

THE MARKETING SUMMIT

Sept 29th-30th, 2022



WISCONSIN
SCHOOL OF BUSINESS
UNIVERSITY OF WISCONSIN - MADISON

MARKETING
LEADERSHIP
INSTITUTE



Welcome to the 2022 Marketing Summit



On behalf of the Wisconsin School of Business and Marketing Leadership Institute team, we would like to thank you for attending the 2022 Marketing Summit. This year we are grateful for the opportunity to bring together a wider, and larger, audience of marketers for the first of our reimagined Marketing Summits.

Our Summit goal is to bring industry and higher education together biennially for an intimate conference with sessions that satisfy and inspire curiosity, unlock new ideas, and provide attendees actionable 'next-steps'. As well as, to foster an educational and inclusive community through a variety of keynote speakers, case study examples, discussion sessions and career enhancing networking.

The conference will start broad, with keynote speakers delivering content that is relevant to all of us. This year, attendees can then choose from five 'tracks' for our concurrent sessions. These tracks allow you to select the area you wish to explore deeper, or to get a taste of a few different topics. We hope that the variety will provide something for everyone.

Thank you for being here. This conference was made possible through the support of our alumni community, industry partners, and generous sponsors. Please reach out if you want to engage with us throughout the school year. We'd love to build a stronger relationship with you.

On, Wisconsin!

Kristin Branch
Director, Marketing Leadership Institute
Wisconsin School of Business
Kristin.branch@wisc.edu

Table of Contents

Agenda	2	About the MLI	25
Sponsors	3	History of the Summit	26
About the Keynotes	4	External Advisory Board	27
About the Tracks	10	Current students	28
Morning Concurrent Sessions	11	Employers	31
Afternoon Concurrent Sessions	15	Get Involved	33
Conference Details & Map	23		





2022 MARKETING SUMMIT AGENDA

Thursday, Sept 29

4:00 pm **Welcome to the Summit**, Varsity Hall III

4:15 **Keynote Speakers**
Winning at Digital Personalization: What Leaders Do
John Copeland, *Adobe*
Return on Nation Brands
Professor Dave Reibstein, *The Wharton School*

5:25 **Reception**, Badger Deck

6:30 **Dinner**, Varsity Hall II

Friday, Sept 30

8:00 am **Breakfast and Check In**, Varsity Lounge

8:40 **Welcome**, Varsity II & III

8:45 **Keynote Speakers**
Three to Watch Out For: Emergent Global Trends that Will (Re)Shape Marketing
Oscar Yuan, *Ipsos Strategy3*
Marketing Leadership Perspectives
Professor Chris Moorman, *Duke University*; Brian Cooper, *Juniper Networks*; Kate Manfred, *Discover*; & Sherina Smith, *American Family Insurance*

10:45 **Networking Break**

11:15 **Morning Concurrent Sessions** – Choose one from these five:

Marketing Spotlight

A CMO's Approach to an Analytics and Data Driven Marketing Org

Christie Raymond, *Kohl's* & Jeff Simpson, *Deloitte*

Consumer Insights

A User Research (UX) Panel

Tyler Kettle, *Google*; Lindsey Rasie, *Adobe*; & Malia Zoghlin, *Groupon*; Catherine Cooper, *Emphywise*

Consumer Brands

Building Purpose Driven Brands, Why It Starts With Your Core

Kurt Kober, *The Honest Company*

Fast Paced Tech

Estimating Display Advertising Response

Paul Hoban, *Amazon*

Alumni RED Talks

RED Talks: Four alumni share their career stories.

Jake Abel; Kelly Goldthorpe; Gustavo Leone; & Vlad Markarov

Noon **Lunch**

12:40 **Afternoon Keynotes**
Superior Consumer Experiences Powered by Human + Data + Technology, A P&G Case Study
Eric Bressinger & Kirti Singh, *Procter & Gamble*

Social commerce: A new social revolution – Panel discussion
Moderated By: Ken Nelson, *Deloitte*; Panelists: Tom Brown, *Meta*; Kyle Gore, *PepsiCo*; & Elizabeth Oats, *Ulta Beauty*

2:15 **Afternoon Concurrent I** – Choose one from these five:

Marketing Spotlight

Potent New Opportunities for Growth and Pre-Emptive Advantage only now Emerging

Marsha Lindsay, *Lindsay Foresight & Stratagem*

Consumer Insights

Never Be Interesting

Elizabeth Oates, *Ulta Beauty*

Consumer Brands

The New Brand Marketing for Challenging Times: Gaining Relevance through Responsibility

Cheryl Stallworth-Hooper & Melissa Dougherty, *ShedLight*

Fast Paced Tech

Microsoft's Viva Sales Launch – a case study

Kirstin Hamlyn & Katy Olmstead, *Microsoft*

Alumni RED Talks

RED Talks: Four alumni share career stories.

