8:00-8:45 am REGISTRATION AND NETWORKING

8:45-10:40 am SESSION 1

A Welcome from Our Dean
Prof. Peter S. Ward
Senior Vice Dean, and Meyer Feldberg Professor of Business
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
March 4, 2013 
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
Pete Koomen, President & 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

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 Worldwide Marketing 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