

## BRITE '21 Conference

An Initiative of the Center on Global Brand Leadership at Columbia Business School

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### About the Center on Global Brand Leadership

The Center on Global Brand Leadership, founded in 1999 at Columbia Business School under the direction of Professor Bernd Schmitt, creates, gathers, and shares insights on how to build and manage strong brands. Combining the research and intellectual capital of academia's foremost thinkers on branding with real-world business cases, the center shows how all elements of an organization—from marketing and communications, to supply chain and operations—can affect brands and their relationships with stakeholders.

The center fosters a community of researchers, alumni, students, and business leaders from global corporations, agencies, and consulting firms to advance new knowledge, promote widespread learning, and serve as a forum to address the many challenges of brand building, brand management, and strategic marketing.

### BRITE Conference

The [BRITE Conference](#), running annually since 2008, is hosted by Columbia Business School's Center on Global Brand Leadership. BRITE focuses on emerging trends in branding, innovation, technology, society, and culture. We bring together thought leaders from business, technology, media, marketing, and academia to discuss how today's big ideas are reshaping the ways that organizations build and sustain great brands.

BRITE draws 400-500 attendees from both global brands and small enterprises including: heads of marketing, brand managers, entrepreneurs, new product developers, innovation directors, interactive agencies, multi-platform media companies, consulting firms, and emerging technology investors.

**BRITE '21 will be held virtually on April 16, 2021**

### BRITE '21 Speakers Include:

- Lynne Biggar '90 - Chief Marketing Officer, Visa
- Norman de Greve - Chief Marketing Officer, CVS Health
- Wanda Young - Chief Marketing Officer, Samsung Electronics America
- Margaret Molloy - Global CMO and Head of Business Development, Siegel + Gale
- Jason Wingard - Dean Emeritus and Professor of Human Capital Management, Columbia University School of Professional Studies
- Rajesh Anandan - Co-Founder and CEO, Ultronauts
- Pauline Brown - Former Chairman of North America, LVMH; Author, *Aesthetic Intelligence*
- Dustin Tyler - Kent H. Smith II Professor of Biomedical Engineering; Director of the Human Fusions Institute, Case Western Reserve University

## Sponsorship Opportunity

Building on the success of previous BRITE Conferences, and in order to strengthen its ties with industry, the Center on Global Brand Leadership at Columbia Business School is seeking sponsorship support for the 2021 virtual BRITE conference. The sponsorship gift will support marketing, content development, and educational support for the conference and help the center's ongoing efforts to deliver premier educational programming on a larger scale to a diverse audience of students, alumni, researchers and industry professionals. Sponsorship is available at two levels: lead and affiliate sponsor.

### Lead Sponsor \$5,000

- Acknowledgment as a Lead sponsor of the BRITE conference on website and promotions.
- Invitation for a company representative to serve as a guest speaker or moderator.
- Feature your company's case study in a pre- or post-event e-blast to all BRITE attendees and the Center's 17,000-member mailing list.
- Invitation for a company executive to attend invitation-only, senior executive Brand Center events (e.g. the [Chief Communications Officer Council](#) and the [Marketing Innovation Network](#))

### Affiliate Sponsor \$2,500

- Acknowledgment as a sponsor of the BRITE conference on website and promotions.
- Opportunity to introduce a speaker session at the live conference.
- Recognition as Affiliate sponsor on BRITE website, and quarterly newsletter.
- Invitation for a company executive to attend invitation-only, senior executive Brand Center events (e.g. the [Chief Communications Officer Council](#) and the [Marketing Innovation Network](#))

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