Annette Knuckle; Andy Freedman; Malcolm Thorne; & Paula Tripp

3:00 **Networking Break**

3:30 **Afternoon Concurrent II** – Choose one from these five:

Marketing Spotlight

The Design of Winning Marketing Organizations

Professor Neil Morgan, *Indiana University*

Consumer Insights

Inflation in 2022: Insights & implications for marketers as consumers navigate the evolving environment

Jill Orum, *Dig Insights*

Consumer Brands

Innovating to Stand Out: The 7 Winning Principles of Differentiation

Cherri Prince, *Seed Strategy*

Fast Paced Tech

Building marketing impact in high growth tech

Saqib Mustafa, *Snowflake*

Alumni RED Talks

RED Talks: Four alumni share career stories.

Kendra Brown; Scott Hannan; Linda Liu; & Talha Sheikh

4:15 - 5:30 **Reception**





SPONSORS

Thank you to our generous sponsors! Their support is greatly appreciated. Sponsors help keep the registration fees low and allow us to provide complementary registration to students. Any proceeds from the Marketing Summit are used to support the Marketing Leadership Institute and all that we do to educate our students including scholarships and applied learning experiences.

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THURSDAY KEYNOTES

4:00 pm | Varsity Hall III

Winning at Digital Personalization: What Leaders Do



John Copeland, Vice President and GM, Digital Strategy Group, **Adobe**

In this talk John Copeland, VP in Adobe's Digital Strategy Group, will walk through recent research results on some of the most important capabilities and practices of companies getting more out of personalizing their customers' digital experiences. Areas covered include: data strategy and activation, scaling efficient content creation, and orchestrating customer journeys.

Return on Nation Brands



Professor Dave Reibstein, Professor of Marketing and William S. Woodside Professor, **The Wharton School**

Geographies have brands just like products. The brand of a geography has economic implications. Ranking of the top 85 countries in terms of how their brand contributes to their economies.







MORNING KEYNOTES

8:40 am | Varsity Hall II & III

Three to Watch Out For: Emergent Global Trends that Will (Re)Shape Marketing



Oscar Yuan, CEO, Ipsos Strategy3

Oscar will take us through an exploration of global human and economic shifts and trends. The session will outline related implications for Marketing, providing context for sessions throughout the rest of the day.

Marketing Leadership Perspectives

Chris Moorman has been studying marketing leaders for 14 years through Duke's/the CMO Survey. This survey has allowed universities and companies to predict the future of markets, track marketing excellence and improve the value of marketing. One reason the CMO survey was started was because "marketing leaders are often not interviewed by the press or investors for their views on critical marketplace trends or company marketing activities." This discussion will bring the survey to life. Chris will cover some of the key learnings from the most recent survey and our panel of Marketing Leaders will offer their insights on the topics.



Professor Chris Moorman

T. Austin Finch, Sr. Professor of Marketing,
Fuqua School of Business, **Duke University**



Brian Cooper

VP Marketing, **Juniper Networks**



Kate Manfred

Senior Vice President and Chief
Marketing Officer, **Discover**



Sherina Smith

Chief Marketing Officer, **American
Family Insurance**





AFTERNOON KEYNOTES

12:45 pm | Varsity Hall II & III

Superior Consumer Experiences Powered by Human + Data + Technology, A P&G Case Study

P&G's Business models and Brand building are centered around the consumers we serve. Today, P&G has the ability to understand our consumers better than ever, proven when we bring together Human + Data + Technology. This enables us to create consumer experiences – through our brand and product innovations – that are superior, enabling P&G to be a force for growth and a force for good. Insights are about humans and observing, listening and being with consumers is indispensable. Increasingly we are leveraging the power of Data & Technology to enable this at scale – all in service to creating superior brand experiences for the 5 billion consumers we serve every day.



Eric Bressinger
President- Family Care,
Procter & Gamble



Kirti Singh
Chief Analytics and Insights Officer,
Procter & Gamble

7





Social commerce: A new social revolution – Panel discussion

Social commerce is a consumer experience on a social platform that blends the point of inspiration with the point of purchase. In 2021, the global social commerce was \$585B, and is expected to hit \$1 Trillion by 2024*. Social commerce reimagines a rapidly evolving consumer retail experience in a social and soon-to-be unlimited reality environment by:

- Leveraging creators, content, and communities to nudge consumers towards a particular shopping mindset
- Using deep consumer insights to drive engagement, impulse, and purchase
- Creating a seamless shopping experience for the consumer

In this session, we will explore the ecosystem players & platforms, global trends, and hear from our Panel of experts of both success and challenges brands and creators undertake in driving the creator economy.

