

8:45 am – 10:30 am

SESSION 1: THE FUTURE: NEAR AND FAR

**Welcome**

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

**The Science and Art of Marketing in 2015**

Ann Mukherjee, *President, Global Snacks Group and PepsiCo Global Insights*

Brands today need to engage deeply with consumers to become a part of their lives and conversations. But to drive real growth, marketers need to design for the entire demand journey, to reach consumers' hearts, and shape their purchases. That requires a new mix of art and science—and new partnerships with retailers, IT, sales, and finance. Ann Mukherjee will share lessons of how iconic, global brands like Doritos and Lay's are driving science into the art of marketing to redefine the discipline.

**Location Is (Still) Everything: Why the Real World Matters for E-Commerce**

David R. Bell, *Professor, The Wharton School, University of Pennsylvania*

Conventional wisdom holds that the Internet makes the world flat by reducing the friction of the physical world on our buying habits. To the contrary, David Bell explains why the way we use the Internet is still largely shaped by the physical world that we inhabit—from our likelihood to buy jeans online, to our willingness to search for and consume information. With real-world examples and his GRAVITY framework, Bell illuminates how the real and virtual worlds connect, and what every online seller must know to succeed.

**Infinite Lives**

Miklos Sarvary, *Carson Family Professor of Business, Columbia Business School*

In the past two decades, technology has changed many aspects of our lives. These accumulated changes have a qualitative impact on the very dimensions that define our personalities and behaviors. This session will explore how technology has changed our traditional notions of time, space, our physical self and our social connections... and speculate on what this may mean for business and, more broadly, for modern societies.

10:30 am – 11:00 am

NETWORKING BREAK

11:00 am – 1:00 pm

SESSION 2: FUTURE OF DIGITIZATION

**Digital, Mobile, Social Lessons from a Year @MetMuseum: What Every Business Should Know**

Sree Sreenivasan, *Chief Digital Officer, The Metropolitan Museum of Art*

Companies in any industry can learn from the adventures of Sree Sreenivasan, former Columbia Chief Digital Officer, who became the first Chief Digital Officer of the Metropolitan Museum of Art. He will share what it's like to run a 70-person digital agency inside a 145-year-old global institution. And you will leave with plenty of practical, actionable advice you can put to use right away.

**Willingness to Share: What Drives Consumers to Give Up Their Data**

Matthew Quint, *Director, Center on Global Brand Leadership*

Martin Hayward, *Senior VP, Global Digital Strategy and Futures, Aimia*

Consumers today share a widespread concern about data privacy, especially when their data is gathered unwittingly. Yet, every day we willingly share our personal data in order to receive services and added benefits from a company. This session will present new research from a global study conducted by the Center on Global Brand Leadership and Aimia that examines why consumers share their data, and what they expect from companies when they do it.



**Data, Privacy, and the Future of Personal Information**

David Rogers, *Executive Director, BRITE*

Martin Hayward, *Senior VP, Global Digital Strategy and Futures, Aimia*

Mike Weaver, *Director of Data Strategy & Precision Marketing, The Coca-Cola Company*

Yaron Samid, *Founder and CEO, BillGuard*

Chris Wiggins, *Chief Data Scientist, The New York Times*

Organizations like Coca-Cola and *The New York Times* use data of all kinds to try to design better customer experiences. Meanwhile, startups like BillGuard are developing new models for data collaboration that may help customers claim more ownership of their personal data and their relationships with businesses. This panel will examine the fast-changing world of data science, customer privacy, and data-driven customer experiences. What's next for data?

1:00 pm – 2:00 pm

LUNCH

2:00 pm – 3:40 pm

SESSION 3: FUTURE OF THE INTERNET

**Insights for Marketing the Connected Home**

Donna Hoffman, *Professor of Marketing, George Washington University*

Thomas P. Novak, *Professor of Marketing, George Washington University*

What is the consumer Internet of Things (IoT), and why is it so important? Hoffman and Novak, co-directors of the Center for the Connected Consumer, will introduce a new vocabulary for understanding consumer IoT and show how it can be used to understand the marketing implications of consumer interactions in the smart home. They will also use their new framework to derive surprising insights that marketers need to know as they develop their consumer strategies for our IoT future.

