

# BRITE '17 | Day 1 | March 6, 2017

8:00am -  
8:45am

## REGISTRATION AND NETWORKING

### SESSION 1



#### FOINK! COLLABORATING FROM THE EDGE OF YOUR SEAT

**Dana Anderson**, SVP & CMO, **Mondelēz International**

Mondelēz International SVP and Chief Marketing Officer Dana Anderson will explore the awful and exhilarating world of collaboration and creativity. Why on earth does your boss harp on you to collaborate? Must we do everything in groups and teams? Discover the highs, lows and secrets to successfully creating something great when Dana explores the bumpy terrain of working together. Plus, you can find out who does it better - man or beast.

8:45am  
to  
10:35am



#### REBELS AT WORK: LEADING CHANGE FROM WITHIN

**Carmen Medina**, Co-Author, *Rebels at Work: A Handbook for Leading Change from Within*; Former CIA Officer

Struggling to make changes at work or convince management to take action? Ready to challenge conventional thinking or introduce a new idea, but worried about being viewed as a troublemaker or getting in way over your head? Carmen Medina will be providing concrete ideas, techniques and advice on how to refine your thinking, improve your approach to work, and manage yourself so you can achieve more and stay sane and optimistic in the process.



#### WHAT IS YOUR BRAND'S TRUE CHARACTER?

**Michel Tuan Pham**, Kravis Professor of Business, **Columbia Business School**

Does your brand really have character? What does it mean for a brand to have character? Based on an analysis of proprietary data covering 6,000 brands from more than 200 categories, Columbia brand expert and consumer scientist Michel Pham identifies six essential dimensions of true brand character: dependability, innovativeness, fun, classiness, vigor, and caring. He will show why having strong character increases a brand's success.

10:35am-  
11:05am

## NETWORKING BREAK

### SESSION 2

11:05am  
to  
1:00pm



#### FROM T-1000 TO HAL 9000:

#### HOW REALISTIC ARE HOLLYWOOD'S ROBOTS?

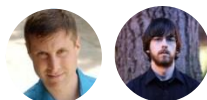
**Daniel Abella**, Director, The **Phillip K. Dick Science Fiction Film Festival**

**Peter Asaro**, Philosopher of Science, Technology, and Media, **The New School**

**Matthew Kressel**, Nebula & World Fantasy Award-nominated **writer & editor**

**Chris Mahon**, Managing Editor, **Outer Places**

**Michael Massimino**, Former Astronaut, NASA; Faculty, **Columbia University**



Sentient robots have been a classic science fiction trope for decades, and they're not going away anytime soon. In this panel, artificial intelligence and pop culture experts discuss famous depictions of sentient AI and their respective levels of scientific plausibility. Is Samantha from Her the logical extension of Siri and Google Home? Join us for a discussion of all of the most fascinating questions (and most entertaining movies) about the burgeoning growth of artificial intelligence.

## SESSION 2 (Cont.)

11:05am  
to  
1:00pm



### THE FUTURE OF LUXURY BRANDS IN THE DIGITAL AGE

**Alain Bernard**, President and CEO, **Van Cleef & Arpels Americas**

**Sara Gergovich**, Vice President of Digital & E-Commerce, **Hermès**



**Ketty Maisonrouge**, President, **Luxury Education Foundation**; Founder, **KM&Co**

**Vincent Ottomanelli**, President and Regional Director, **Ferragamo**

The world of luxury has historically been driven by craftsmanship, quality and heritage, all of which require time to master and mature in an organic evolution. However, changing media, business, and social trends have ignited this sector to adapt to a fast paced digital age that values speed. How do these two diverging points of view learn how to embrace each other holistically? This panel will examine how companies strongly defined by their brand, heritage and exclusivity, are developing strategies to grow in a faster paced, more interconnected and inclusive world.

1:00pm -  
2:00pm

## LUNCH

## SESSION 3

2:00pm  
to  
3:25pm



### HOW "INDIE" BRANDS ARE RE-HUMANIZING THE CONSUMER EXPERIENCE

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

Sparked by a feeling of alienation from many global companies, consumers are paying more attention to an ever growing number of "Indie" brands. These companies were founded from the ground-up with the aim to monitor their environmental footprint, take good care of their employees, contribute to their community, and bring back an aesthetic sense committed to using fewer and purer materials. Based on his latest research, Prof. Schmitt will discuss how these companies and consumer trends are influencing how large brands think about their own business and social practices.