Panelists:

Moderated By:



Tom Brown

Vice President Brand
management Group,
Meta

Kyle Gore

Vice President/GM-
Direct Businesses,
PepsiCo

Elizabeth Oates

Senior Director,
Consumer Insights,
Ulta Beauty

Ken Nelson

Managing Director,
Deloitte



PARTNER WITH IPSOS: THE #1 MOST INNOVATIVE FULL-SERVICE RESEARCH AGENCY IN 2022

**Proudly ranked #1 for 4 consecutive years
Top 50 GRIT Report**



GAME CHANGERS





CONCURRENT TRACKS

The concurrent sessions at 11:15, 2:15, and 3:30, all feature an option for each of these five tracks.



Marketing Spotlight

Shining a spotlight on business transformation, innovation, and designing winning marketing organizations

Room: Varsity Hall I



Consumer Insights

Consumer behavior. Human Insights. Using What When Where and WHY to better business decisions. See why UW has a long legacy of leadership here.

Room: Industry



Consumer Brands

Wisconsin has been educating top-notch brand managers for decades. Hear alumni share innovative case studies. Industry executives share their leadership perspective on managing with a marketing orientation.

Room: Northwoods



Fast Paced Tech

The fast, innovative world of High Tech means agile and innovative marketing. Be inspired on digital marketing strategies & tactics from leading experts

Room: Landmark



Alumni 'RED' Talks

Stories Worth Telling.

In each session join four marketing graduate alumni as they share 10-minute, TED-style talks. Hear their career stories and the lessons learned along the way.

Room: Fifth Quarter Studio

Looking for stronger ROI on targeted media? Ibotta Insights is the answer.



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MORNING CONCURRENT 11:15am

Marketing Spotlight Track

Varsity Hall I

A CMO's Approach to an Analytics and Data Driven Marketing Org

Jeff Simpson, Partner at Deloitte Consulting, will interview Kohl's Department Stores CMO Christie Raymond about her approach to running an analytics and data-driven marketing organization. Jeff and Christie will explore real world examples and lessons learned from infusing signal and science across her organization.



Christie Raymond
Chief Marketing Officer, Kohl's



Jeff Simpson
Partner, Deloitte

11





MORNING CONCURRENT 11:15am

Consumer Insights Track

Industry

A User Research (UX) Panel: An up-to-date glimpse into the realities of the use of UX Research in Tech

This session features three different UX researchers at different tech companies, moderated by an Insights & Innovation consultant, will provide attendees with an understanding of the realities of product development in the tech industry and how UX Researchers bring in the voice of the user. We'll explore how UX Research teams are viewed by the C-suite and mid-level marketers as well as to their similarities and differences from 'consumer insights' that typically lies in the marketing team.

Panelists:



Tyler Kettle,
Head of UX Research,
Local Insights, Google



Lindsey Rasie,
Manager UX Research,
& Digital Imaging,
Adobe



Malia Zoghlin
Sr. Director, Global Product
Discovery & UX Research,
Groupon



Catherine Cooper,
Founder,
Empathywise

Moderated By:

12

Consumer Brands Track

Northwoods

Building Purpose Driven Brands, Why It Starts With Your Core



Kurt Kober, *Global Vice President, The Honest Company*

For most of his career, Kurt has led within purpose-driven companies like The Clorox Company and now The Honest Company. In his talk Kurt will bring to life why purpose is much larger than marketing, how to embed it within your organization's culture and illustrate how it can impact the top + bottom line. He will illustrate consumer and market insights that you can put into action upon returning to your organization following the 2022 Marketing Summit.





MORNING CONCURRENT 11:15am

Fast Paced Tech Track

Landmark

Estimating Display Advertising Response



Paul Hoban, *Economist Manager, Amazon*

To effectively allocate advertising dollars, marketers must form a belief about alternate realities that can never be observed. What would happen if I hadn't run that campaign? What if I had spent more? Less? These questions are difficult, but not impossible, to answer. We'll discuss the challenges to accurately addressing these questions, and review some of the most promising approaches. These will include methods based on experiments, econometrics, and machine learning.

