On behalf of the University of Chicago Booth School of Business, it is my great pleasure to welcome you to the second annual Chicago Booth Marketing Summit. We have planned an engaging program to allow you to learn from faculty and industry experts on the topic of “Beyond Digital Disruption … What’s Next?” This group, made up of leaders in marketing, innovation, digital, and general management, reflects the thriving marketing community of the school.

Marketing at Chicago Booth is integral to the school’s mission to produce knowledge with enduring impact, and to influence and educate current and future leaders. Through its research and teaching activities, the James M. Kilts Center for Marketing provides an invaluable platform to support our mission and broaden the intellectual footprint of the school. The center’s academic clearinghouse for consumer data has even further enhanced the school’s reach and reputation in the field of marketing.

This summit offers the opportunity to network as well as engage in dialogue that emulates the Chicago Approach to marketing, combining knowledge in core disciplines with analytical frameworks. These tools can help professionals shape strategy, grow a business, and transform the theory and practice of marketing. I trust that you will find these sessions intellectually stimulating and inspiring.

Best wishes,

Madhav V. Rajan
Dean and George Pratt Shultz Professor of Accounting

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### MONDAY, MAY 6, 2019

<table>
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<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>6:00 p.m.</td>
<td>Arrival, Registration, and Welcome Reception</td>
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<td>Second Floor</td>
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<tr>
<td>6:45 p.m.</td>
<td>Welcome Address</td>
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<td>Art Middlebrooks, ’88, Clinical Professor of Marketing, Chicago Booth; Executive Director, Kilts Center for Marketing</td>
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<td>7:10 p.m.</td>
<td>Dean’s Address</td>
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<td>Madhav V. Rajan, Dean and George Pratt Shultz Professor of Accounting, Chicago Booth</td>
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<td>7:25 p.m.</td>
<td>Keynote Address: Innovation and the City</td>
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<td>Daniel L. Doctoroff, JD ’84, President and CEO, Sidewalk Labs</td>
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<tr>
<td>7:45 p.m.</td>
<td>Q&amp;A</td>
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<td>8:00 p.m.</td>
<td>Cocktails and Conversation</td>
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TUESDAY, MAY 7, 2019
Gleacher Center, Room 400
450 North Cityfront Plaza Drive, Chicago, IL 60611

8:00 a.m.  Arrival and Breakfast
Room 400

8:30 a.m.  Welcome
Jean-Pierre Dubé, Sigmund E. Edelstone Professor of Marketing, Chicago Booth; Faculty Director, Kilts Center for Marketing

8:35 a.m.  Faculty Address: The Humanizing Voice
Nicholas Epley, John Templeton Keller Professor of Behavioral Science and Faculty Director, Center for Decision Research, Chicago Booth

9:30 a.m.  Break

9:45 a.m.  Industry Speakers Panel:
How Technology Is Changing Consumer Expectations
Moderator:
Daniel Bartels, Professor of Marketing, Chicago Booth
Panelists:
Michael D. Armstrong, ’02, Executive Vice President, Worldwide TV Licensing and Operations, Paramount Pictures
Deanie Elsner, ’92, Independent Director, Owens Corning, Inc. and Benson Hill Biosystems
Mark S. Hoplamazian, ’89, President and CEO, Hyatt Hotels Corporation
Caroline Sheu, MBA ’00, JD ’00, Senior Vice President, North America Marketing, Ancestry
Ashley Zickefoose, ’04, Chief Marketing and Concept Officer, CEC Entertainment

11:20 a.m.  Faculty Presentation: Marketing and AI:
Yesterday, Today, and Tomorrow
Sanjog Misra, Charles H. Kellstadt Professor of Marketing and Neubauer Family Faculty Fellow, Chicago Booth

