The role of marketing is dramatically evolving and is often quite different from company to company. To help advance innovative thinking in the marketing field, the Marketing Innovation Network (MIN) was created in partnership with Columbia Business School’s Center for Global Leadership to build an executive network of innovative marketing, brand, and communication leaders from top companies, agencies, and non-profit institutions.

This inaugural event of the Marketing Innovation Network is the “Rethinking Marketing” summit. Focused on the intersection of technology, business, and societal change, this one-day conference implements discussion-focused session to drive peer-to-peer learning that will expose attendees to leading scholarship and business thinking.
The Marketing Innovation Network (MIN) is a peer-to-peer learning community, focused on the changing world of marketing. The last ten years have seen an extraordinary disruption in marketing, and this network will bring together its members alongside leading researchers and experts to tackle the challenges marketing innovators face in our digital world.
Dear Guests,

Thank you all for taking part in our inaugural Marketing Innovation Network event, “Rethinking Marketing.” We look forward to hosting you for an enlightening day of discussion and peer-to-peer learning.

No one assembled here needs any reminder that the pace of change in business and society has accelerated since the advent of the Internet. Our aim today is to analyze and discuss how these social, business, and technological developments are affecting, and will further affect, the marketing field.

Over the course of the day we will look at some macro trends in the field of marketing alongside some societal and business developments. We will examine where new sources of data and analytics capabilities can drive insights and proof points for consumer insights and marketing innovation. We will dive into consumer attitudes and behaviors in today’s highly charged socio-political climate. Planning for tomorrow requires rethinking the very purpose of an organization, and we will examine how to build and operationalize such thinking. Finally, we will take a peek at the “smarter world” ahead of us and contemplate what the next wave of technologies, from the Internet of Things to AI and robotics, might mean for marketing and brand innovation.

Obviously, a single day of discussion on these issues represents only a starting point. Our aim for the Marketing Innovation Network is to establish a community of marketing thinkers and innovators that will come together to share knowledge with each other, and among other experts, to help each other best navigate the changes of the future to continue to build strong brands and support a strong society. We look forward to hearing about your challenges and hopes as we further develop programming for the Marketing Innovation Network in partnership with you.

We will be planning our next summit for the fall of 2019, and we look forward to staying in touch during the course of the next year and hosting you again in the year to come.

Sincerely,

Matthew Quint and Bernd Schmitt  
Center on Global Brand Leadership  
Columbia Business School

Ken Stern and Ilana Golant  
Marketing Innovation Network
9:45 – 10:15 AM  Welcome and Introductions

10:15 – 11:00 AM  Rethinking Marketing
To say that the pace of change is accelerating is practically a cliché. This session will review some key trends in economics, society, and technology to facilitate discussions on the future of marketing

Facilitator: Matthew Quint, Director, Center on Global Brand Leadership

11:00 – 11:30 AM  Networking Break

Social media dashboards are now commonplace, but this session will detail additional ways to think about mining social and customer data to gain deeper insights and measure campaign impacts over longer horizons

Facilitator: Oded Netzer, Professor of Business, Daily Innovator; Columbia Business School

12:15 – 1:15 PM  Lunch
Organizations are redefining their “north star” to guide both their business and its role within society. This session examines how to drive internal buy-in around a purpose and use it to execute decision-making across the entire organization.

*Facilitator: Marissa Freeman, Chief Brand Officer, Hewlett Packard Enterprise*

**Prepared by:**

**Clarifying and Operationalizing Purpose**

**Prefering for a Smarter World**

A look at new technologies such as artificial intelligence, virtual reality, and robotics, which are likely to result in further radical changes, as humans are becoming cyborgs and robots humanized.

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

**Concluding Discussion**

**Program End**
Madhur Aggarwal SVP Digital Channels & Experience, Pearson

Madhur Aggarwal is Senior Vice President, Digital Channel and Experience at Pearson, the world’s leading digital education company. Madhur is a global executive with passion for building and leading great teams. Madhur spent the last decade at SAP SE, in a number of leadership roles, ranging from General Management, to Marketing to Competitive Strategy. Most recently, as General Manager of SAP Digital, Madhur’s responsibility included global P&L ownership for SAP owned and third-party commerce properties. Prior to that, he was global head of marketing strategy and member of CMO executive leadership team. Prior to joining SAP, Madhur spent nearly a decade in strategy and technology consulting roles at Booz & Co and Oracle. In conjunction with his business success, Madhur is passionate about giving back and mentoring young people. He is an Advisory Board member at Columbia Business School Center for Brand Leadership, mentor at The CMO Club, an active member of the New York technology community and a frequent speaker at international conferences and business schools.