**Beyond the Hype: The Business Case for the Internet of Things**

David Rogers, *Executive Director, BRITE*

Madhur Aggarwal, *Senior Vice President, Digital Business, SAP*

It is clear that we are now shifting rapidly from a world of personal computing to a world of ubiquitous computing. It's a world where not just wearables and home appliances will be networked, but jet engines, supply chains, and smart cities. But as businesses and governments across the world make plans for the Internet of Things, big questions remain in terms of business models, barriers, and paths to profitability. New global research by the Center on Global Brand Leadership and SAP illuminates the opportunities and challenges that businesses face now.

**The Future of Fashion**

Billie Whitehouse, *Co-Founder, Wearable Experiments*

Technology is fused with all aspects of our lives today, and the future of fashion is being transformed by evolutions in technology. But design is not linear. Wearable Experiments works at the intersection of fashion and technology—where people do not have to look like the technology they have become so dependent on. Join Billie Whitehouse as she discusses designing for humans in a digital age.

3:40 pm – 4:00 pm

NETWORKING BREAK

4:00 pm – 5:45 pm

SESSION 4: FUTURE POSSIBLE WORLDS

**“Special Forces” Innovation: How DARPA and Google Attack Problems**Regina Dugan, *VP for Engineering, Advanced Technology and Projects, Google*

Traditional approaches to corporate R&D typically result in evolutionary, but rarely breakthrough, innovations. Yet it's the breakthrough innovations – sustained and repeatedly delivered over time – that are critical for success. For more than 50 years, the Pentagon's Defense Advanced Research Projects Agency (DARPA), has produced the longest-standing track record of radical invention in history. Regina Dugan – the 19th director of DARPA and now leader of Google's Advanced Technology and Projects group – offers a model for a disciplined approach to innovation that has the potential to transform organizations and industries.

**The Philosophy of Robots**John Morrison, *Assistant Professor of Philosophy, Barnard College*

As our understanding of robotics expands, it's natural to wonder whether there are any limits. Of particular interest: Are robots capable of thinking? That is, can they have thoughts, emotions, sensations, beliefs, desires, and understanding in the same sense as human beings? Philosopher John Morrison will consider arguments for both sides as well as some of the ethical repercussions for business and society.

**Robots Get Personal: The Next Frontier in Artificial Intelligence**Bernd Schmitt, *Robert D. Calkins Professor of International Business, Columbia Business School*Duy Huynh, *Founder and CEO, Robotbase*

Robotics and artificial intelligence are experiencing a new renaissance. Artificial devices are getting smarter and smarter, more emotional, and creative. They supplement and replace human decision making and human work. Will technological singularity happen during our lifetime?



5:45 pm – 7:00 pm

SCHMOOZE Wine and Beer Reception

9:00 am – 9:45 am

MORNING PLENARY

**Creating Products that Resonate with Consumers**Doreen Lorenzo, *former President, Quirky*

In an increasingly crowded marketplace, how can companies create innovative products that are sure to gain traction with consumers? By listening to and working with those same consumers through every step of the product development process. The days of thinking inventiveness resides only behind the doors of science labs or executive boardrooms are over. Quirky advisor Doreen Lorenzo will discuss why a transparent and collaborative platform is every organization's best answer to delivering meaningful products that solve everyday consumer problems.

9:45 am – 10:05 am

NETWORKING BREAK

10:05 am – 11:00 am

PARALLEL BREAK-OUTS



Auditorium

How Women Are Changing the Future of Work in Every SectorLesley Jane Seymour, *Editor-in-chief, MORE Magazine*Faith Popcorn, *Founder and CEO, Faith Popcorn's BrainReserve*Marla Malcolm Beck, *Co-Founder and CEO, Bluemercury, Inc.*Amanda Brown, *Executive Director, National Women's Business Council*Sylvia Ann Hewlett, *Founding President and CEO, Center for Talent Innovation*

How are women redesigning the way we work? For this panel, prominent executives in a number of industries will examine women's impact on the landscape of work, and discuss the economic effects of those changes.