12:15 p.m.  Lunch
Lounge 450

1:30 p.m.  Group Photo

1:45 p.m.  Industry Speakers Panel:
Why Marketers Should Care about the Internet of Things
Moderator:
Jean-Pierre Dubé, Sigmund E. Edelstone Professor of Marketing, Chicago Booth; Faculty Director, Kilts Center for Marketing
Panelists:
Gene Han, ’02, Vice President, New Ventures and Accelerators, Target
David Lee, ’11
Vice President, Innovation and UPS Ventures, United Parcel Service
Joseph T. Liotine, ’03, President, Whirlpool North America and Global KitchenAid Small Appliances, Whirlpool Corporation
Sri Ramkumar, ’15 (XP-84), Senior Director, Commercial Digital Solutions, Ecolab

3:00 p.m.  Closing Remarks
Art Middlebrooks, ’88, Clinical Professor of Marketing, Chicago Booth; Executive Director, Kilts Center for Marketing
Michael D. Armstrong, ’02
Executive Vice President, Worldwide TV Licensing and Operations, Paramount Pictures

Michael D. Armstrong, ’02, is executive vice president, WWTV licensing and operations, leading third-party series distribution efforts with studio partners; managing, with Paramount Television, distribution on local language productions; and overseeing Paramount’s digital monetization team. He works with Viacom International Studios with the creation of an unwired network for the distribution of series content to international partners.

Previously, Armstrong was GM of BET Networks, where he drove strategy and operations. Prior, he was EVP and GM, revenue and emerging brands, for Viacom International Media Networks (VIMN). He led the expansion of BET, Paramount Channel, and Spike internationally and oversaw international program sales, affiliate sales, and Viacom Velocity International, VIMN’s ad sales division.

Armstrong received a BS in marketing from Hampton University, where he serves on the board. He earned an MBA in strategy and marketing from the University of Chicago Booth School of Business in 2002, is a member of the International TV Academy, was chairman of the board of Dance Theatre of Harlem, and is a member of the board of directors for PRI/PRX.

Daniel Bartels
Professor of Marketing, Chicago Booth


He is associate editor at Cognition and on the editorial board of Journal of Consumer Research.

Prior to joining Chicago Booth, as a faculty member, Bartels taught behavioral economics at Columbia Business School. He also had a previous affiliation with Booth as a postdoctoral fellow for the Center for Decision Research from 2007–2010.

Bartels earned a PhD in cognitive psychology from Northwestern University and a BS in psychology from the University of Wisconsin–Green Bay.

Daniel L. Doctoroff, JD ’84
President and CEO, Sidewalk Labs

Daniel L. Doctoroff, JD ’84, is president and CEO of Sidewalk Labs, an Alphabet company that is seeking to develop a new district that would serve as the global model for the twenty-first-century city, integrating great urban design with cutting-edge technology.

From 2008 to 2014, Doctoroff was president and CEO of Bloomberg L.P., the leading provider of news and information to the global financial community. Prior to joining Bloomberg L.P., he served as deputy mayor for economic development and rebuilding for the City of New York.

He serves on the boards of the University of Chicago, Bloomberg Philanthropies, World Resources Institute, and the United States Olympic Committee. Doctoroff is the founder of Target ALS, which raises funds for and has established a new model of collaboration to advance ALS research. He is a founder and chairman of The Shed, an innovative new cultural institution on Manhattan’s Far West Side.
Jean-Pierre Dubé is Sigmund E. Edelstone Professor of Marketing at the University of Chicago Booth School of Business. Dubé is also faculty director of the Kilts Center for Marketing at Chicago Booth and a research associate at the National Bureau of Economic Research. From 2008–2010, he was a research consultant for the Yahoo! Microeconomics Research group.

His research interests include empirical quantitative marketing and empirical industrial organization, with specific interests in pricing, advertising, branding, digital marketing, retailing, and dynamic decision-making. This empirical focus is also reflected in his MBA course on pricing strategies, which is designed to teach students how to apply marketing models and analytics to develop pricing strategies in practice. Several of his recent research projects are in collaboration with companies in the United States and in China.