Aggarwal was born in India, to a family of scientists and professors. He holds an MBA from Wharton at the University of Pennsylvania where he was a Joseph Wharton Scholar, a Master’s in Information Management from Arizona State University and an undergraduate degree in Mechanical Engineering with distinction from the Delhi College of Engineering. In 2013, he was recognized as 40 under 40. Madhur is married with 2 boys and lives in Princeton, New Jersey.

Pam Alabaster Senior Advisor, Carol Cone ON PURPOSE

Pam has over 25 years of experience building beloved consumer brands, enhancing enterprise reputation and building corporate sustainability practice. Most recently Pam served as Senior Vice President, Corporate Communications, Public Affairs & Corporate Social Responsibility at Revlon Inc. where she was charged with building enterprise reputation with key stakeholders through strategic communication and corporate sustainability practices and programs.

Before joining Revlon, she served as VP Global Corporate Responsibility with a mandate to build the Corporate Responsibility function for The Estée Lauder Companies. Prior to that, Pam held various executive and leadership marketing roles at L’Oréal Paris, Lancôme and as Senior Vice President Corporate Communications, Public Affairs & Sustainable Development for L’Oréal USA. Pam began her marketing career at Philip Morris on Marlboro brand.

Pam has a MS in Sustainability Management from Columbia University an MBA in Marketing from New York University Stern School of Business and BA in Journalism from Pepperdine University and has been named by TriplePundit and Forbes as among the Top Women in CSR/Sustainability.

Sarah Bennett ’03 Chief Marketing Officer, Asphalt Green

Sarah Bennett is Chief Marketing & Strategy Officer at Asphalt Green, a nonprofit organization focused on creating opportunities for sports participation for all New Yorkers. She oversees all branding and strategy initiatives for Asphalt Green, in addition to full P&L responsibilities for fitness, sales and summer camps. Prior to Asphalt Green, Sarah was Chief Marketing Officer at Spruce & Bond, a retail beauty startup. Before that, she was Marketing Director at Equinox, where she oversaw marketing efforts and programs for Equinox clubs across 111 markets. She has also held senior marketing and business roles at Movado Watch Company, Vogue, and W Magazine.

Sarah hails from Brookline, Massachusetts, and has a BA in political science from Bates College and an MBA from Columbia University. A lifelong sports enthusiast, Sarah played volleyball in high school and college, and is an avid skier and group fitness enthusiast.
Jean Brandolini-Lamb  VP, Brand, JPMorgan Chase

Jean helps companies facing market disruption to successfully reorient their internal and external approaches to deliver on business goals. As the head of brand experience for J.P. Morgan’s wealth management division, which includes both advisory businesses (J.P. Morgan Private Bank, J.P. Morgan Securities, Chase Private Client) and the new digital investing offering, You Invest by J.P. Morgan, she is responsible for directing the brand evolution, which has been recognized as helping to position the business software giant as more innovative and customer-centric. Jean has spoken at a variety of industry conferences, including BRITE at Columbia Business School and the BrandStrat conference and was a regular contributor to MediaPost magazine. She received a BA in Art History from New York University and holds an MS in Strategic Communications from Columbia University where she has also served as a course instructor and mentor.

John Buhl  Senior Partner, Corporate Entrepreneur Community

John Buhl has a passion for helping companies innovate and thrive in a world of increasing possibilities and disruption. He has worked in a variety of fields: engineering, strategy consulting, digital, and organizational transformation across many industries. Most recently, John spent 13 years as an executive at Vanguard where among other things he led their digital efforts and lean start-up transformation program. Prior to Vanguard, John worked in strategy consulting with The Parthenon Group and earned his MBA from the MIT Sloan School of Management. Currently, John is a Senior Partner at the Corporate Entrepreneur Community, a global private peer-to-peer network of large enterprise innovation executives. These executives directly share their wins and challenges on their journey to unlock innovative transformative growth within their company. (www.corpentcom.com) Founded by Eric Ries and Steve Liguori, our growing membership includes ING Bank, Procter & Gamble, Dupont, Vanguard, General Mills, and Hewlett Packard among others.

