

BRITE '16 Agenda

March 7-8, 2016

Columbia University, 116th Street and Broadway, New York City

Day 1: Monday, March 7th

8:00 am – 8:45 am: REGISTRATION and NETWORKING

8:45 am – 10:35 am: SESSION ONE



Welcome

[Katherine Phillips](#), *Senior Vice Dean, Columbia Business School*



Thinking with AND: Avoiding False Compromises

[Daniel Lubetzky](#), *Founder & CEO, KIND Snacks*

What makes social entrepreneurs different is that they think with “and” to achieve unorthodox solutions. Using a little creativity, anyone can retrain their brain to challenge false assumptions, rethink the way they approach challenges, and look differently at strategic planning, budgeting, hiring, product development, marketing, and even personal choices. Brimming with thought-provoking anecdotes, in this talk Daniel showcases how this philosophy helped him grow KIND to become one of the fastest growing healthy snacks brands in America.



WHY UX SUX:

How Successful Innovators Go Beyond ‘User Experience’ To Build Brand

[Michael Schrage](#), *Author, The Innovator's Hypothesis*

Great brands have always offered consistently great experiences: products, services, and support designed with real-world users in mind. But today's ongoing digitization and disruption subvert the rationale for relying on better UX to build brands. Instead, investing in your customers' own capability and competences matters as much -- or more -- than boosting UX. Serious innovators must now rethink and rebalance innovation investments, from 'customer-in' to 'core competence-out'. This talk explains how and why.



Pro-Commerce and Pro-Regulation: The Future of the Beauty Industry

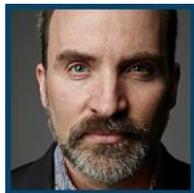
[Gregg Renfrew](#), *Founder & CEO, Beautycounter*

After learning about the harmful chemicals used in beauty products, entrepreneur Gregg Renfrew founded Beautycounter, a company leading a movement for better beauty, putting performance and health first in the products they design. Three years after Beautycounter's launch, Renfrew will share the story of how her experience in retail helped her turn her concerns with the beauty industry into a thriving business, while advocating for the health and safety of consumers.

10:35 am – 11:05 am: NETWORKING BREAK

Day 1: Monday, March 7th

11:05 am - 1:00 pm: SESSION TWO



The Digital Transformation Playbook: Rethink Your Business for the Digital Age David Rogers, Faculty, Author, BRITE Founder, Columbia Business School

In his newest book, digital expert David Rogers argues that digital transformation is not about updating your technology but about upgrading your strategic thinking. Rogers shows why traditional businesses need to rethink their underlying assumptions in five domains of strategy -- customers, competition, data, innovation, and value. In *The Digital Transformation Playbook*, he reveals how to harness customer networks, platforms, big data, rapid experimentation, and disruptive business models -- and how to integrate these into your existing business to thrive in the digital age.



Is Past Prologue? The History and Future of Brand Building Shelly Lazarus '70, Chairman Emeritus, Ogilvy & Mather Lew Frankfort '69, Chairman Emeritus, Coach, Inc Russell Dubner '00, President & CEO, Edelman US Ntiedo (Nt) Etuk '02, Co-Founder & CEO, YourGuru / YG Studios

The origin of brands as we think of them today began around the turn of the 20th Century. Columbia Business School was founded soon afterwards and in honor of its Centennial, this panel will reflect back on some of the great changes that impacted brand building over time. In addition, the panelists will reflect on what the future holds for brand building. Which lessons and strategies of the past are still relevant? What new rules and techniques will take hold to build brands in a globally interconnected world?

1:00 pm - 2:00 pm: LUNCH

2:00 pm - 3:35 pm: SESSION THREE



Algorhythm - The Future of Brands Mitch Joel, President, Mirium Agency; Author, "CTRL ALT Delete"

We live in a culture of change. Brands are overwhelmed by massive shifts to their business models. Disruption is everywhere. Digital transformation is imperative. Several new realities will force businesses to rethink many of their commonly held beliefs about what the future may look like. Interestingly, this is less about the evolution of technology and much more about how consumers have become vastly more efficient in this new landscape. Algorhythm is your compass.