Dubé’s work has been published in the American Economic Review, Econometrica, the Journal of Marketing Research, the Journal of Political Economy, Management Science, Marketing Science, Quantitative Marketing and Economics, the Quarterly Journal of Economics, and the Rand Journal of Economics. He is an area/associate editor for the Journal of Marketing Research, Management Science, Marketing Science, and Quantitative Marketing and Economics. He was the recipient of the 2008 Paul E. Green Award for Best paper in the Journal of Marketing Research and of the 2005 Faculty Teaching Excellence Award for Evening MBA and Weekend MBA Programs at Chicago Booth. He was also the recipient of several MSI Research Grants, a Kauffman grant, and a Yahoo! Faculty Research Grant.

Dubé earned a bachelor’s degree from the University of Toronto in quantitative methods in economics in 1995, a master’s degree in economics in 1996, and a PhD in 2000 from Northwestern University. He joined the Chicago Booth faculty in 2000.

Deanie Elsner, ’92, is an independent director serving on the boards of Owens Corning, Inc. and Benson Hill Biosystems. She is the former president of snacks for Kellogg’s, accountable for $4 billion in annual revenue and responsible for marketing, sales, supply chain, and R&D. Elsner is an accomplished general manager credited for transforming businesses across both North America and Europe. She has worked with some of the most notable companies in the consumer products industry, including Kellogg’s, Kraft Foods, Quaker Oats, Johnson & Johnson, and Procter & Gamble. As chief marketing officer at Kraft Foods, Elsner was recognized by Forbes magazine as one of the 50 most influential Global CMOs in addition to being recognized by Adweek as one of the 12 Stars of Adtech Shaping the Future. Previous positions at Kraft Foods included executive vice president and CMO; president of beverages; president of EU, coffee; and senior vice president of marketing resources, Europe. She received an MBA in finance and marketing from the University of Chicago Booth School of Business and a bachelor of science in business from the University of Arizona.
Nicholas Epley is John Templeton Keller Professor of Behavioral Science at the University of Chicago Booth School of Business and faculty director of the Center for Decision Research. He studies social cognition—how thinking people think about other thinking people—to understand why smart people so routinely misunderstand each other. His research has appeared in more than two dozen empirical journals; been featured by the New York Times, Wall Street Journal, CNN, Wired, and National Public Radio, among many others; and has been funded by the National Science Foundation and the Templeton Foundation. He has been awarded the 2008 Theoretical Innovation Award from the Society for Personality and Social Psychology, the 2011 Distinguished Scientific Award for Early Career Contribution to Psychology from the American Psychological Association, and the 2015 Book Prize for the Promotion of Social and Personality Science. Epley was named a “professor to watch” by the Financial Times, one of the World’s Best 40 under 40 Business School Professors by Poets & Quants, and one of the 100 Most Influential People in Business Ethics in 2015 by Ethisphere. He is the author of Mindwise: Why We Misunderstand What Others Think, Believe, Feel, and Want.

Gene Han, '02
Vice President, New Ventures and Accelerators, Target

Gene Han, '02, is vice president of innovation–new ventures at Target and head of its San Francisco office. He is responsible for developing and incubating new concepts for the $70 billion retailer, and oversees Target’s consumer lab store (“Open House”) and its enterprise accelerator programs in Minneapolis and Bangalore, India. Han has championed several of Target’s growth initiatives, including new store formats, private label brand strategy, and digital technology–led concepts such as voice commerce and smart devices. He previously led Target’s corporate strategy team, where he launched the company’s prototyping center and started its internal design-thinking practice.

Prior to joining Target, Han designed robotics and led new product development in the automation industry. Outside work, he serves on the board of directors for Recycle Across America, is a mentor with TechStars, and is an active advisor for several startups. He received an MBA from the University of Chicago Booth School of Business and has an engineering degree from the University of Illinois.