John’s passion outside of work is spending time with his wife, two sons, and our growing menagerie of pets.

Katie Cheng  VP, Demand Generation, Samsung

Katie Cheng is an award-winning senior executive marketer with over 20 years of diverse experience in consumer packaged goods, medical devices and home electronics, having worked at global companies including P&G, Unilever, Johnson & Johnson, and most recently at Samsung Electronics, where she is responsible for consumer marketing and brand strategy.

Katie specializes in discovering deep consumer insights, cutting through the “noise” and ambiguity and translating findings into successful product launches and messaging for such brands as Aveeno, Clean & Clear, Ethicon and Samsung Home Appliances. She has won multiple awards and recognition, including two Effie Awards and was named one of Dealerscope’s “Most Powerful Women in Consumer Electronics.”

Katie graduated with a Dual Degree from the University of Pennsylvania, with a BS in Economics from the Wharton School and a BA in Oriental Studies from the College of Arts & Sciences. A born-and-bred Jersey Girl, she currently lives in beautiful Princeton, NJ with her daughter Maia.
Participants

**Carl R. Fischer IV**  Global Head of Company Marketing, Bloomberg L.P.

Carl Fischer oversees integrated marketing teams that are focused on building the Bloomberg brand globally, enhancing reputation, and driving awareness of the company’s commitment to Philanthropy, Diversity and Inclusion, Sustainability, and Technology and Innovation. The team also oversees all recruitment and employee engagement marketing programs to attract and retain top talent. He has held this position since May 2016.

Positions previously held by Fischer include: Senior Vice President of Robinson Lerer & Montgomery, a division of WPP; Senior Vice President of Corporate Marketing & Communications for iVillage Inc., a division of NBC Universal; and Vice President of The Abernathy MacGregor Group, a division of Havas.

Fischer has served on the Board of the International Advertising Association and the Business Marketing Association New York Chapters. He holds a BA in Psychology from Hobart College where he was an inaugural member of the Writing Colleagues Program.

**Marissa Freeman**  Chief Brand Officer, HPE

Freeman is the VP of Brand Experience at Hewlett Packard Enterprise. In this role, Freeman spearheaded the worldwide launch of the new HPE corporate brand, recognized as the highest new entry of all time in Interbrand’s Best Global Brands 2016 ranking. She leads brand strategy, identity, experience design and activation, editorial content, global advertising, and social media.

Prior to HPE, Freeman was SVP Brand Strategy for Time Warner Cable, the 2nd largest US cable company. At TWC she architected a corporate re-branding of the largest scale, and created award-winning work recognized by Telco industry analyst as “the best campaign by a cable co ever.” Freeman has held executive positions at world-class ad agencies, including BBDO and Deutsch LA, where she managed some of the largest and most creative accounts, including Gillette, Staples, DIRECTV and Coty.

Her work has received national recognition including the AMA Marketer of the Year Award for Staples. She received Omnicom’s Catalyst Award, and was recognized as one of the “Most Powerful Women in Cable.”

Freeman graduated Montclair State University with a BS degree in business, and has lectured at Columbia Business School.

**Ilana Golant**  Chief Operating Officer and Managing Director, Palisades Media Ventures

Ilana is COO and Managing Director of Palisades Media Ventures.

Previously, Ilana served as the senior director for strategy and business development at NBCUniversal News Group where her portfolio included the TV and digital properties of NBC News, MSNBC, and CNBC.

Ilana also served as editorial director for strategic content and news partnerships at CNBC. At NBCU, Ilana focused on content monetization and new business models; she launched the live events and sponsored content businesses across the News Group portfolio.