How to Market the Smart Home: Focus on Emergent Experience, Not Use Cases Donna Hoffman, Professor of Marketing, The George Washington University School of Business

For smart home adoption to expand beyond tech-savvy early adopters, marketers must move beyond fragmented messaging focused on single use cases. Consumers want to buy a smart experience. The key is to view the smart home as a complex dynamic system, an assemblage of devices and interactions, from which new experiences emerge. Hoffman will discuss the value of this new framework and offer eight actionable insights on marketing smart home and the Internet of Things.



ESPN: The Future is Live Vikram Somaya, SVP, Global Data Officer, ESPN

ESPN's mission reads very simply - "To serve sports fans. Anytime. Anywhere." In order to continue to fully realize that quest whilst utilizing all of the transformative notions that are pervading media businesses today, ESPN continues to focus on the synthesis of content, context and audience that makes it a unique destination for fans around the globe. Somaya will explore some of the notions that the world's leading sports media platform is using to connect in a deeper and more predictive way with its fans through its distribution ecosystem and on behalf of some of the most innovative marketing clients on the planet.

Day 1: Monday, March 7th

3:35 pm – 4:00 pm: NETWORKING BREAK

4:00 pm – 5:45 pm: SESSION FOUR



Marketing, Entertainment, & Gen Z: Connecting with a New Generation

Richard Barry, *Executive VP & Global Chief Merchandising Officer, Toys "R" Us, Inc.*

Pam Kaufman, *Chief Marketing Officer, Nickelodeon Group*

Michael Shore, *VP & Head of Future Play, Mattel*

Donald A. Kurz '79, *Chairman & CEO, Omelet LLC*

Thas Naseemuddeen, *Chief Strategy Officer, Omelet LLC*

While the rest of the world is fixated on Millennials, some forward-thinking companies have turned their focus to the next wave of consumers who have the rapidly expanding intelligence and influence to change the way they do everything. In this session, they'll invite industry veterans to zero in on Generation Z: a group of curious culture creators, adolescent activists, and relentless explorers who are poised to be a moving target for years to come.



Experience: Why Today More Than Ever

Bernd Schmitt, *Robert D. Calkins Professor of International Business, Columbia Business School*

Fifteen years ago, Bernd Schmitt focused the world of business on experience with his landmark books *Experiential Marketing* and *Customer Experience Management*. Today, the concept of "experience" is hotter than ever, as marketers struggle to integrate digital with physical, and products with brands. In this session, Schmitt, the original guru of experience, sits down with longtime collaborator David Rogers to look back on the history of an idea, and discuss what experience means for business – and our personal lives – today.



The New Reality: Making Computing Truly Personal

Scott Erickson, *General Manager, HoloLens, Microsoft*

Historically, humans have had to understand how to adapt to the machine -- learning to type, learning commands, working the nuances of a mouse. As technology now catches up to understand people's natural interactions and intentions, it's time for the computer to better understand the human. Holographic computing is at the forefront of this new reality -- a mixed reality -- where human input and digital objects work seamlessly in the physical world and promise to transform our perception of personal computing.

5:45 pm – 7:00 pm – SCHMOOZE Wine and Beer Reception

Day 2: Tuesday, March 8th

8:20 am – 9:00 am: REGISTRATION and NETWORKING

9:00 am – 9:45 am: MORNING PLENARY



From Jet Engines to GIFs: Why GE Moves First

Linda Boff, *Chief Marketing Officer, GE*

GE prides itself on being an innovator in both business and marketing, and being first is part of the company's core DNA. The digital industrial giant is relentless in its pursuit of early adoption and deliberate experimentation with all forms of marketing -- emerging platforms, technology, media, and storytelling. GE's chief marketing officer Linda Boff shares how unapologetically being out in front has paid off for the iconic brand and helped it get in front of new audiences.

9:45 am – 10:05 am – NETWORKING BREAK

10:05 am – 11:00 am – PARALLEL BREAK-OUTS ONE



AUDITORIUM

A Battle for Talent: Managing Brand Reputation in an Omnichannel World

Ethan McCarty, *Global Head of Brand & Employee Communication, Bloomberg LP*

Roopesh Nair '12, *President & CEO, Hodes*

Jean Brandolini Lamb, *Head, Brand Strategy & identity, Hewlett Packard Enterprise*

Ripa Rashid, *Executive Vice President, Center for Talent Innovation*

Michel Tuan Pham, *Professor, Columbia Business School*

Talent acquisition and retention is one of the key benefits of building a strong brand. With job mobility becoming a given and messaging in an omnichannel world becoming more challenging, how should brands be thinking about both their reputation and how to reach and keep great talent? This panel will examine best practices and strategies to make sure your brand stands out not just among consumers, but in the talent marketplace as well.