Mark S. Hoplamazian, '89
President and CEO, Hyatt Hotels Corporation

Mark S. Hoplamazian, '89, was appointed to the board of directors in November 2006 and named president and chief executive officer of Hyatt Hotels Corporation in December 2006. Prior to being appointed to his present position, Hoplamazian served as president of The Pritzker Organization (TPO), the principal financial and investment advisor for Pritzker family business interests. During his 17-year tenure with TPO, he served as advisor to various Pritzker family-owned companies, including Hyatt Hotels Corporation and its predecessors. He previously worked in international mergers and acquisitions at the First Boston Corporation in New York City. Hoplamazian was appointed to the VF Corporation board of directors in February 2015, and he serves on the advisory board of the Chicago Booth Council for the University of Chicago Booth School of Business, the executive committee of the board of directors of World Business Chicago, and the board of trustees of the Aspen Institute and of the Latin School of Chicago. He is a member of the World Travel & Tourism Council and the Commercial Club of Chicago. Hoplamazian also is a member of the Discovery Class of the Henry Crown Fellowship.
David Lee, ’11, leads innovation programs for UPS. The team is focused on bringing new capabilities and cultivating new ways for working at the global logistics company. His group is building new businesses and helping to shape the next generation of leaders and solutions.

It’s amazing what happens when talented and motivated people are empowered to address problems worth solving. Now, more than ever, Lee believes, we need give people opportunities to exercise their personal superpowers at work—bringing every ounce of creativity, knowledge, and passion to their day-to-day activities. His TED Talk, “Why Jobs of the Future Won’t Feel Like Work,” was one of the most-watched talks of 2017.

Lee is grateful to have learned from people much smarter than him while attending business school at the University of Chicago and studying economics at the University of Virginia.

Joseph T. Liotine, ’03, was named president, North America region, in November 2014. Previous to this assignment, Liotine was president of US operations.

He has held a variety of roles with increasing responsibilities, such as vice president of marketing for the North America region, vice president and general manager of Whirlpool Canada LLC, general manager, key account sales, for the United States, as well as various roles in strategy and marketing. Prior to joining Whirlpool Corporation, Liotine held positions within Quaker Oats and PepsiCo.

He received a master’s degree in business administration from the University of Chicago Booth School of Business and a bachelor’s degree from Illinois State University.

Art Middlebrooks, ’88, is executive director of the Kilts Center for Marketing, and educator and management consultant specializing in innovation, services marketing, and branding. Middlebrooks focuses on helping service companies grow profitably through new product and service development, branding, and effective marketing strategies. He has worked with companies from a broad range of industries, including consumer packaged goods, energy, financial services, telecommunications, information technology services, and e-commerce. His clients include Aon/Hewitt, General Mills, IBM Global Services, S.C. Johnson, and U.S. Gypsum.

Middlebrooks is a former senior director of marketing and product development for DigitalWork Inc., partner with Kuczmarski & Associates management consulting, manager in the Strategic Services division of Accenture, and systems analyst at American Management Systems.

He is the coauthor of two books, *Innovating the Corporation: Creating Value for Customers and Shareholders* and *Market Leadership Strategies for Service Companies*. He has published other works in *PDMA Handbook of New Product Development*, *Management Review*, *Sales and Marketing Management*, and *Marketing News*. Middlebrooks teaches innovation and services marketing. “I find that students learn best by doing, so I’ve structured both the in-class and out-of-class work to enable students to try out the various tools that I teach,” he says. “I include the use of team projects and software in my courses so that students can see how the tools get applied by companies, enabling deeper insights.”

Middlebrooks earned an MBA in marketing and finance from Chicago Booth in 1988 and a bachelor’s degree in computer science and economics from Duke University in 1984. He is a member of the Beta Gamma Sigma and Phi Beta Kappa honor societies.
Sanjog Misra is Charles H. Kellstadt Professor of Marketing at the University of Chicago Booth School of Business. His research focuses on the use of structural econometric methods to study consumer and firm decisions. In particular, his research involves building data-driven models aimed at understanding how consumers make choices and investigating firm decisions pertaining to pricing, distribution, and salesforce management issues. Misra is also interested in the development of statistical and econometric approaches to deal with complex models calibrated on large-scale marketing data and use of such models in enhancing strategic decisions.