Prior to joining NBCU, Ilana was an attorney-advisor in the Office of Financial Stability at the U.S. Department of the Treasury and an attorney at Mayer Brown LLP. Ilana received her B.A. from Columbia University and her J.D. from New York University School of Law, where she was the Editor-in-Chief of the Journal of Law & Business.
Shannon Houston  SVP & CMO, First Republic Bank

Ms. Houston joined First Republic in 2010 and was appointed Chief Marketing and Communications Officer on January 1, 2018. She is responsible for all marketing, branding and communications for the Bank and its wealth management entities. Ms. Houston previously served as Director of Investor Relations for First Republic. B.S., 2001, Oklahoma City University; M.A., 2010, Columbia University; Harvard Business School General Management Program, 2016.

Katrina Klier  Digital Capabilities Lead, Accenture

Katrina Klier is a global business executive with over 20 years of experience in the technology and professional services sectors. Having enabled billions of dollars of growth around the world, she is an award-winning marketing executive, digital pioneer and champion of women in technology.

Currently the Global Managing Director for Digital Marketing at Accenture, Katrina leads both market-facing and internal digital functions to ensure Accenture’s brand and capabilities are brought to light in an engaging way.

Katrina is an alumnus of Northeastern University in Boston and currently resides in New York with her husband, four children and adorable dog.

John Mayo-Smith  Consultant and Former CTO, R/GA

Former Global CTO R/GA. Helped build agency from ten employees to more than 1,200 employees/$250 million in revenue. Lead 240 person global technology department responsible for 20% of agency revenue and margin. Helped win and retain Nike. Currently advising SME clients in New York, Shanghai & Hong Kong.

Quoted/published articles in NY Times, Wall Street Journal, Forbes, ABC News, MIT Technology Review, InformationWeek, Google/Wharton, AdAge, Brandweek. Lectures: Columbia University, New York University, Parsons School of Design. F&M (BA); Columbia (MBA). Member of Marketing Hall of Fame Academy.
Participants

**Nicole MacDonald**  Global Marketing Communications Manager, Roquette

Nicole MacDonald is a strategic and creative results-driven marketing communications leader with over 15 years’ experience in B2B and B2C global environments. With a bachelor’s degree in Marketing Communications from the Fashion Institute of Technology in New York City and a master’s degree in Strategic Communications from the University of Minnesota in Minneapolis, her career and education brought her to many big brands such as; Jägermeister, Sleep Number, Cargill, ULTA Beauty and Blue Cross Blue Shield. In her current role as a Global Marketing Communications Manager for Roquette (a B2B global ingredient company), she manages the development of the Pharmaceutical business brand, development of sales tools, digital/social media and communications plans globally.

**Michelle Murray ’01**  Head of Brand Strategy & Innovation, Brand Report

Michelle Murray is an award-winning, adept marketer with the ability to bring brands closer to core audiences via transformational ideas and breakthrough executions. With over 20 years of experience driving growth and relevance for global lifestyle and CPG brands, Ms. Murray is a senior executive and team leader with a proven track record in development and activation of brand strategy, brand development and innovation.

In 2017, Ms. Murray joined Samsung Electronics America as Head of Marketing Strategy & Innovation. Ms. Murray was responsible for leading consumer insights development that led to the landmark creation of a $9B Samsung Home category – a multi-device, SmartHome/IOT ecosystem that enables seamless connectivity in modern homes across TV, Audio and Home Appliances. Before joining Samsung, Ms. Murray launched Brand Report - a consultancy that creates engagement and value for Fortune 500s, startups and social ventures across a wide range of categories. In 2008, she was a recipient of The Network Journal’s 40 Under Forty Dynamic Achievers Award. Ms. Murray has also held marketing positions at Kraft Foods, General Mills, Revlon and Procter & Gamble.

Ms. Murray received a Bachelor of Science in Business Administration from the Haas School of Business at the University of California, Berkeley. She then went on to complete her Master of Business Administration at Columbia Business School, where she was elected President of Columbia Women in Business.

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

Professor Netzer’s expertise centers on one of the major business challenges of the data-rich environment: developing quantitative methods that leverage data to gain a deeper understanding of customer behavior and guide firms’ decisions. He focuses primarily on building statistical and econometric models to measure consumer preferences and understand how customer choices change over time, and across contexts. Most notably, he has developed a framework for managing firms’ customer bases through dynamic segmentation. More recently, his research focuses on leveraging text-mining techniques for business applications.

