

# Printable Schedule

Created 10.07.17

For the most up-to-date info, download the Brandemonium mobile app from iTunes Store or Google Play.

## Wednesday, October 11 (Hyatt Regency)



6:00pm - 7:00pm | Hyatt

### EARLY CHECK-IN

Come to the Hyatt - the official hotel of Brandemonium - and get your badge early.

---

7:00pm - 7:30pm | Hyatt

### KEYNOTE: OWNING LOW FARE LEADERSHIP AND THE MOST LOVED AIRLINE

- Helen Limpitlaw, Director, Brand Communications - Southwest Airlines
  - Jennifer Bridie, Senior Manager Advertising - Southwest Airlines
- 

7:30pm - 8:15pm | Hyatt

### KEYNOTE: CHANGE BEFORE YOU HAVE TO. INNOVATING TO THRIVE, NOT JUST SURVIVE.

#### Google's look into the future.

- Kirk Perry, President of Brand Solutions - Google
- 

8:15pm - 10:00pm | Hyatt

### KEYNOTE RECEPTION

Enjoy complimentary food and beverages.

---

## Thursday, October 12 (Duke Energy Convention Center)

7:30am - 6:00pm

### REGISTRATION OPENS

Registration is located on the third floor in the lobby.

**8:30am - 9:10am | Grand Ballroom B**

**KEYNOTE: WHAT IT TAKES TO BUILD AN AMAZING BRAND IN 2017 AND BEYOND**

**A Discussion with Jim Stengel and Alex Tosolini**

- Jim Stengel, President/CEO - The Jim Stengel Company
  - Alex Tosolini, SVP New Business Development - Kroger
- 

**9:15am - 10:00am | Grand Ballroom B**

**CONSUMER SUMMIT - WELCOME & OPENING SESSION**

**A personal perspective on the accelerating forces of digital disruption within grocery retail**

- Stuart Aitken, CEO - 84.51
- 

**9:15am - 10:00am | Jr Ballroom A**

**FUTURE PROOF YOUR MARKETING STRATEGY**

- Danny Wright, Managing Partner - Adweek
  - B. Bonin Bough, Host - The Cleveland Hustles
- 

**9:15am - 10:00am | Jr Ballroom B**

**THE BUSINESS OF CULTURE**

- Jey Van-Sharp, Principal - MyÜberLife Consulting Group
  - Winston Peters, Principal - MyÜberLife Consulting Group
- 

**9:15am - 10:00am | Jr Ballroom C**

**WHY 50% OF THE FORTUNE 500 WILL BE EXTINCT IN 10 YEARS**

- Tim Schigel, Founder - ShareThis, Refinery Ventures
- 

**9:15am - 10:00am | Jr Ballroom D**

**WORLDVUE**

**Expanding Brand Vision to Make Cultural Connections**

- Sean Rugless, Founder - Katalyst Group

10:00am - 10:30am | Grand Ballroom A

COFFEE BREAK SPONSORED BY KILLER INFOGRAPHICS

---

10:30am - 11:10am | Grand Ballroom B

BRAND TRANSFORMATION

**The Power of Authenticity in Storytelling**

- Kathleen Hall, CVP of Brand, Advertising and Research - Microsoft
- 

10:30am - 11:10am | Jr Ballroom A

CONSUMER SUMMIT - THE INNOVATION (AND INTIMACY) ECONOMY

**Identifying The 4-Phase Journey**

- Dr. Glenn Platt, Professor Marketing, Director Interactive Media Studies - Miami University and author
  - Julie Bernard, CMO - Verve
- 

10:30am - 11:10am | Jr Ballroom B

THE FUTURE OF CANNABIS

- Chris Walsh, VP, Editorial and Strategic Development - Marijuana Business Daily
- 

10:30am - 11:10am | Jr Ballroom C

TELLING YOUR BRAND'S VISUAL STORY ON PINTEREST

- Christine Martinez Loya, Senior Manager Brand Social - Walmart
- 

10:30am - 11:10am | Jr Ballroom D

CONNECTING CONSUMERS, IGNITING BRANDS VIA INTERACTIVE AND WALKABLE

STORYTELLING PROJECTS

- Steve Ramos, Writer - Fast Company
- Jason Snell, Founder - We Have Become Vikings
- Sean C. Davis