Room 555 - 5th Floor

The Power of Purpose: Can Brands Build a New Relationship with Consumers?Jennifer Cohan, *President, Edelman New York*Eileen Howard Boone, *Senior VP of Corporate Social Responsibility and Philanthropy, CVS Health*Robert Candelino, *Vice President and General Manager, Marketing, Unilever*David Rogers, *moderator, Executive Director, BRITE*

The Internet has shifted power to the consumer, and brands have struggled to meet the new expectations. As recent research from Edelman shows, 90% of consumers want brands to create a shared relationship with them, but very few see any brands doing it well. This panel will explore how companies can use a strong purpose and a more reciprocal relationship with consumers to build real long term value for business and stakeholders alike.



Satow Room - 5th Floor

Augmenting the Brain: The Business and Consumer Implications of New TechnologiesBernd Schmitt, *Robert D. Calkins Professor of International Business, Columbia Business School*Noah Castelo, *PhD Candidate, Columbia Business School*Pascal Kaufmann, *CEO and Founder, Starmind*Lucas Parra, *Herbert Kayser Professor of Biomedical Engineering, CCNY*Robin Azzam, *CEO, Caputron Medical LLC*

In many ways the brain is still a mystery, but continuing research and new technologies are leading to a deeper understanding of how the brain works. The implications are impacting not just basic science and medicine, but the way we conduct business, and think about ourselves and society. What are the implications of a future in which our intelligence is shared more collectively, and is augmented by technologies that read and transmit signals directly to the brain?

11:00 am – 11:15 am

NETWORKING BREAK

11:15 am – 12:10 pm

PARALLEL BREAK-OUTS



Auditorium

The Future of TelevisionJonathan A. Knee, *Professor and Co-Director, Media Program, Columbia Business School*Chad Gutstein, *CEO, Machinima*Kerry Trainor, *CEO, Vimeo*Herb Scannell, *President, BBC Worldwide America*

Almost everything about our collective television experience has radically changed in the last decade: what we watch, where we watch it, and how we access it. Yet the basic economics of TV have been much slower to change. Our panel explores what the future will bring with respect to both the consumption and monetization of television content.



Room 555 - 5th Floor

Set Your Brand FreeRon Selvey, *VP, Marketing, WebDAM, a Shutterstock Company*Luis Sanz, *Co-Founder, Olapic*David Bright, *SVP, Communications, Knoll*Michael Diamant, *Co-Founder and CEO, Skip Hop*Keith Wilcox, *moderator, Associate Professor, Columbia Business School*

Consistency has long been a tenet of brand building, but brands have been forced to become more flexible as consumers gain more control over the flow of information. This panel will examine what techniques and tools can be used to help brand stakeholders, both within and outside the organization, to be creative and collaborative as they work together to grow strong brands. In what ways can your brand assets be more powerful when you set them free?



Satow Room - 5th Floor

Think Like a Brand. Act Like a Startup. (interactive session)Lauren Perkins, *CEO and Founder, Perks Consulting*

It's difficult to stay relevant with today's distracted consumers. Lauren Perkins's "Think like a Brand. Act like a Startup.™" method is about finding the sweet spot in the modern marketing organization between stability and agility that enables businesses to focus their resources on what matters the most. Stability provides the foundation to assess the right opportunity to engage customers, while agility is key to taking advantage of opportunity windows to create traction and leverage new technology. It's about prioritizing and applying learnings that allow you to make the best investments and decisions.

12:10 pm – 12:25 pm

NETWORKING BREAK : Return to Auditorium

12:25 pm – 1:00 pm

CLOSING PLENARY

**The Future of Omni-Channel Retail**Emily Culp, *SVP, eCommerce & Omni-Channel Marketing, Rebecca Minkoff*

How do retailers market to today's omni-channel consumer? By focusing on her usage of every channel—mobile, web, and retail—in order to learn from her. For retailer Rebecca Minkoff, that consumer is the downtown romantic millennial; she is the brand's true advisor. Join Emily Culp as she discusses the evolution of what omni-channel retail looks like today based on consumer insights, organizational structure, and technology to drive long term customer value.

1:00 pm

END OF CONFERENCE