### USING BUSINESS AS A FORCE FOR GOOD

**Andrew Kassoy**, Co-Founder, **B Lab**

An historic global culture shift is underway to harness the power of business to help address society's greatest challenges and to build a more inclusive economy. The growing movement of people who seek to use business as a force for good is one of the most important social trends of our time. In this talk, B Lab co-founder Andrew Kassoy will discuss how the organization employs an integrated approach to systemic change by building the necessary market infrastructure to support this culture shift and ensure that it is both rigorous and lasting.



### GREAT BRANDS DON'T HAPPEN BY ACCIDENT

**Rajesh Subramaniam**, Executive Vice President & Chief Marketing Officer, **FedEx**

Raj Subramaniam, FedEx executive vice president and chief marketing officer, believes it takes vision and a people-focused workplace to build and sustain a great brand. Every day FedEx team members around the world are motivated by a pledge to customers and to each other to make every experience outstanding – the Purple Promise. Learn more about how this simple yet effective principle drives success at one of the world's most admired companies.

3:25pm -  
3:50pm

## NETWORKING BREAK

## SESSION 4



### FIRESIDE CHAT: TRANSFORMING CHAOS INTO OPPORTUNITY

**Maryam Banikarim '93**, Global Chief Marketing Officer, **Hyatt**

Maryam has a propensity for running toward the madness. It is why her successful career includes experiences working as a production assistant on a movie set in Argentina and building a successful bag business that counted Barney's NY as a key customer. And it has put her in a position to be a driving force for change for organizations such as Univision, NBCUniversal and Ganett. Maryam will share how her professional experiences, which have been neither linear nor boring, helped to instill a deep commitment in "going for it," even when the "it" changes along the way.



### FIRESIDE CHAT:

### REPORTS OF THE DEATH OF THE CMO ARE GREATLY EXAGGERATED

**Betty Noonan**, Chief Marketing Officer, **Cree, Inc.**

**Jenny Rooney**, Editor of the CMO Network, **Forbes**

About a decade ago, CMOs averaged 18 months on the job. The "death of the CMO" was suggested as possibly on the way, with 'big ideas' pushed aside for hyper-focused digital campaigns. As it turned out, the landscape of evolving technologies requires a broadening of the role with CMOs now playing a more active role in shaping the company's public profile, managing customer complexities and developing new product capabilities. In this talk, Noonan will discuss different models for CMOs, her experiences in a changing role, and what the future holds for the position.



### FIRESIDE CHAT: CHALLENGING THE 800-POUND GORILLA

**Liza Landsman**, President, **Jet.com**

What it was like to imagine and execute a full service ecommerce company that could challenge Amazon? Developing a great brand experience would be crucial, and the trick to that would actually rest on innovation behind the scenes, in its financial model, supply chain, and operational development. Consumer adoption of ecommerce is massively impacting retail and brands of all kinds, but we don't look often enough about how the sausage is being made.



### QUANTUM INTELLIGENCE

**Chris Welty**, Senior Research Scientist, **Google**

If I say I like Miles Davis, does that mean I like all his songs? If antibiotics treats typhus, does that mean I use it all the time? Of course not, there is a context in all these situations that determines the actual answer. AI systems today use a mathematical framework that requires enumerating all possible contexts, but that is impossible. We need something more general, can quantum mechanics help?

3:50pm  
to  
5:45pm

5:45pm -  
7:00pm

SCHMOOZE! Wine and Beer Reception

# BRITE'17 | Day 2 | March 7, 2017

8:20am - 9:00am

## REGISTRATION AND NETWORKING

9:00am to 9:45am

### MORNING PLENARY



#### DECODING THE DIGITAL REVOLUTION: A PRACTICAL GUIDE

**Jonathan Becher**, Chief Digital Officer, **SAP Digital**

Almost every day we hear about a company – or even an entire industry – that is getting disrupted. But disruption is not just for startups and new ventures; it’s an opportunity for everyone to transform their business. We are changing the way we interact with our workforce, customers, ecosystem and assets. What are the practical realities of transforming your business and emerging as a winner from the digital revolution, including switching from incremental improvements to exponential thinking?

9:45am – 10:05am

### NETWORKING BREAK

### PARALLEL BREAK-OUTS 1

#### AUDITORIUM:

#### THE FUTURE OF AGENCY-CLIENT RELATIONSHIPS

**David Lee**, Chief Creative Officer, **Squarespace**

**Thas Naseemuddeen**, Chief Strategy Officer, **Omelet**

**Jon Potter**, Chief Marketing Officer, **The Boston Beer Company**

**Lindsey Slaby**, Founder, **Sunday Dinner**



The advertising industry has evolved from the Mad Men era model and transitioned to a more fluid, project based landscape. Today agencies are collaborating with clients further upstream in order to align more clearly on business objectives and the creative process to “make content” quicker. There are benefits to the project-based work, but does the sporadic nature of this model adversely affect the intimacy and communication that builds sustainable and quality relationships?