11:20am - Noon | Grand Ballroom B

#### CONSUMER SUMMIT

- **Moderator:** Neil Ursic, CEO - Batterii
  - Caroline Lew-Wolf, Director Competitive Intelligence - Adidas
- 

11:20am - Noon | Jr Ballroom A

#### BE BRAVE. BE COOL. BE GOOD.

- Ryan Brazelton, Executive Creative Director - Interbrand
- 

11:20am - Noon | Jr Ballroom B

#### THE IVORY TOWER COMES DOWN TO EARTH

##### Insights from Academic Research can Help You Build Your Brand Better

- **Moderator:** Drew Boyd, Executive Director of the Master of Science in Marketing Program - University of Cincinnati
  - Dr. Rashmi Adaval, Professor - University of Cincinnati Marketing Department
  - Roseann Hassey, Professor - University of Cincinnati, Marketing Department
  - Jorge Pena-Marin, Professor - University of Cincinnati, Marketing Department
  - Dr. Ryan Rahinel, Assistant Professor - University of Cincinnati
- 

11:20am - Noon | Jr Ballroom C

#### PERSONALIZING THE CUSTOMER EXPERIENCE

##### Driving Relevant Connections Across Channels

- Cara Pratt, VP, Customer Communications Product Strategy & Innovation - 84.51°
  - Bob Welch, SVP Customer Communications and Kroger Media Services - 84.51°
- 

11:20am - Noon | Jr Ballroom D

#### THE POWER OF STORYBUILDING

- Dale Tesmond, CEO - The Brand Experience
- Andrew Peters, Executive Creative Director - The Brand Experience

Noon - 1:15pm

BREAK FOR LUNCH

---

1:15pm - 1:55pm | Grand Ballroom B

KEYNOTE: SETH GODIN

- Seth Godin
- 

2:00pm - 2:45pm | Grand Ballroom B

CONSUMER SUMMIT - HOW BRANDS KEEP PACE AS RETAIL CHANGE ACCELERATES

- Nate Carney, SVP Innovations - Rockfish
- 

2:00pm - 2:45pm | Jr Ballroom A

PART I: INJECT HOPE INTO THE HEROIN EPIDEMIC

**Setting the Stage for Change**

- Mary Zalla, Global President, Consumer Brands, and Managing Director, Cincinnati & Chicago - Landor
  - Dale Doyle, Executive Creative Director - Landor
  - Tracy Brumfield, 2017 Haile Fellowship Recipient and founder/publisher - /RISE/ newspaper
  - Tom Synan, Chief of Police - Village of Newtown
  - Terry L. Smith, Executive Director - One City Against Heroin
  - Gary Ozanich, Associate Director, Health Innovation Center Professor of Practice Director, Graduate Program in Health Informatics - NKU
- 

2:00pm - 2:45pm | Jr Ballroom B

STORYTELLING IN THE AUDIO AGE

- Chris Bannon, Chief Content Officer - Midroll Media
- Erik Diehn, CEO - Midroll Media