Oded teaches several courses including the Core Marketing course, a course on Marketing Research, a course on Developing Quantitative Intuition (QI), a masters and doctoral course on Empirical Models in Marketing, as well as several executive education programs. Professor Netzer has won the Columbia Business School Dean’s Award for Teaching Excellence, and the Columbia University CSAC Faculty Mentoring Award to commemorate excellence in the mentoring of Ph.D. students.

Professor Netzer frequently consult to Fortune 500 companies and entrepreneurial organization on strategy, data-driven decision making, marketing research and extracting useful information from rich and thin data.
Stephen Newman ’99  EVP Global Sales and Marketing, ForeFlight

Stephen’s career spans more than 25 years in general management, business strategy, marketing, sales, digital product development and content production.

He serves as EVP Global Sales & Marketing at ForeFlight, the industry leading provider of flight deck and flight planning applications to all segments of aviation, including commercial airlines, military and government agencies, corporate flight department, charter and fractional operators, helicopter operators, educational institutions, and personal pilots.

Prior to landing at ForeFlight, Stephen was co-founder/CEO of Mouth Watering Media; he was a member of the senior leadership team at New York Times Digital, and a producer at CNN. Stephen holds a B.A. from Tufts University and an MBA from Columbia University.

Shari Novick  Co-Founder & CEO, Vee Ventures

Shari is a brand, design and innovation leader, and frequent public speaker who has built established and emerging media companies, consultancies and agencies. An innovative strategist, she’s skilled at engaging diverse groups of stakeholders to help organizations discover the best of who they are and what they have, and help them see what they could be, crystalize their proposition and help them tell their stories to drive engagement, impact and growth.

She co-founded Vee after experiencing how a disconnect between external brand and internal culture undercut her clients’ ability to attract the top talent they needed to transform. With a mission to lift human potential and joy by accelerating organizational transformation through purpose, Vee provides consulting and tools to help executive leadership design teams of highly engaged people to innovate and build products and services to enable the next level of human experience.

Before Vee, she founded PLANET SUR, a brand innovation and experience agency, launched and grew Omnicom-owned brand agencies including Wolff Olins and Siegel + Gale’s corporate branding and integrated communications practice. Shari’s prior experience included rejoining and then acquiring RSSR, the premier global search and advisory firm building world class design, brand and innovation teams, to lead its largest-ever engagement with Procter & Gamble. She is currently co-writing a chapter for The Wiley Handbook of Design and Innovation: Trends, Scenarios and Recommendations for 2030 and beyond.

Sam Olstein  Director, Global Innovation, GE

Sam is currently the Executive Director of Brand Marketing at GE; leading creative, digital and media work, with the goal of protecting and promoting GE’s 33B brand. Sam also manages the company’s stack of digital learning tools for the work force internally called BrilliantYOU.

His work bridges a range of industries from digital to technology and engineering, implementing tools such as drones, consumer products, live experience, and volcanoes to redefine the narrative of GE’s century long legacy. Before joining GE, Sam was the East Coast Director at OMD’s Ignition Factory creating breakthrough new media & marketing campaigns for PepsiCo brands, CBS, Showtime, and Google.

Sam began his career in the mailroom at ICM before becoming an agent at Paradigm Talent in Los Angeles. Sam is also a member of the inaugural Social Impact Council for the Ad Council and a mentor for AMP NYC, an accelerator sponsored by the mayor’s office for media & entertainment startups in New York.
Participants

**William Pitt ’02  Head of Marketing, Beazley**

William Pitt is chief marketing officer and head of corporate communications at Beazley plc, the Lloyd’s-based specialist insurer, focused on the delivery of beautifully designed insurance to clients worldwide. At Beazley he has spearheaded the company’s drive to enhance the customer experience, including through the launch of the world’s first fully personalized digital insurance policy.

William has spent most of his career in marketing and communications roles within the insurance industry, including stints at Lloyd’s (in London and New York) and Marsh & McLennan Companies (in New York). He holds a BA degree in modern history from Oxford University and an MBA from Columbia University. He has written extensively on insurance and broader business topics for publications including the Financial Times, The Wall Street Journal, Institutional Investor, Business Insurance, Advertising Age, Insurance Day and Corriere della Sera. He is the author of More Equal Than Others: A Directors’ Guide to EU Competition Policy, published by Simon & Schuster.

