

March 4, 2013

BRITE '13

Day One, Roone Arledge Auditorium

8:00-8:45 am REGISTRATION AND NETWORKING

8:45-10:40 am SESSION 1

A Welcome from Our Dean

Prof. Glenn Hubbard

Dean, and Russell L. Carson Professor of Finance and Economics
Columbia Business School

The Content Imperative

Steve Rubel, EVP, Global Strategy & Insights, Edelman

Innovating Media Models for a Mobile Consumer

Liz Schimel, EVP & Chief Digital Officer, Meredith National Media Group

Ava Seave, Principal, Quantum Media Group; Co-Author, *Curse of the Mogul*

The Truth about Mobile Advertising: Does it Even Work?

Prof. Miklos Sarvary, Faculty Director, Media Program, Columbia Business School

10:40-11:05 am NETWORKING BREAK

11:05 am-1:00 pm SESSION 2

Using Gamification to Engineer a New Payment Economy

Michael Hagan, Chief Rockstar & Chief Operating Officer, LevelUp

How Brick and Mortar Can Leverage the Mobile Future

Rick Ferguson, Vice President, Knowledge Development, Aimia

Matthew Quint, Director, Center on Global Brand Leadership

Interactive Workshop: Strategic Planning for Social Media Marketing

Ric Dragon, CEO & Co-Founder, DragonSearch; Author, *Social Marketology*

1:00-2:05 pm LUNCH

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BRITE '13

Day One, Roone Arledge Auditorium

2:05-3:35 pm

SESSION 3

Creating a Culture of Rapid Experimentation

Kaaren Hanson, Vice President of Design Innovation, Intuit

Can Live Music Be Like My iPod?

Shuffle Concert, Live Musical Performance

**Beat the Back Button: How Obama, Disney,
and Crate & Barrel use A/B Testing to Win**

Dan Siroker, CEO & Co-Founder, Optimizely

3:35-3:55 pm

NETWORKING BREAK

3:55-5:30 pm

SESSION 4

The Power of (Big) Data in a Networked World

*David Rogers, Executive Director, BRITE; Author, *The Network Is Your Customer**

The Century of the Asian Consumer

Bernd Schmitt, Executive Director, Institute on Asian Consumer Insight

Disrupting the Future: Is Higher Education #Over?

Sree Sreenivasan, Chief Digital Officer, Columbia University

5:30-7:00 pm

SCHMOOZE Wine and Beer Reception

March 5, 2013
BRITE '13
Day Two

8:20-8:50 am REGISTRATION AND NETWORKING

8:50-9:45 am MORNING PLENARY

**Auditorium The Power of Habit:
How Target Knows What its Customers Want Before They Do**
Charles Duhigg, Author, The Power of Habit; Journalist, The New York Times

9:45-10:05 am NETWORKING BREAK

10:05-11:00 am PARALLEL BREAK-OUTS 1

Auditorium Branded Content and Online Video: Opportunities and Obstacles
Kerry Trainor, CEO, Vimeo
John Montgomery, COO, GroupM Interaction, NA
Larry Aidem, President and Founder, IconicTV
Michael Keriakos, Co-Founder and President, Everyday Health
Jonathan Knee, Senior Managing Director, Evercore Partners

Room 555, 5th Floor Anticipating and Navigating the Convergence of Digital Marketing
Brennan Carlson, Vice President of Corporate Strategy, Lyris, Inc.

Satow Rm, 5th Floor The End of Competitive Advantage and the Innovation Imperative
Rita McGrath, Author, Discovery-Driven Growth;
Associate Professor, Columbia Business School

11:00-11:15 am NETWORKING BREAK

March 5, 2013
BRITE '13
Day Two

11:15 am-12:10 pm PARALLEL BREAK-OUTS 2

Auditorium Global Brands, Unconventional Marketing Investments

Shiv Singh, Global Head of Digital, PepsiCo

David Haroldsen, Creative Director, Intel's Creators Project

Mike O'Toole, President, PJA Advertising + Marketing

Room 555, 5th Floor Market Simulation Modeling:

Attributing the Value of Every Touchpoint to ROI, Sales, and Brand Equity

Greg Silverman, CEO & Founder, Concentric ABM

Satow Rm, 5th Floor Brands Need to Be Human, Marketing Needs to Run Like a Business

Jean Brandolini-Lamb, VP, Global Branding, SAP

Madhur Aggarwal, VP & Head of Strategy, SAP

12:10-12:25 pm NETWORKING BREAK: Return to Auditorium

12:25-1:00 pm CLOSING PLENARY

Auditorium The Athena Doctrine:

How Women (And the Men Who Think Like Them) Will Rule the Future

John Gerzema, Exec. Chairman, BAV Consulting; Author, *The Athena Doctrine*

1:00 pm END OF CONFERENCE

