

4th Annual CMO Summit – A UofSC Virtual Event

Oct. 8, 2020

Inspiring, Transforming and Thriving in a Digital & Diverse World, Personally and Professionally

The University of South Carolina and the Darla Moore School of Business will host its fourth annual Chief Marketing Officer Summit on Oct. 8, 2020. This year's theme is ***Inspiring, Transforming and Thriving in a Digital and Diverse World, Personally and Professionally***. Executive marketing leaders from around the country will be joining us, representing companies such as Walgreens, FedEx, Disney/ESPN, Henkel, Mondelez, Coca-Cola, Salesforce, Oracle Netsuite and more.

The event, which will be broken up into four sessions throughout the day (in roughly two hour blocks) and will focus on:

- How traditional industries and companies are competing in a new digital world
- How we as professionals and people can succeed in today's digital world
- What is expected of young business leaders today
- What it takes to be successful on day 1 in a new job
- How you can better network and get started in the career you want

The CMO Summit's final session of the day will be a talk lead by Dr. Julie Albright, a nationally-acclaimed digital sociologist and bestselling author on the topic of ***Living Untethered***.

In partnership with Forbes and the American Marketing Association UofSC student chapter, this year's summit features the most speakers we've ever had. Over 25 companies will be represented over the course of this event.

SESSION 1 – Traditional Industries & Companies Competing in a New Digital World 10:00 – 11:45

It's hard to find an industry not being dramatically impacted by the digitization of our world, an impact that is particularly difficult for large, legacy companies that have been competing the same way for decades. The consumer packaged goods and retail industry is not only adjusting to this new normal in terms of digitization, but now having to adjust to the unique challenges caused by Covid-19. Patrick McLean, the Chief Marketing Officer at Walgreens will discuss the rapid transformation of a large retailer and their Branded partners to our ever-changing needs and expectations as shoppers. Patrick will give us a lot to think about and a couple questions to consider, which we will do following his talk in small curated groups hosted by senior executives from a variety of companies, including FedEx, Sonoco, Coca-Cola, Brown-Forman, Pinterest, Chick-Fil-A, Continental Tire and many more.

KEYNOTE TALK

10:00 – 11:00

Welcome and Objectives for the Day

Jeff Rehling

Introduction of Keynote

Lexi Braz – USC student and Intern at Walgreens

- Lexi to share story of how she landed Walgreens internship and results

Keynote Talk

Patrick McLean – **CMO Walgreens**

- Expected topic is the digital transformation of CPG/Retail/Shopping

KEYNOTE BREAK-OUTS

11:00 – 11:45

- Curated Groups hosted by CMO speakers, CMS board members and young alumni panelists
- Targeting 3-5 students per group (with one mentor)
- Assume 20 breakout groups (for 60-100 students)
- Separate break-outs for AMA Columbia Professional Chapter Members (board facilitators)
- Discussion topics/questions from keynote to facilitate conversations

SESSION 2 – UofSC CMO’s Thriving in Today’s Digital World	1:00 – 2:45
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The University of South Carolina has alumni driving marketing and sales efforts for leading companies all around the world. In this panel discussion you will meet 5 senior marketing executives from **FedEx, Disney, Henkel and more**, who all have achieved marketing greatness after their time at UofSC. Hear them talk about their career paths, the role of marketing in their companies, how digitalization is transforming their business and what they look for in your talent coming out of school today. The panel discussion will be followed by an extensive Q&A session where this group of who’s who in the marketing field will answer your questions.

PANEL DISCUSSION

1:00 – 2:00

Welcome and Objectives for Session

Jeff Rehling

Introductions and Moderator

Jeff Rehling

Panelists (5 from following list)

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| • Melinda | Chick-Fil-A | pending |
| • Yogesh Chavda – Ex-Director Research/Insights at Pinterest and Spotify | | confirmed |
| • Patrick Davis – SVP of Marketing at Henkel | | confirmed |
| • Amanda | Lionsgate | pending |
| • James Rollins | Disney/ESPN | pending |
| • Carmen Zamora – SVP Product Management at FedEx | | confirmed |

Expected Topics:

- Key challenges facing marketers today
- The current and projected impact of digital on the marketing discipline
- Perspectives on role and expectations for young marketers
- Embracing and enabling diversity and inclusion
- Marketing in an era of social justice

PANEL Q&A

2:00 – 2:45

Full session –Jeff will monitor chat and allow students to ask questions of the panel.

The digitization of recruiting and networking, combined with the impact of Covid-19, is changing the face of career planning in real time. It's hard to predict the 'new normal', but we know for at least the next year it will be 'not normal'. This session will focus on networking, recruiting, getting started in marketing and what companies are expecting out of the marketing discipline in 2020 and beyond. This session will start with a fireside chat that will feature Brad McLane, Head of CMO and Consumer Practice Marketing for ZRG Partners, one of the fastest growing executive recruiting firms in the country. Joining Brad will be Jim Williams, VP of Talent Planning at Fiserv with responsibility for hiring marketing, sales and other professionals. Together, they will discuss the state of hiring today, what senior leaders look for in hiring talent, provide interview and resume tips and more. This fireside chat will be followed by a panel of young marketing alumni from **L'Oreal, Coca-Cola, Mondelez, Salesforce and Oracle**, that have been out of school less than 5 years. They will talk about how they got started in marketing, what the first day, month and year was like and what they wish they'd have known when they were in your shoes. Be ready to take notes, this session will cover a lot of different career planning topics.