Misra currently serves as coeditor of *Quantitative Marketing and Economics*. He has also served as an associate editor at *Marketing, Quantitative Marketing and Economics*, the *International Journal of Research in Marketing* as well as for special issues of *Management Science* and the *Journal of Marketing Research*. He is actively involved in partnering with firms in his research and has worked on various projects with companies such as Oath, Verizon, Eli Lilly, Adventis, Mercer Consulting, Sprint, MGM, Bausch & Lomb, Xerox Corporation, ZipRecruiter, and Lucent Technologies, with the aim of helping them design efficient, analytics-based management systems that result in better decisions. Misra currently serves as an advisor to Oath/Verizon on data strategy and science. At Chicago Booth, Misra teaches a course on Digital and Algorithmic Marketing and will be teaching a new course on Startup Marketing. These courses bring his practical and research expertise in the algorithmic marketing domain and his experiences with startups into the classroom. He is hopeful that these classes will get students ready for the next evolution of marketing that he believes is already underway.

Prior to joining Booth, Misra was professor of marketing at UCLA Anderson School of Management and professor at the Simon Business School at the University of Rochester. In addition, he has been visiting faculty at the Johnson Graduate School of Management at Cornell University and the Graduate School of Business at Stanford University.

Madhav V. Rajan is dean of the University of Chicago Booth School of Business and George Pratt Shultz Professor of Accounting. His primary area of research interest is the economics-based analysis of management accounting issues, especially as they relate to the choice of internal control and performance systems in firms. He has carried out analytical, empirical, and field-based research on the role of information in incentive contracting, the value of nonfinancial and subjective performance measures, and the structural properties and usefulness of common financial ratios.

Before joining Booth, Rajan spent 16 years on the faculty of the Stanford University Graduate School of Business where he was Robert K. Jaedicke Professor of Accounting, with a courtesy appointment in the Law School. He served as senior associate dean for academic affairs from 2010–16, overseeing the school’s MBA program. From 2002–10, he was area coordinator for the accounting faculty group. Previously, he served on the faculty at the Wharton School of the University of Pennsylvania, from 1990–01.

While at Stanford, Rajan received the Robert T. Davis Award for Lifetime Achievement and Service (2017), and the Notable Contribution to Management Accounting Literature Award (2004). He also was the recipient of the David W. Hauck Award for Outstanding Teaching at Wharton (2000) and the Alexander Henderson Award for Excellence in Economic Theory (1990).

Rajan has served as editor of the *Accounting Review*, as well as associate editor for both the Accounting and Operations areas for *Management Science*. He has twice been a plenary speaker at the AAA Management Accounting Conference. He is coauthor of *Cost Accounting: A Managerial Emphasis*, whose 16th edition was published by Pearson Prentice Hall in January 2017, and of *Managerial Accounting*, whose first edition was published by Pearson in January 2013.

He is a director of Cavium, Inc. and iShares, Inc. and a trustee of the iShares Trust.

Rajan received his bachelor’s degree in commerce from the University of Madras, India, and an MS in accounting, an MS in industrial administration, and a PhD in accounting from Carnegie Mellon University.
Sri Ramkumar, '15 (XP-84)  
Senior Director, Commercial Digital Solutions, Ecolab

Sri Ramkumar, '15 (XP-84), is currently with Ecolab leading digital delivery and innovation for the industrial segment. Ramkumar’s background is in digital, Internet of Things, collaboration technologies, software engineering, and technology consulting. She graduated with an honors degree in mechanical engineering and biological sciences from Birla Institute of Technology & Science, Pilani, India. Ramkumar also received an MBA from Chicago Booth.

Caroline Sheu, MBA '00, JD '00  
Senior Vice President, North America Marketing, Ancestry

Caroline Sheu, MBA '00, JD '00, brings almost 20 years of experience transforming marketing organizations to adapt to rapidly changing consumer and technology trends. Sheu is the SVP of NA marketing at Ancestry, where she is responsible for delivering the region’s $1 billion-plus revenue via best-in-class, full-funnel marketing. Prior to Ancestry, she was the VP of global digital and customer marketing at GAP Inc., where she led the central marketing organization driving digital and mobile first transformation across the company’s five omnichannel brands. Before Gap, Sheu was CMO at Care.com, the leading online marketplace for care services, where she achieved more than 25 percent year-over-year revenue growth through marketing and product innovation. She also spent 10 years in digital gaming and entertainment, heading marketing at Disney Interactive, Sony Network Entertainment, and EA Online. During this time, Sheu launched seven No. 1 iPhone gaming apps; the innovative toys-to-life action video game Disney Infinity, which was nominated for the 2014 Nickelodeon Kids’ Choice Awards; a global music streaming service; two video-on-demand services: and several leading online gaming services.