10:05am to 11:00am



#### ROOM 555:

#### BEYOND THE TARGET CUSTOMER: SOCIAL EFFECTS OF CRM CAMPAIGNS

**Eva Ascarza**, Associate Professor of Marketing, **Columbia Business School**

**Oded Netzer**, Associate Professor of Business, **Columbia Business School**



Marketers are always wondering what the spin-off effects of their campaigns might be. Prof. Ascarza and her research colleagues have uncovered a social multiplier effect from an activity all firms are already undertaking; communicating with their existing customers and contacts. This session will examine how the social connections of targeted customers buy more and churn less, even without receiving any direct incentive.



#### SATOW ROOM:

#### ARTFUL BUSINESS: LEARNING FROM CREATIVE GENIUSES

**Greg Stone '84**, Media Strategist and Founder, **Stone Communications**

What does Michelangelo have to do with marketing, or Botticelli with branding? Media strategist Greg Stone will show you how to add punch to your promotional strategies -- with sumptuous visuals from great artists. This workshop is based on his acclaimed book *Artful Business: 50 Lessons From Creative Geniuses*, a toolkit of inspiring tips for the “thinking manager.”

11:00am-  
11:15am

NETWORKING BREAK

PARALLEL BREAK-OUTS 2

AUDITORIUM

**INNOVATION IN HEALTHCARE: LESSONS FOR ALL**



**Montana Cherney**, VP Design, **Veryday**

**Bunny Ellerin**, Director, Healthcare Management Program, **Columbia Business School**

**Bon Ku**, Associate Professor, **Thomas Jefferson University**

**Sonia Sousa**, CEO & Co-Founder, **Kenzen Inc**

Healthcare systems and services affect us all deeply, and yet our experiences with phone calls, faxes, appointments, and treatments have only recently begun to incorporate modern technology and social innovations. This diverse panel will discuss how innovation practices are spurring new thinking for doctors, data analysis, self-monitoring, and community building that affect us all, and may provide lessons for innovation practices in your business.

ROOM 555:

**BUILDING BRAND LOVE FROM THE INSIDE OUT**



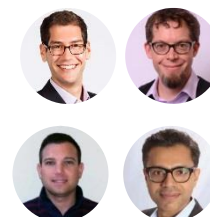
**CJ Follini**, CEO, **Imminent**

**Lauren Perkins**, Founder & CEO, **Perks Consulting**

The customer is always right; yet, many companies do not realize that their employees are their first customers. Successful businesses build their brand love from the inside out by focusing on their best advocates - highly engaged employees. Companies must adapt by shifting their corporate culture as a socially conscious, community-minded generation grows within the workforce. This session will explore the power of a brand's social impact on employee engagement and organizational performance and how building internal community can be transformed into external advocacy.

SATOW ROOM:

**BLOCKCHAIN "101": OPPORTUNITIES AND CHALLENGES**



**Matthew C. Klein**, Alphaville columnist, **Financial Times**

**Matthew Quint**, Center on Global Brand Leadership, **Columbia Business School**

**Jonathan Wolinsky**, Managing Director & Chief Scientist, **Genesis Project**

**Safwan Zaheer**, Financial Services Digital & Head of FinTech, **KPMG US**

In 2008, Satoshi Nakamoto published "Bitcoin: A Peer-to-Peer Case System" which used cryptography and simultaneous peer-to-peer information sharing to instill trust. Only more recently, however, have entrepreneurs and firms begun to apply blockchain technology – the verification system of Bitcoin – to a much wider array of business transactions and data systems. Learn the basics of blockchain technology and discuss the true opportunities and challenges for its future use.

11:15am  
to  
12:10pm

12:10pm-  
12:25pm

NETWORKING BREAK

12:25pm  
to  
1:00pm

CLOSING PLENARY



**10 YEARS OF BRITE:**

**LOOKING BACK TO THE FUTURE OF THE DIGITAL BUSINESS REVOLUTION**

**David Rogers**, Faculty, author, BRITE founder, **Columbia Business School**

Since its inception in 2008, the BRITE conference has featured the leading innovators, disruptors, and brand makers pioneering a path for business in the digital age. BRITE's founder, David Rogers, will look back at the lessons we've learned and the predictions that we heard. And he will share a look to the future, with a vision for where digital transformation is taking business in the next 10 years.