**2:00pm - 2:45pm | Jr Ballroom C**

**THE FUTURE OF CONTENT IS VISUAL AND YOUR BRAND CANNOT AFFORD TO IGNORE IT**

- Amy Balliett, CEO - Killer Infographics
- 

**2:00pm - 2:45pm | Jr Ballroom D**

**TSA INSTAGRAM: INFORM, EDUCATE, ENTERTAIN AND ROCK**

- Bob Burns, Instagram - TSA
- 

**2:45pm - 3:15pm | Grand Ballroom A**

**SNACK BREAK SPONSORED BY KILLER INFOGRAPHICS**

---

**3:15pm - 3:55pm | Grand Ballroom B**

**THE COCA-COLA STORY: MARKETING-BELIEFS FOR THE FUTURE**

- Jaideep Kibe, Vice President, Coca-Cola - The Coca-Cola Company
- 

**3:15pm - 3:55pm | Jr Ballroom A**

**CONSUMER SUMMIT BREAKOUT - LOOK UP FROM YOUR PHONE...THE FUTURE OF**

**RESEARCH IS ON MOBILE**

- Neil Ursic, CEO - Batterii
- 

**3:15pm - 3:55pm | Jr Ballroom B**

**CONSUMER SUMMIT BREAKOUT - POWERSHELF**

**Knowing Exactly What is on the Retailer's Shelves and Improving On-shelf Availability**

- John White, Chairman and CEO - Compass Marketing Inc., Powershelf
- Kevin Nemetz, SVP Alliances & Analytics - Compass Marketing Inc., Powershelf
- Matt Robillard, Director of Retail - King's Hawaiian Bakery

3:15pm - 3:55pm | Jr Ballroom C

CONSUMER SUMMIT BREAKOUT - BLOCKCHAIN FOR ENTERPRISE

- Sharad Malhautra, Senior Manager - EY
- 

3:15pm - 3:55pm | Jr Ballroom D

KILLER CONTENT WITHOUT AN AOR

- Lauren Connley, Sr. Creative Director - The Gorilla Glue Company
  - Marshall Cook, Director, Writer, Producer - Convoy Entertainment
  - Tyler Hawes, Co-Founder, Director/Producer - Convoy Entertainment
- 

4:05pm - 4:45pm | Grand Ballroom B

BRAND FUNDAMENTALS FROM THE LAST 5 MINUTES

- **Moderator:** Nathan Hendricks, Chief Creative Officer - LPK
  - Michael Mahoney, VP, Golf Ball Marketing - Acushnet Company
  - Doug Zarkin, VP/CMO, Pearle Vision - Luxottica
  - Nicola Ziady, CMO - University of Cincinnati
- 

4:05pm - 4:45pm | Jr Ballroom A

HAMPTON / UC DAAP CO-BRANDED DESIGN STUDY

- Rachael Leson, Director of Design - FRCH
  - Ann Black, Associate Professor of the School of Architecture and Interior Design - University of Cincinnati
- 

4:05pm - 4:45pm | Jr Ballroom B

THE DECENTRALIZATION OF BRAND

**Why Your Grandmother Cut Her Pot Roast in Half**

- Neal Mabee, Director of Innovation - Empower MediaMarketing

4:05pm - 4:45pm | Jr Ballroom C

[THE STORY OF FC CINCINNATI](#)

**The Hottest Soccer Team In America**

- **Moderator:** Tommy G, Announcer - FC Cincinnati
  - Jeff Berding, President & General Manager - FC Cincinnati
- 

4:05pm - 4:45pm | Jr Ballroom D

[BRANDING OUR FUTURES THROUGH UNIVERSITY PARTNERSHIPS](#)

- Aaron Bradley, Assistant Professor - University of Cincinnati, Design + Arts Initiatives
  - Dominic Iacobucci, Owner + Client Lead - BHDP
  - Niyah Jackson, Blogger - InexpensiveChic.com
  - Jackie Requeima, Student - UC DAAP
  - Chelsie Walter, Lead Designer - RISE, Head of Storytelling - Kunsthaus
- 

5:30pm - 7:00pm | Hofbrauhaus Newport

[OFFICIAL HAPPY HOUR PRESENTED BY HOFFBRAUHAUS NEWPORT](#)

Have a drink (or two) on us. Heck, grab a pretzel too! Be sure and try Brandamonium Bier. It's only available October 11-14.

---

[Friday, October 13 \(Duke Energy Convention Center\)](#)

7:30am - 6:00pm

[REGISTRATION OPENS](#)

Registration is located on the third floor in the lobby.