Alumni RED talks Track

Fifth Quarter Studio

13

Alumni RED Talks

Presenters



Jake Abel
Managing Director - Global Marketing Planning, Operations, and Channels, Delta Air Lines



Kelly Goldthorpe
Senior Product Manager, Corporate Wellness, Peloton Interactive



Gustavo Leone
Account Executive, Toys & Sports, Google



Vlad Markarov
Director of User Research & Consumer Insights, Ancestry





AFTERNOON CONCURRENT I: 2:15pm

Marketing Spotlight Track

Varsity Hall I

Potent New Opportunities for Growth and Pre-Emptive Advantage only now Emerging



Marsha Lindsay, CEO & Chief Analyst, Lindsay Foresight & Stratagem

While we've been understandably preoccupied with universally serious trends (like global warming, freshwater shortages and COVID) along with immediate crises (supply chain issues, inflation), *other potent marketplace dynamics have emerged largely unnoticed or unappreciated.*

A multi-year study by Lindsay Foresight & Stratagem has identified, vetted and validated 11 destined to challenge the viability of every organization the next 3-5 years; test every leader's mettle and strategic capability. S.W.O.T assessments, strategic plans, marketing and innovation plans should all anticipate the 11's impact.

Expect to learn:

- What the emerging dynamics are. How they're interrelated and their impact additive. Why overlooking any one of them increases an organization's risk.
- Examples of issues and opportunities the 11 create which span workforce recruitment, M&A strategy, changes in every brand's competitive set; new operating and revenue models; greater agility, faster innovation, increased velocity of growth.
- The advantage that comes from focusing on the 11 *before* competitors.

Consumer Insights Track

Industry

Never Be Interesting



Elizabeth Oates, Senior Director, Consumer Insights, Ulta Beauty

Insights should drive impact. We must go beyond being 'interesting' to achieve impact. In this session we will cover measuring to drive action, humanizing data, and the doors that open when we get it right.





AFTERNOON CONCURRENT I: 2:15pm

Consumer Brands Track

Northwoods

The New Brand Marketing for Challenging Times: Gaining Relevance through Responsibility

How can marketers navigate this unique moment when brands are expected to not only weigh in on challenging issues related to race, gender, and economics but to become catalysts for change?

ShedLight will highlight the important expectations of brands as we shape our future and will share tools for deciding how to best navigate difficult waters.



Melissa Dougherty
Co-founder, **ShedLight**



Cheryl Stallworth-Hooper
Co-founder, **ShedLight**





AFTERNOON CONCURRENT I: 2:15pm

Fast Paced Tech Track

Landmark

Microsoft's Viva Sales Launch – a case study

In Spring 2022, Microsoft had a new product to launch but needed to decide what to name it, how to market it and most pressing, what brand family it should be part of. Microsoft had customer data showing the product was delivering on unmet customer needs. The problem was the brand it should have been part of, was struggling against a strong competitor. We wanted this new product to get the attention it deserved and because of that, a decision was made to launch it under a different brand, a brand that was still very new to the market.



Kirstin Hamlyn

*Sr. Manager, Business Applications
& Azure Innovation, Microsoft*



Katy Olmstead

*Sr. Product Marketing Manager,
Microsoft*

17

Alumni RED talks Track

Fifth Quarter Studio

Alumni RED Talks

Presenters



Annette Knuckle

*Senior Leaders,
Partnership Marketing,
PepsiCo*



Andy Freedman

*Co-founder &
Managing Director,
Miles4Migrants*



Malcolm Thorne

*Managing Director,
4490 Ventures*



Paula Tripp

*Senior Vice President,
Consumer Insights,
BET*





AFTERNOON CONCURRENT II: 3:00pm

Marketing Spotlight Track

Varsity Hall I

The Design of Winning Marketing Organizations



Professor Neil Morgan, *Professor of Marketing, Chairperson of the Marketing Department, Indiana University*

Identifies the main challenges facing modern marketing organizations. Share research insights into the characteristics of marketing organizations that deliver superior growth. Discuss steps and common challenges to moving forward with your marketing organization's design

Consumer Insights Track

Industry

Inflation in 2022: Insights & implications for Marketers as Consumers Navigate the Evolving Environment



Jill Orum, *Executive Vice President, Dig Insights*

This in-depth survey covered a range of topics including consumers' attitudes about their current financial situations & challenges, how they feel about their financial well-being compared to one year ago, steps they've taken to cope with rising prices, and how their buying behaviors have changed.

