THURSDAY, MAY 9

6:00 – 8:00 p.m. Welcome Reception - Sponsored by 1664 Blanc
The Study at Yale | 1157 Chapel Street, New Haven

FRIDAY, MAY 10

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

8:30 – 8:40 a.m. Opening Remarks
Ravi Dhar  Director of the Yale Center for Customer Insights

Session 1: Using Innovative Technology to Connect with Consumers

8:40 – 9:15 a.m. Using Revolutionizing Technology to Connect with Consumers across Platforms
Will Platt-Higgins  VP of Global Client Partnerships, Facebook

9:20 – 9:45 a.m. Does Interpretable AI Work as Advertised?
Dan Goldstein  Principal Researcher, Microsoft Research

9:50 – 10:15 a.m. Break - Ligon-Lamsam Student Commons

Session 2: Elevating the Role of Consumer Insights

10:20 – 11:20 a.m. Perspectives from the World of Insights: A Panel Discussion
Laurence Bucher  Global VP of Consumer & Market Insights, Mars-Wrigley Confectionary
Stan Sthanunathan  EVP of Consumer & Market Insights, Unilever
Ewa Witkowska  VP of Insights & Analytics, PepsiCo
Moderator: Beth Storz  President, Ideas To Go

11:25 – 11:55 a.m. Making Sense of It All: Blending Market Research with Big Data to Understand Today's Consumer
Radha Subramanyam  Chief Research & Analytics Officer, CBS Television

12:00 – 1:20 p.m. Lunch - Evans Hall Courtyard
**AGENDA (continued)**

**Session 3: Strategic Marketing: Perspectives from Leading CMOs**

1:20 – 1:55 p.m.  
The Art and Science of AMC's Television Marketing from *Mad Men* to the *Walking Dead*  
Linda Schupack  President of Marketing, AMC Network

2:00 – 3:00 p.m.  
Challenges Facing CMOs in Today's Age of Digital Marketing: A Panel Discussion  
Seth Farbman  former Chief Marketing Officer, Spotify  
Jon Iwata  former SVP of Communications & Chief Brand Officer, IBM  
David Rubin  Chief Marketing Officer, The New York Times

3:05 – 3:30 p.m.  
Break - *Ligon-Lamsam Student Commons*

**Session 4: The Impact of Behavioral Science in Today’s Marketing Landscape**

3:35 – 4:00 p.m.  
Motivated System 2 Reasoning: Dynamics, Implications, Questions  
Dan Kahan  Professor, Yale Law School

4:05 – 4:40 p.m.  
The Optimization of Consumer Understanding  
Ari Sheinkin  Vice President, Global Marketing Analytics & Media, IBM

4:45 – 5:10 p.m.  
Moral Outrage in the Digital Age  
Molly Crockett  Assistant Professor of Psychology, Yale University

5:10 – 5:15 p.m.  
Closing Remarks & Session Adjourns

5:15 – 7:00 p.m.  
Reception - *Sponsored by Stories Company*  
The Forum (Evans Hall 1st Floor)

**SATURDAY, MAY 11**

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

**Session 5: Insights on the Factors that Influence Consumer Behavior**

9:00 – 9:25 a.m.  
Using Budgets to Improve Consumer Financial Decision-Making  
Anastasiya Pocheptsova Ghosh  Assistant Professor, University of Arizona

9:30 – 9:55 a.m.  
Search and Purchase: Retargeting Based on Online Consumer Behaviors  
Tat Chan  Professor of Marketing, Washington University in St. Louis
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
</table>
| 10:00 – 10:25 a.m. | The Importance of Price Beliefs in Consumer Search  
Pranav Jindal  Assistant Professor, University of North Carolina - Chapel Hill |
| 10:30 – 10:55 a.m. | Break - 2400 Classroom (2nd Floor)                                      |
| **Session 6: Using Data to Better Understand the Consumer-Brand Relationship** |                                                                 |
| 11:00 – 11:25 a.m. | The Positivity Problem: Using Mass-Scale Emotionality to Predict Marketplace Success  
Matthew Rocklage  Assistant Professor, Northeastern University |
Michel Tuan Pham  Professor of Business, Columbia Business School |
| 12:00 – 12:25 p.m. | How Information Asymmetry in Crowdfunding Markets Affects Entrepreneurs’ Decisions  
Jian Ni  Associate Professor, Johns Hopkins University |
| 12:30 – 12:55 p.m. | The Dynamics of Musical Success: Using Data to Predict Musical Preference  
Khaled Boughanmi  Assistant Professor, Cornell University |
| 1:00 – 1:30 p.m. | Conference Adjourns and Boxed Lunch                                      |