Ashley Zickefoose, '04  
Chief Marketing and Concept Officer, CEC Entertainment

Ashley Zickefoose, '04, is a strategic, driven, and passionate marketing leader in the restaurant industry, with demonstrated expertise producing results, elevating brand relevance, and building deeper connections with consumers. She joined CEC Entertainment in 2018 with a vision to make the iconic Chuck E. Cheese brand even more relevant and entertaining today than ever. The mom of three is responsible for driving branded experience revitalization and sales growth strategy for more than 600 restaurants worldwide. To that end, Zickefoose leads all brand, advertising, PR, loyalty, digital, and culinary functions for Chuck E. Cheese. Prior to joining CEC, she spent more than a decade in brand strategy with such blue-chip businesses as Kraft Foods, Yum! Brands/Pizza Hut, and most recently, as CMO for On The Border Grill & Cantina. Zickefoose earned an undergraduate degree from Texas A&M University honors program and an MBA from the University of Chicago Booth School of Business.
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James M. Kilts, '74
(Founder, Co-chairman)
Founding Partner, Centerview Capital

Lee S. Hillman, '79 (Co-chairman)
Chief Executive Officer, Performance Health Systems

Pradeep K. Chintagunta
Joseph T. and Bernice S. Lewis Distinguished Service Professor of Marketing, Chicago Booth

Thomas Doctoroff, '89
Chief Cultural Insights Officer and Global Executive Advisor, Prophet

M. Carl Johnson III, '72
Chairman and CEO, Nautilus, Inc.

Karen Katen, AB '70, MBA '74
Senior Advisor, Essex Woodlands Health Ventures, LLC

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Retired Executive Vice President, Abbott

Mainak Mazumdar
Chief Research Officer, Global Media, Nielsen

Bobby Mehta, '81
Retired President and CEO, TransUnion

David Neenan, '95
President International, TransUnion

Henry Rak, '70
Founder and CEO, HJR Associates, LLC

Andrew Sugerman, '97
Former Executive Vice President, Disney; Current Media/Entertainment Advisor, The Walt Disney Company

Ted Wright, '00
CEO, Fizz

David Yates, AB '82, MBA '87
Visiting Scholar, University of North Carolina at Chapel Hill

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Dean and George Pratt Shultz Professor of Accounting, Chicago Booth

Douglas J. Skinner
Deputy Dean for Faculty and Eric J. Gleacher Distinguished Service Professor of Accounting, Chicago Booth

Pietro Veronesi
Deputy Dean for Faculty and Chicago Board of Trade Professor of Finance, Chicago Booth

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Deputy Dean for Faculty and Eric J. Gleacher Distinguished Service Professor of Accounting, Chicago Booth

Pietro Veronesi
Deputy Dean for Faculty and Chicago Board of Trade Professor of Finance, Chicago Booth

2019 ATTENDEES

Kari Alldredge, '90
Partner, McKinsey & Company

David Appel, AB '81, MBA '82
CEO, Wag Hotels

Banks Baker, '05
Head of Global Product Partnerships–Search Content, Google

Eric Belcher, '95
Lightbank VC Fund and Board of Directors, Tempus

Juan Bell, '08
Head of Industry, CPG, Google
2019 ATTENDEES

Anuj Bhasin, '08
Head of Brand Marketing and Strategy
Gatorade

Howard Brandeisky, '85
Senior Vice President, Global Marketing and Customer Solutions
John B. Sanfilippo & Son

Andy Cipra, '05
Senior Vice President
Boom Supersonic

Phil Clement, MBA '93, MPP '93
Former CMO and Advisor to the CEO
Aon

Jennifer Daniels, '92
Vice President, Marketing
RATIONAL AG

Thomas Doctoroff, '89
Chief Cultural Insights Officer and Global Executive Advisor
Prophet
Kilts Center Steering Committee Member