Consumer Brands Track

Northwoods

Innovating to Stand Out: The 7 Winning Principles of Differentiation



Cherri Prince, *Executive Vice President, Head of Client Growth, Seed Strategy (A Burke Company)*

Discovering an unmet need or job-to-be-done is only the beginning. How do you amplify those insights to rocket your brand to the front of the pack? Come to this session to learn a powerfully simple framework that will help you guide teams to quickly identify differentiated ideas in today's increasingly competitive world. Join us for an engaging and inspiring session to uncover ways brands have boldly stood out amongst category noise to make a lasting impact on consumers' lives.





AFTERNOON CONCURRENT II: 3:00pm

Fast Paced Tech Track

Landmark

Building marketing impact in high growth tech



Saqib Mustafa, *Global Head of Partner Marketing, Snowflake*

Every startup has to build trust with customers and brand awareness. As part of the marketing team at Snowflake, Saqib Mustafa will share how they build the engine that drove the demand behind \$1BN+ in revenue, and a highly successful IPO. He will share his experiences of building the right marketing strategy based on customer focus, values based selling, sales alignment, ecosystem focus, and being data driven. In addition, he will also share his personal journey of discovering and playing on his strengths, rather than fixing the weaknesses. Plus, there's a raffle for some cool Snowflake gifts. 😊

Alumni RED talks Track

Fifth Quarter Studio

Alumni RED Talks

Presenters



Kendra Brown
Sr. Marketing Manager, Cardinal Health



Scott Hannan,
Director of Product Management, Marriott International



Linda Liu,
Sr. Product Marketing Manager, Intuit



Talha Sheikh
Senior Partner – Insights, Whole Foods Market





NOTES

21



We ask new questions.
We deliver new answers.

Whether you've got a specific project in mind, or you'd like to learn more - we'd love to hear from you.





CONFERENCE DETAILS

Lunch Menu



Lunch will be served buffet style through four lines all with the same options available

Build your own salad:

- Mixed greens,
- Ranch and balsamic dressing
- Chilled chicken strips
- Marinated portobello mushrooms
- Hard-boiled eggs
- Salad bar accompaniments
- French baguette
- Seasonal fresh fruit
- Sweet Potato Waffle Fries
- Assorted Cookies
- Assorted Beverages

23

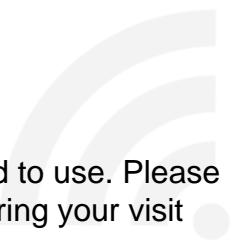
Snacks/Beverages Available

Throughout the day, beverages will be available outside of Varsity Hall. Snacks will be put out during the networking breaks. There are also multiple options for purchase on the first floor – including Babcock ice cream, a UW treat.



Connecting to WI-FI at Union South

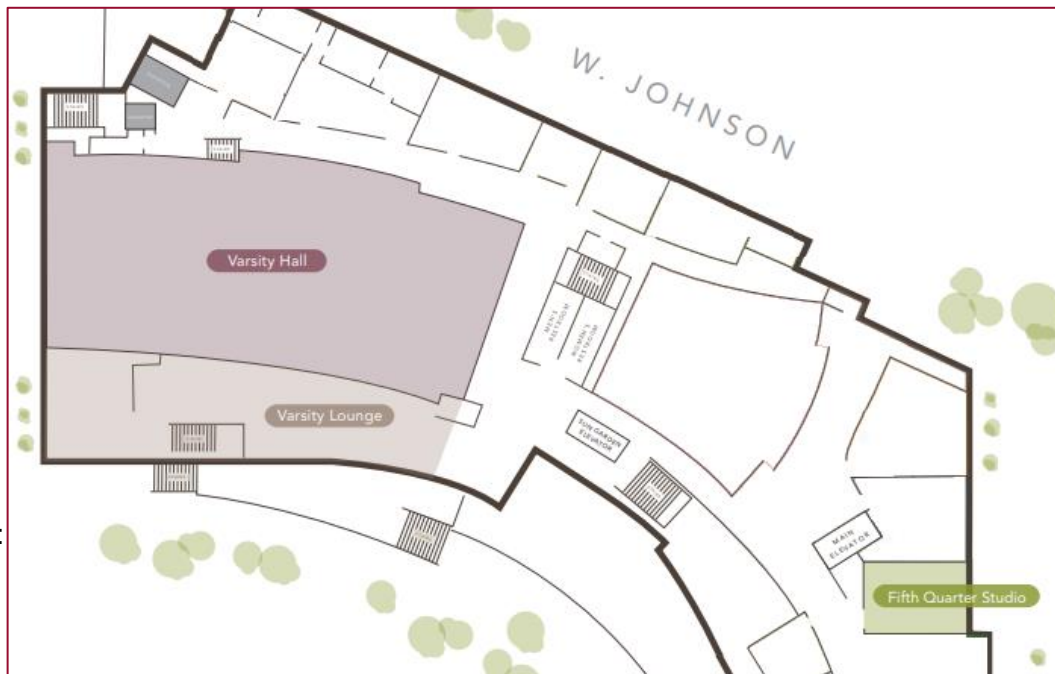
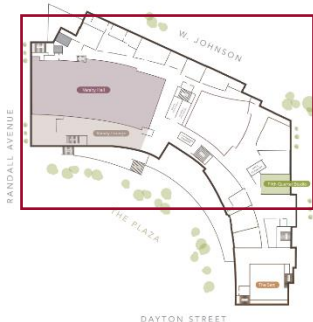
1. Select the UWNet network
2. Open a web browser – you should be redirected to a login page.
3. Select “Create Guest Account” next to “Don’t have a NetID?”
4. Complete the form (Name and Email Address)
5. Once you complete the form, you will be assigned a username and password to use. Please keep this information to easily connect your other devices to UWNet/WiFi during your visit