---

8:30am - 9:10am | Grand Ballroom B

[KEYNOTE: TARGET'S JOURNEY TO INCLUSIVITY](#)

**Presented by Totes**

- Rick Gomez, CMO - Target



**9:15am - 10:00am | Grand Ballroom B**

POWER, ROMANCE & EVERYTHING ELSE EMBRACING OUR DESIRES TO OUTFIT BRANDS

FOR RELEVANCE & SUCCESS

- Michael Wintrob, VP, Strategy, LPK
- 

**9:15am - 10:00am | Jr Ballroom A**

CONSUMER SUMMIT - CONSTANT CRAVING

**Brand Consideration & The Religion of Active Evaluation**

- Patrick Moorehead, CMO - Label Insight
  - Aziz Gilani, Partner - Mercury Fund
  - Bob Gilbreath, CEO/Co-Founder - Ahalogy
- 

**9:15am - 10:00am | Jr Ballroom B**

WHY PERSONAL BRANDING IS THE NEW AD IMPRESSION

- Mark W. Schaefer, Executive Director - Schaefer Marketing Solutions
- 

**9:15am - 10:00am | Jr Ballroom C**

PREDICTING THE TURN

- Dave Knox, Founder - Brandery, author
- 

**9:15am - 10:00am | Jr Ballroom D**

UNIT: RETAIL INNOVATION LAB

- **Moderator:** Ryan Newman - Designer
- Kelly Kolar, President & Founder - Kolar Design, Inc.
- Mindi Trank, VP Strategy - Chute Gerdman
- Allen Boerger, President - ROTO
- David Nack, Executive Digital Strategist - Pillar Technology
- Michael Markesbery, CEO/Co-founder - OROS
- Kristin Randall, Manager of Strategic Projects - Steiner + Associates

10:00am - 10:30am | Grand Ballroom A

COFFEE BREAK SPONSORED BY VERVE

---

10:30am - 11:10am | Grand Ballroom B

BUILDING A FASHION BRAND AND DRESSING WELL

- Robert Stock, CEO - Robert Graham
  - Chuck Hellman, Owner - Blaine's
- 

10:30am - 11:10am | Jr Ballroom A

CONSUMER SUMMIT BREAKOUT - CONNECTING PASSION AND PURCHASE WITH DATA,  
CONTENT AND SOCIAL

- Bob Gilbreath, CEO/Co-Founder - Ahalogy
- 

10:30am - 11:10am | Jr Ballroom B

CONSUMER SUMMIT BREAKOUT - TRANSPARENCY  
**The Difference Between Market Share and Market Loss**

- Patrick Moorehead, CMO - Label Insight
- 

10:30am - 11:10am | Jr Ballroom C

CONSUMER SUMMIT BREAKOUT

- TBA
- 

10:30am - 11:10am | Jr Ballroom D

THE ATTENTION ECONOMY

- Jonah Goodhart, Senior Vice President - Oracle Data Cloud

**11:20am - Noon | Grand Ballroom B**

**CONSUMER SUMMIT - KNOWLEDGE EXPANSION & THE RELIGION OF RESEARCH**

- **Moderator:** Mike Nazzaro, CEO - Claritas
  - Dana Hayes, Jr., President - ShareThis
  - John Gardner, Partner - Nokia Growth Partners
- 

**11:20am - Noon | Jr Ballroom A**

**GROW. CHANGE. GROW: ACCELERATE YOUR BUSINESS IN A CHANGING WORLD**

- **Moderator:** Shirley Brady, Editor-in-Chief, brandchannel
  - Andrea Sullivan, CMO - Interbrand
  - Mark McCallum, EVP, President Jack Daniel's Brands - Brown-Forman Corporation
  - Michael Markesbery, CEO, Oros Apparel
- 

**11:20am - Noon | Jr Ballroom B**

**BRINGING YOUR BRAND TO LIFE THROUGH SPONSORED CONTENT**

- Andy Brownell, VP, Brand Studio - Newsy
  - Kristin Limes, Senior Marketing Strategist, Cincinnati Children's
  - Valerie Robbe, Senior Specialist, Channel Integration - Barefoot Proximity
- 