**Jort Possel  Social Media Lead, Accenture**

Jort Possel is a marketing & communications executive with a passion for (new) media, (open) brands and technology. As Managing Director, Global Social Media for Accenture, he collaborates across the organization on social media programs that further strengthen the brand, facilitate relevant conversations and build meaningful connections.

Born and raised in Amsterdam, the Netherlands, Jort currently lives in NYC with his wife, two daughters and son.

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

Matthew Quint is the Director of Columbia Business School’s Center on Global Brand Leadership, which creates, gathers, and shares insights and tools that inspire strategic thinking and decision-making. Matthew is also the co-producer of the Center’s acclaimed BRITE Conference series which brings together over 500 big thinkers in industry and academia to discuss how innovation and technology help build strong brands.

Previously, Matthew held positions at Columbia University in which he developed the Columbia Center on Sustainable International Investment, and managed print and digital communications materials for Columbia Law School. Prior to moving to New York City, Matthew was the Assistant Counsellor (Nuclear Science & Technology) at the Embassy of Australia in Washington, DC, where he was instrumental in the negotiation effort that extended the Foreign Research Reactor Spent Nuclear Fuel program.

Matthew has been interviewed and cited in dozens of media outlets including NPR’s Marketplace, The Washington Post, and Forbes. Matthew has a M.S. in strategic communications from Columbia University and a B.A. in political science and history from Cornell University. He is a board member of the American Marketing Association New York and New York City Children’s Theater, and an advisory member of The Shuffle Concert.
Bernd Schmitt  Professor of International Business, Columbia Business School

Bernd Schmitt is the Robert D. Calkins Professor of International Business at Columbia Business School and faculty director of the Center on Global Brand Leadership. He is widely recognized for his major contributions to branding, marketing, and management through his unique focus on creativity, innovation and the customer experience. Schmitt has authored or co-authored seven books, which have been translated into 20 languages, including Happy Customers Everywhere (2012) and The Changing Face of the Asian Consumer (2014).


Ken Stern  Co-Founder and President, Palisades Media Ventures

Ken Stern leads the creative and business teams at Palisades Media Ventures, a media development company with a focus on public affairs and building inventive thought leadership platforms.

Stern is the author of the national best-seller “Republican Like Me: How I Left the Liberal Bubble and Learned to Love the Right” (HarperCollins 2017) and “With Charities For All: Why Charities Are Failing and A Better Way to Give” (Doubleday 2013). He is also a frequent contributor to publications such as Vanity Fair, The Atlantic, Slate, and the Daily Beast.

Prior to launching PMV, Stern was the CEO of National Public Radio, where he led NPR to a period of unprecedented growth. Stern also launched NPR’s world class digital efforts which included two satellite channels, its mobile and podcast services, NPR Music and oversaw the successful expansion of NPR.org.

Prior to joining NPR, Stern was a senior executive in American International Broadcasting. Earlier in his career, he held positions in Democratic politics. He began his media career with Radio Free Europe/Radio Liberty in Munich. Stern, a lawyer by training, holds degrees from Haverford College and Yale Law School.

Karen Wish ’94  VP, Communications, CMO, Mount Sinai

In February 2019, Karen Wish will be joining the Mount Sinai Communications team as VP of the Mount Sinai Health System and Chief Marketing Officer of the Mount Sinai Hospital and Health Network.

Karen comes from Lighthouse Guild, a New York City-based not-for-profit dedicated to reducing the burden of people at risk for or living with vision loss. As Chief Marketing Officer at Lighthouse Guild, she launched a rebranding effort and led various marketing areas including: web, digital, social media, advertising, public relations, internal communication and community outreach. She also assumed the additional responsibilities of Chief Development Officer including major gifts, direct mail, online giving, grants and planned giving.

Prior to this, Karen spent 15-years at NewYork-Presbyterian where she led the Marketing efforts for the two children’s hospitals, the Allen community hospital, multiple service lines and enterprise-wide marketing research. She has her MBA from Columbia Business School and before that worked in various for-profit brand management roles at what is now Bayer Consumer Care Products.