GETTING AROUND UNION SOUTH

Second Floor:



Second Floor Rooms Include:

- Varsity Hall (I, II, & III),
- Badger Deck,
- Varsity Lounge
- Fifth Quarter Studio

Bathrooms & Drinking Fountain located to the east of Varsity Hall

Third Floor:



Third Floor Rooms Include:

- Industry,
- Northwoods,
- Landmark,
- Agriculture

Bathrooms & Drinking Fountain located to the west of Northwoods.

Gender Inclusive Restroom by Elevators.

Labeled "Commuter Shower"

The First Floor of Union South includes multiple restaurants and lounges, as well as The Sett, where we'll be stationed on Saturday for a Badger Football Watch Party

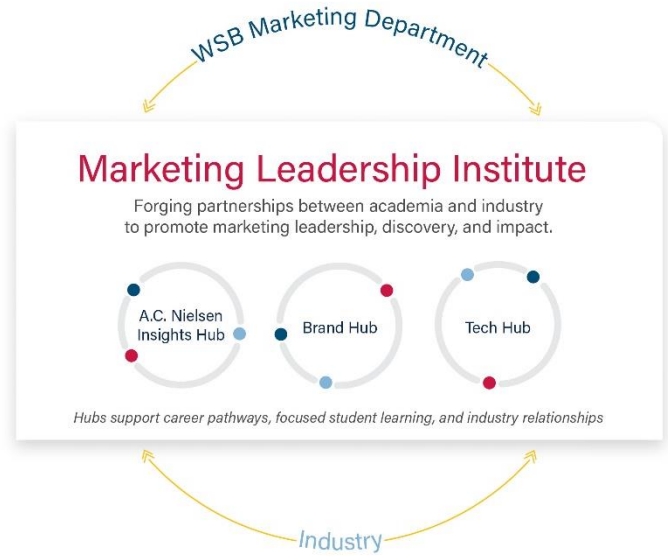




ABOUT THE MARKETING LEADERSHIP INSTITUTE

The Marketing Leadership Institute (MLI) is the Wisconsin School of Business' dedicated center for fostering industry connections to propel marketing leadership, discovery, and impact.

Officially launched in July 2022, the MLI was created from combining and building upon the rich legacy of the A.C. Nielsen Center for Marketing Analytics & Insights and the Center for Brand & Product Management. Combined these Centers had approximately 50 years of experience in marketing and training future marketing leaders.



SPECIALIZED SUPPORT:

Three Hubs showcase niche areas of marketing. The Hubs provide focused networking and learning opportunities in our specialized areas.

The A.C. Nielsen Hub for Marketing Analytics and Insights

WSB has long excelled in the education of consumer insights and marketing research supported by the generosity of the Nielsen family and their industry leadership.

The Brand and Marketing Management Hub

Our 20+ year legacy of brand management education continues through this brand hub developing marketing-minded general managers

The Tech Product Marketing Hub

Wisconsin is announcing a new commitment to the tech industry and developing agile marketers that are trusted to lead

INDUSTRY RELATIONS WITH MLI

The Marketing Leadership Institute offers several opportunities for corporate partners and industry members to get involved and connect with our students, faculty, and marketing leaders. Whether through the MLI's External Advisory Board, our Career Affinity Groups, or just as a Friend of the Institute, individuals can support students through mentorship, recruitment influencing marketing curriculum, and sponsorship of consulting projects. As well as learn and grow as a professional through meetings and conferences and creating deep connections with peers.