Carla Dunham, AM '98, MBA '03
Former Vice President, Marketing
Equinox Fitness Clubs

Daniel Eckert, '05 (XP-74)
Senior Vice President
Walmart

Donald G. Fitzgerald, '95
CMMO, Formerly Mariano’s

David Friedman, '89
Founder and CEO
AutonomyWorks
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Deborah Glasser, '05
Commercial Head, Alzheimer’s Biogen

Juan Mario Gomez, '04
CEO
Xact Metal

Sally Grimes, '97
Group President
Tyson Foods

Lee S. Hillman, '79
Chief Executive Officer
Performance Health Systems
*Co-chairman, Kilts Center Steering Committee*

Gaurav Issar, '97
CEO
Allant Group

Juliet Johansson, '98
Chief Strategy Officer/Senior Vice President, Sales
RentPath

James M. Kilts, '74
Founding Partner
Centerview Capital
*Founder, Co-chairman, Kilts Center Steering Committee*

Stephanie Klein, '91
Leadership Coach
SIYLI

Nadya Kohl, '93
Executive Vice President, Marketing and Partnerships
PlaceIQ

Michael Krauss, AB '75, MBA '76
President
Market Strategy Group
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Chris Krohn, '97
Vice President, General Manager
Sears Holdings

Pete LaBore, '08
COO
Backcountry.com

Bill Lucas, '02
Vice President, Marketing
AgroFresh

Chad Lusk, '07
CMO
Hostess Brands

Ryan Malone, '05
CMO
Sara Lee Frozen Bakery

Anil Mansukhani, '05
Vice President, Revenue Management and Business Development
Carnival Corporation

Suzanne Martin, '95
Founder
True Inflection

Keith Martino, '96
Operating Partner
The Vistria Group

Heather L. Mason, '86
Retired Executive Vice President
Abbott
*Kilts Center Steering Committee Member*

Mainak Mazumdar
Chief Research Officer, Global Media
Nielsen
*Kilts Center Steering Committee Member*
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Brad McLane, ’83  
Managing Director  
RSR Partners

Jeff Miller, ’02  
Vice President, Product and Marketing  
Vaxcel

Amy Montgomery Hogan, ’04  
Vice President, Brand Marketing  
Solera Health

Jon Morris, ’05  
Founder and CEO  
Rise Interactive

David Neenan, ’95  
President International  
TransUnion  
Kilts Center Steering Committee Member

Robin Neifield, ’84  
CEO  
NetPlus

Jennifer Nocco, ’09  
Vice President, Marketing and Product Strategy  
Caesars Entertainment

Henry Rak, ’70  
Founder and CEO  
HJR Associates, LLC  
Kilts Center Steering Committee Member

Andy Reichgut, ’97  
Executive Vice President  
New Classic Cooking LLC

Susan Reynolds, ’93  
Global Vice President, Partner Ecosystem, Watson Customer Engagement  
IBM
2019 ATTENDEES

Raymond J. Roman, ’92
Global Head of Sales, Marketing, and Business Development
Mu Sigma

Jenny Rooney
Editor of the CMO Network
Forbes

Marc Rosenstock, ’05
Head of Marketing and Ecommerce
FKA Distributing

Rahul Sachdev, ’99
Cofounder and CEO
Fortella

Robert Sahadevan, MBA ’95, AM ’95
Founder
Demeter Consulting

Satyajeet Salgar, ’07
Group Product Manager
Google

Kurt T. Schmidt, ’90 (XP-59)
Retired CEO, Blue Buffalo;
Board Member, Campbell Soup Company

Mark Sciortino, ’07
Senior Vice President, Strategy and Corporate Development
Vestcom

Praveen Sharma, ’03
Vice President, Analytics and Digital
United Airlines

Gary I. Singer, ’78
Chief Strategy Officer
Kobre & Kim, LLP
2019 ATTENDEES

Saverio Spontella, ’07
Vice President, North America Marketing,
Performance Nutrition Brands
Glanbia

John Staton, ’88
Retired CEO
Recovery Ways

Andrew Stein, ’92
Former Chief Customer Officer
Big Lots Stores

Andrew Sugerman, ’97
Former Executive Vice President, Disney;
Current Media/Entertainment Advisor,
The Walt Disney Company
Kilts Center Steering Committee Member

Vijay Talwar, ’99
CEO EMEA
Foot Locker Inc.

