President, Chocolate Category, Mars

2:45–3:15 p.m.  
**The Digitalization of the Insights Function at PepsiCo**  
Stephan Gans  
Chief Insights & Analytics Officer, PepsiCo

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

4:10–4:40 p.m.  
**How Brands Can Inspire Unity with Their Customers**  
Dan Salzman  
Global Head of Media, Analytics and Insights, HP

4:45–5:10 p.m.  
**The Shopping Revolution: Winning Customers in an Age of Disruption**  
Barbara Kahn  
Professor of Marketing, Wharton

5:10–5:30 p.m.  
**Break - Ligon-Lamsam Student Commons**

5:30 –7:00 p.m.  
**Reception - The Forum (Evans Hall 1st Floor)**

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**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

9:30–9:55 a.m.  
**When Social Comparison Reduces Desire for Innovative Products**  
Aparna Labroo  
Professor of Marketing, Kellogg School of Management
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<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Presentation Title</th>
<th>Speaker</th>
<th>Affiliation</th>
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<tbody>
<tr>
<td>10:00–10:25 a.m.</td>
<td>Making Your Problem My Problem: How Different Fees Are Perceived Differently</td>
<td>Elanor Williams Assistant Professor, Indiana University</td>
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<td>10:30–10:55 a.m.</td>
<td>Break</td>
<td>- 2400 Classroom (2nd Floor)</td>
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<td>11:00–11:25 a.m.</td>
<td>Session 6: Insights on Behavior Change</td>
<td>How Spending Patterns Change when Couples Share Accounts</td>
<td>Emily Garbinsky Assistant Professor, University of Notre Dame</td>
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<td>11:30–11:55 a.m.</td>
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<td>The Effects of Quota Frequency on Sales Force Performance</td>
<td>Doug Chung Associate Professor, Harvard Business School</td>
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<td>12:00–12:25 p.m.</td>
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<td>The Impact of Soda Taxation</td>
<td>Song Yao Associate Professor, University of Minnesota</td>
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<td>12:30–12:55 p.m.</td>
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<td>The Like Economy: Estimating the Value of Social Signals</td>
<td>Rajiv Garg Assistant Professor, University of Texas</td>
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<td>1:00 –1:30 p.m</td>
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<td>Conference Adjourns and Boxed Lunch</td>
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