HISTORY OF THE SUMMIT



Despite this being the first Marketing Summit of the Marketing Leadership Institute, the Summit has a long history.

For a long time, marketing alumni from the A.C. Nielsen Center were holding reunions. In 2004, they combined these gatherings with educational elements in order to bring more alumni back to Madison. After the success of the first Summit, alumni determined that the right time frame to meet would be 'every two years'. The A.C. Nielsen Center held an Alumni and Friends Summit every two years from 2004 until 2018.

The creation of the Marketing Leadership Institute, and the COVID-caused 2020 hiatus, allowed our team the opportunity to reimagine the Summit to serve a wider, larger audience. We are excited to begin building a rich history for this new Marketing Summit and are glad you are here with us as we commence the journey.





EXTERNAL ADVISORY BOARD

Our External Advisory Board (EAB) consists of firms leading the way in marketing. The board meets on campus twice a year with two main objectives: to serve as the voice of the industry, advising the Institute with diverse perspectives on industry trends, issues, and topics to help keep the curriculum current; and to mentor, teach, and inspire current students. The EAB members are our most intimate corporate partners and as such, thank you. To find out more about our EAB members visit the Current Partners page of the MLI website.



Polly Baur



Blake Boulden



Lucy Brady



Eric Breissinger



Mark Brooks



Tom Brown



John Copeland



Ricardo Dalmas



Robert De Young



Kyle Gore



Barry Jennings



Sarah Jones



Julian Lopez



Nik Nayar



Ken Nelson



Tanya Schooley



Kevin Taylor



Nicole Thomas



OUR STUDENTS



The Marketing Leadership Institute strives to provide learning opportunities and industry connections for all students at UW that are interested in pursuing a career in marketing.



Our Full time Marketing MBAs are still our keystone program, and they're all here today. We hope that you'll also get a chance to meet any of the new students joining us, including PhDs, MS in Business Analytics specializing in Digital Marketing, some of our undergraduate students – including especially our ARF WIDE Scholars.



ARF WIDE – the Advertising Research Foundation Workforce Initiative for Diversity and Excellence - is working to develop and nurture a new and sustained generation of diverse talent to serve as valued contributors and participate fully within roles in marketing, advertising, research, and insights – today, and throughout their careers. We are proud to be one of the original schools in the program which is now in it's third year.





MARKETING MBAS – CLASS OF 2023

Our talented students are prepared through best-in-class learning experiences to ensure that they graduate with the specific skills they need to make an impact at your organization. Be sure to connect with our students throughout the Summit.



*Radhika
Bommakanti*



*Samantha
Cerone*



*Victoria
De Bella*



*Juan Pablo
García-López*



*Lisa
Hamant*



*Jon
Henricks*



*Alex
Isaacson*



*Krista
Lauring*



*Joe
Morris*



*Alexi
Plotter*



*Elsie
Raymer*



*Alec
Rockwood*



*Nathan
Santhanam*



*Sarah
Scheffler*



*Jenna
Seter*



*Dominique
Smith*



*Brandon
Staffeil*



*Carly
Theder*



*Heather
VanderWielen*



*Pranith
Bommakanti*



*Kun
Yin*





MARKETING MBAS – CLASS OF 2024



*Ibrahim
Abuakar*



*Juan
Acosta*



*Driss
Amara*



*Joseph
Berggren*



*Laura
Creese*



*Ha
Doi*



*Joe
Foye*



*Johnny
Gomez*



*Libby
Gormley*



*Sarah
Hogue*



*Yemi
Iledare*



*Maija
Inveiss*



*Brandon
Kalinske*



*Luke
La Salvia*



*Elliott
Nardi*



*Barry
Shepherd*



*Paige
Van Wart*

30





Alumni Employers

The MLI alumni work across the country, across the globe, at nearly 400 different companies. The companies range from household names, to alumni owned small businesses, to schools where our alumni are educating the next generation of marketers. What they all have in common is that we are proud to share that our Badgers work there. Thank you for your support and investment in WSB marketing graduates. Across these two pages are a fraction of the companies currently employing our alumni. Want to see your logo here? Let us connect you with our career team to hire our students.



31







GET INVOLVED WITH THE MARKETING LEADERSHIP INSTITUTE

There are many ways that you can get involved with the Marketing Leadership Institute. Help teach our students, hire our talent, send us future students, join a career affinity group or request consideration for the EAB, solve your marketing challenge through a consulting project, or at least make sure you're on our mailing list.