ROOM 555 – 5th FLOOR

Value Constellations: Harness Your Stakeholders and Differentiate Your Brand

Amy Radin, *Founder, Daily Innovator LLC; Former CMO, AXA*

Companies exist to create and deliver value. Today, those who want to pursue enduring differentiation facilitate "value constellations." Members of the constellation -- an offering's users, buyers, payers, partners, and market influencers -- enable and derive value from the experiences they co-create. In this hands-on workshop, participants will be introduced to the basics of how to create a value constellation, including tools that can be applied within your organization



SATOW ROOM – 5th FLOOR

Identity Design: An Intimate Relationship Between Client and Designer

Sagi Haviv, *Principal, Chermayeff & Geismar & Haviv*

Trademark design challenges the designer to use all the magic and intelligence at their command, all their skill, knowledge, vision and ability in the creation of a single, clear, direct image that will embody the character and aspirations of the brand. More than with any other design discipline, successful brand identities must be born out of close relationships between clients and the designer who is tasked with representing them—never with a crowd-sourced logo contest! Through case histories and vivid examples, Sagi Haviv will give a window into the intimate relationships his firm has developed with clients such as Chase Bank, Harvard University Press, Conservation International, Armani Exchange, and others who have come to them in search of identity.

11:00 am – 11:15 am – NETWORKING BREAK

Day 2: Tuesday, March 8th

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



AUDITORIUM

Beer, Watches, and Records:

What Can We Learn from the Revival of Craft?

Ben Blackwell, *Chief Archivist, Third Man Records*

John Kimmich, *Head Brewer & Co-Founder, The Alchemist*

Bridget Russo, *Chief Marketing Officer, Shinola*

Mike O'Toole, *President, PJA Advertising; Host, The Unconventionals*

Digital dominates our everyday lives, and we increasingly organize our world around the software, platforms, and devices of the world's largest technology brands. At the same time, there is a renewed craving for brands that are small, hand-crafted, and proudly analog. We'll hear from leaders of three such brands, and we'll discuss the role that scale, product quality, location, and story play in reviving categories and driving fierce loyalty.



ROOM 555 - 5th FLOOR

Tell Your Story, Advance Your Career

Jane Praeger, *Faculty, Masters Programs in Strategic Communications, School of Professional Studies, Columbia University; Founder and President, Ovid Inc.*

Storytelling is one of the most potent tools we have for demonstrating our skills and abilities and persuading others to invest in our ideas. But harnessing story's power is a skill that must be learned. In this workshop, you will get a deeper understanding of why storytelling is so powerful and how it can be used to influence business decisions. You will also have an opportunity to develop a story you can use to get a promotion, land a new client, or generate enthusiasm for a bold, new idea.



SATOW ROOM - 5th FLOOR

Brand Tourists and Successful Brand Extensions

Silvia Bellezza, *Assistant Professor of Marketing, Columbia Business School*

Can brands that rely on true aficionados stretch themselves to appeal to more casual consumers without devaluing the brand? How does Ferrari extend its brand on a very diversified product line and yet retain its luxury image? To understand successful brand extensions, this session introduces the distinction between "brand tourists" and "brand immigrants" among consumers of a brand. In an interactive discussion, we will examine several brands and their strategies.

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

12:25 pm - 1:00 pm - CLOSING PLENARY



Competitive Advantage is Dead: Long Live Competitive Advantage

Rita Gunther McGrath, *Professor, Columbia Business School*

The holy grail of traditional strategy was to find an attractive position in a high-growth industry and fiercely protect it with traditional entry barriers such as cost of entry. But the nature of a long-lived competitive advantage has changed, with new entry conditions, such as network effects, taking over from traditional ones. We'll discuss the new sources of advantage and how firms should be thinking about them in a more transient society.

1:00 pm - END OF CONFERENCE