Madeline Temple, ’95
Former Vice President
Hill-Rom

Frank Thometz, ’89
Head of Marketing
Tootsie Roll Industries

Rohit Tripathi, ’05
Senior Vice President, Head of Products
and Go-to-Market
SAP Digital Interconnect

Lisa Sloan Walker, ’96
Managing Director–Loyalty
JPMorgan Chase

Chris Walters, ’01
Senior Partner
Activate Inc.
2019 ATTENDEES

Ted Wright, ’00
CEO
Fizz
Kilts Center Steering Committee Member

David Yates, AB ’82, MBA ’87
Visiting Scholar
University of North Carolina at Chapel Hill
Kilts Center Steering Committee Member

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Director, Kilts Center for Marketing

Jarrad Davis
Associate Director, Kilts Center for Marketing

Denise Dilley
Senior Associate Director, Alumni Relations, Chicago Booth

Tali Griffin
Senior Director, Center Advancement and Campaign Management
Chicago Booth

Patricia Hill
Director, Major and Principal Gifts, NY Region
Chicago Booth
Günter J. Hitsch  
Professor of Marketing and John E. Jeuck Faculty Fellow  
Chicago Booth

Abby Holzer  
Associate Director, Principal Gifts, Office of Advancement  
Chicago Booth

Samreen Imami  
Assistant Director, Kilts Center for Marketing

Caroline Karr, ’88  
Associate Dean, Strategic Initiatives  
Chicago Booth

Randall S. Kroszner  
Deputy Dean for Executive Programs and Norman R. Bobins Professor of Economics  
Chicago Booth

Heather McGuire  
Associate Director, Kilts Center for Marketing

Glenn Sykes  
Dean of Students, MBA Programs; Associate Dean, Evening MBA and Weekend MBA Admissions  
Chicago Booth

Oleg Urminsky  
Professor of Marketing and Beatrice Foods Co. Faculty Scholar  
Chicago Booth

Pietro Veronesi  
Deputy Dean for Faculty and Chicago Board of Trade Professor of Finance  
Chicago Booth

Hannah Ruth Weber  
Development Associate, Office of Advancement  
Chicago Booth
KILTS FELLOWS IN ATTENDANCE

Fred Clark III, '20
Anne Delmar, '19
Ratna Gogineni, '20
Shota Ido, '19
Kurbi Mehta, '20
Kiran Palla, '20
Mary Patonai, '20
Monisha Shivakumar, '19
Madeline Vuong, '20
Lindie Wang, '19
Ben Wolff, '20
Patrick Yates, '19
Miranda Zhao, '20
Ben Ziomek, '19

KILTS SCHOLARS IN ATTENDANCE

Nic Evens, '19
Joel Rabinowitz, '19
Brian Schantz, '19

WI-FI INSTRUCTIONS

1. Connect to the wireless network: uchicago-guest
2. Open a web browser, and attempt to access any web site.
3. When prompted for user name and password, enter the following:
   Username: MktgSummit05-06
   Password: Ge8VPn4F
4. If you are having problems, contact the service desk at itservices@uchicago.edu.

NOTES
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Joseph T. Liotine, ’03, Whirlpool Corporation
Chad Lusk, ’07, Hostess Brands
Brian Niccol, ’03, Chipotle Mexican Grill (Fizz Client)
Kurt T. Schmidt, ’90 (XP-59), Rip Van Wafels
Katlin Smith, ’15, Simple Mills (won first place in the
Edward L. Kaplan, ’71, New Venture Challenge in 2014)
Ted Wright, ’00, Fizz

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