FIRESIDE CHAT

3:00 – 3:45

Welcome and Objectives for the Day

Jeff Rehling

Introduction of Participants and Moderating

Doug Hanslip (OCM)

- Introduction to world of executive search, recruiting, networking and careers.

Discussion: Networking and Marketing Careers – Today and Tomorrow

Brad McLane. Served for over 20 years as the Head of the CMO and Consumer Practice for Russell Reynolds Assoc, and/or the Russ spin off, RSR Partners. Recently joined as the Head of the CMO Practice for a large and fastest growing global exec search firm in the business, ZRG Partners. He's about to make public two white papers on the role of the CMO in today's workplace and corporate workplace.

AND

Jim Williams, VP, Talent Planning, Acquisitions & Analytics at Fiserv, a global industry leading Fintech, and FORTUNE World's Most Admired Companies® for the last six consecutive years. Jim works at the intersection of Strategy, Talent, and Culture to help organizations thrive in the face of increased competition and market volatility. He's known for using data, technology, and design to modernize HR.

YOUNG MARKETING ALUMNI PANEL – A DAY IN THE LIFE

3:45 – 4:45

- Moderated by AMA Student Chapter President – Lauren Busman or Jenny Rooney (Forbes)
- Young alumni marketing majors on their career search, getting started in marketing and a day in the life the first year.
 - Madisyn Horton – Business Development Representative, **Oracle Netsuite**, Chicago
 - *Pending: Ellen Jaskiewicz – Director, Brand Development, L'Oreal, New York*
 - *Pending: Either Michaela or Morgan from Coca-Cola, Charlotte*
 - Madison Norris – Senior Business Development Manager, **Salesforce**, Atlanta
 - Amanda Norris – Associate Brand Manager, **Mondelez International**, New Jersey
- Session split between student stories and Q&A with current students

The CMO's final session will be unlike any other we've done to date. Dr. Julie Albright, a digital sociologist, best-selling author and guest on CNN, The Today Show, Bloomberg Television and more will lead a talk on 'living untethered'. Dr. Albright will certainly talk about our digital world and its impact on us professionally, but just as much time will be spent discussing its impact on us personally. She will share stories from her research, identify implications to us going forward and provide suggestions and ideas on how to better navigate an untethered world. Following her talk we will break into small curated groups hosted by senior executives from a variety of companies, including FedEx, Sonoco, Coca-Cola, Brown-Forman, Pinterest, Chick-Fil-A, Continental Tire and many more. In these groups we'll conduct mini-workshops on her talk and discuss with one another how we can be more aware of who we are, where we are today and, more importantly, how we can be successful in the future.

KEYNOTE

5:00 – 5:45

Welcome and Objectives for the Session

Jeff Rehling

Introduction of Keynote

Jeff Rehling

Keynote Talk

Dr. Julie Albright

- As featured on CNN, Today Show, Bloomberg Television and NPR, Dr. Albright is a digital sociologist, best selling author and podcast host who looks at the impacts of digital transformation on us as individuals and business people.

KEYNOTE BREAK-OUTS

5:45 – 6:30

- Small Curated Groups Hosted by CMO speakers and CMS board members
- Assignment from Dr. Albright as outlined/defined in her talk.
- Targeting 3-5 students per group (with mentor)
- Separate AMA Columbia breakouts (board led)
- Set up 20 groups total

Anticipated Center for Marketing Advisory Board Participants

1. Scott Anderson	President and CEO	Alliance Sales & Marketing
2. Joel Bishop	SVP and GM Marketing	Cola-Cola Company
3. Yogesh Chavda	Head of Insights	Pinterest
4. David Comeau	Venture Capital Partner	KEEN Growth
5. Bob Heisner	VP Global Marketing	Apex Tool Group
6. Thomas Hughes	Entertainment Consultant	Circle Media
7. Kenny Johnson	Director of Marketing	Sonoco Products
8. Jim Mackey	Consultant, Former President Merck Consumer Health	
9. Johnny Manuel	SVP of Sales	Brown-Forman
10. Todd Martin and/or Roni Sims	SVP Customer Management	Coca-Cola Bottling
11. Maria Pavlopoulos	Strategic Marketing Manager	Continental Tire
12. Christine Royston	VP Demand Generation	Udemy
13. Melinda Smith-Borrero	Director, Enterprise Analytics	Chick-fil-A
14. John Strom	SVP Marketing	Georgia-Pacific
15. Barry Thompson	President and GM	Breakthru Beverage SC
16. Sonia Wagle	Global Marketing Consultant – Travel and Hospitality	
17. Steve Woodgate	USI Marketing Director	FedEx
18. Roger Van Nuis	Director	Industrial Automation
19. Shade Vaughn	CMO North America	Capgemini Consulting
20. Glenn Yarborough	President and CEO	WGY Consulting
Pending: Anu Raja	Regional Director	Mondelez