Contact the MLI to see how you can continue to support us in education the future leaders of this industry. mli@wsb.wisc.edu



33





DAYTON STREET



W. DAYTON STREET



FRIDAY'S SUMMIT SCHEDULE

8:40 **Welcome**, Varsity Hall II & III

8:45 **Keynote Speakers**, Varsity Hall II & III
Three to Watch Out For: Emergent Global Trends that Will (Re)Shape Marketing
 Oscar Yuan, *Ipsos Strategy3*
Marketing Leadership Perspectives
 Professor Chris Moorman, *Duke University*; Brian Cooper, *Juniper Networks*; Kate Manfred, *Discover*; & Sherina Smith, *American Family Insurance*

10:45 **Networking Break**

11:15 **Morning Concurrent** – choose one of these five:

Marketing Spotlight	Consumer Insights	Consumer Brands	Fast Paced Tech	Alumni RED Talks
A CMO's Approach to an Analytics and Data Driven Marketing Org Christie Raymond, <i>Kohl's</i> , and Jeff Simpson, <i>Deloitte</i>	A User Research (UX) Panel Tyler Kettle, <i>Google</i> ; Lindsey Rasie, <i>Adobe</i> ; & Malia Zoghlin, <i>Groupon</i> ; Moderated by Catherine Cooper, <i>Empthywise</i>	Building Purpose Driven Brands, Why It Starts With Your Core Kurt Kober, <i>The Honest Company</i>	Estimating Display Advertising Response Paul Hoban, <i>Amazon</i>	RED Talks: Four alumni share their career stories. Jake Abel, <i>Delta Air Lines</i> ; Kelly Goldthorpe, <i>Peloton Interactive</i> ; Gustavo Leone, <i>Google</i> ; Vlad Markarov, <i>Ancestry</i>
Room: Varsity I	Room: Industry	Room: Northwoods	Room: Landmark	Room: Fifth Quarter Studio

Noon **Lunch**, Varsity Hall II & III

12:40 **Afternoon Keynotes**, Varsity Hall II & III
Superior Consumer Experiences Powered by Human + Data + Technology, A P&G Case Study
 Eric Bressinger & Kirti Singh, *Procter & Gamble*
Social commerce: A new social revolution – Panel discussion
 Moderated By: Ken Nelson, *Deloitte*; Panelists: Tom Brown, *Meta*; Kyle Gore, *PepsiCo*; Elizabeth Oats, *Ulta Beauty*

2:15 **Afternoon Concurrent** – choose one of these five:

Marketing Spotlight	Consumer Insights	Consumer Brands	Fast Paced Tech	Alumni RED Talks
Potent New Opportunities for Growth & Pre-Emptive Advantage only now Emerging Marsha Lindsay, <i>Lindsay Foresight & Stratagem</i>	Never Be Interesting Elizabeth Oates, <i>Ulta Beauty</i>	The New Brand Marketing for Challenging Times: Gaining Relevance through Responsibility Cheryl Stallworth-Hooper & Melissa Dougherty, <i>ShedLight</i>	Microsoft's Viva Sales Launch – a case study Kirstin Hamlyn & Katy Olmstead, <i>Microsoft</i>	RED Talks: Four alumni share career stories. Annette Knuckle, <i>PepsiCo</i> ; Andy Freedman, <i>Miles4Migrants</i> ; Malcolm Thorne, <i>4490 Ventures</i> ; Paula Tripp, <i>BET</i>
Room: Varsity I	Room: Industry	Room: Northwoods	Room: Landmark	Room: Fifth Quarter Studio

3:00 **Networking Break**

3:30 **Afternoon Concurrent** – choose one of these five:

Marketing Spotlight	Consumer Insights	Consumer Brands	Fast Paced Tech	Alumni RED Talks
The Design of Winning Marketing Organizations Professor Neil Morgan, <i>Indiana University</i>	Inflation in 2022: Insights & implications for marketers as consumers navigate the evolving environment Jill Orum, <i>Dig Insights</i>	Innovating to Stand Out: The 7 Winning Principles of Differentiation Cherri Prince, <i>Seed Strategy</i>	Building marketing impact in high growth tech Saqib Mustafa, <i>Snowflake</i>	RED Talks: Four alumni share career stories. Kendra Brown, <i>Cardinal Health</i> ; Scott Hannan, <i>Marriott International</i> ; Linda Liu, <i>Intuit</i> ; Talha Sheikh, <i>Whole Foods Market</i>
Room: Varsity I	Room: Industry	Room: Northwoods	Room: Landmark	Room: Fifth Quarter Studio

4:15-5:30 **Reception**, Varsity Lounge



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