**11:20am - Noon | Jr Ballroom C**

**THE CULTURAL PENDULUM SWINGS FROM INDIVIDUALISM TO COMMUNITY**

- Helen Todd, Co-founder & CEO - Sociality Squared
- 

**11:20am - Noon | Jr Ballroom D**

**BRAND ACROSS INDUSTRIES: AN EXAMINATION OF CONSUMER GOODS AND**

**HEALTHCARE**

- Jennifer Dauer, SVP Strategy & Growth - Cincinnati Children's Hospital

Noon - 1:15pm

BREAK

---

1:15pm - 1:55pm | Grand Ballroom B

KEYNOTE: NEVER FALL ASLEEP IN FIRST CLASS

**A Fireside Chat with Dhani Jones**

**Presented by Barking Fish Lounge**

- **Interviewer:** Jim Price, President & CEO - Empower Media Marketing
  - Dhani Jones, Managing Partner - Qey Capital; Investor CNBC's "Adventure Capitalist"
- 

2:00pm - 2:45pm | Grand Ballroom B

BEING TRUE

**How to Make a Brand Priceless**

- JP Kuehlwein, Co-Founder/Partner - Ueber-Brands
- 

2:00pm - 2:45pm | Jr Ballroom A

CONSUMER SUMMIT BREAKOUT

- Daniel Yaffe, COO/Co-Founder - AnyRoad
- 

2:00pm - 2:45pm | Jr Ballroom B

CONSUMER SUMMIT BREAKOUT - PACKING LUNCH IS HARDER THAN YOU THINK

- Courtney Bott, VP of Brand & Marketing - Wise Apple
- 

2:00pm - 2:45pm | Jr Ballroom C

CONSUMER SUMMIT BREAKOUT

- Michael Wilhite, Vice President, Data - 84.51

**2:00pm - 2:45pm | Jr Ballroom D**

**PART II: THINK 'INSIDE-THE-BOX'**

**Using Systematic Approaches to Solve the Heroin Epidemic**

- Drew Boyd, Executive Director of the Master of Science in Marketing Program - University of Cincinnati
  - Steve Ramos, Writer - Fast Company
  - Tom Synan, Chief of Police - Village of Newtown
  - Terry L. Smith, Executive Director - One City Against Heroin
  - Gary Ozanich, Associate Director, Health Innovation Center Professor of Practice Director, Graduate Program in Health Informatics - NKU
  - Kim Pierce, Strategy Director - Landor
- 

**2:45pm - 3:15pm | Grand Ballroom A**

**SNACK BREAK SPONSORED BY VERVE**

---

**3:15pm - 3:55pm | Grand Ballroom B**

**THE GRITTY REAL WORLD OF DISRUPTIVE INNOVATION**

- Doug Hall, Founder - Eureka! Ranch, author, and inventor
- 

**3:15pm - 3:55pm | Jr Ballroom B**

**CONSUMER SUMMIT - BREAKOUT**

---

**3:15pm - 3:55pm | Jr Ballroom C**

**CONSUMER SUMMIT - BREAKOUT**

---

**4:05pm - 4:45pm | Grand Ballroom B**

**CONSUMER SUMMIT - DESIGN FOR THE FUTURE THROUGH THE LENS OF GEN Z**

- Marcie Merriman, Executive Director - EY

4:05pm - 4:45pm | Jr Ballroom B

**"ING" THE THING**

**Truly Experiencing A Brand Means the Live Engagement Has To Be Memorable - Do You Know How To Ensure That Happens?**

- Jeffrey Miller, Brand Strategist - Iacono Creative Event Services
- 

4:05pm - 4:45pm | Jr Ballroom C

**ART OF POSSIBILITIES**

**It's Time To Rethink Print**

- Sergio Morales, General Manager - Georgia-Pacific
  - Jane Seyferth, Packaging Development Manager - GP Communication Papers
- 

5:30pm - 7:00pm | TBA

**OFFICIAL HAPPY HOUR PRESENTED BY MAKER'S MARK**

**Experience Awards**

Maker's Mark has some special things in store and we'll announce the six Experience Award winners. Who will take home the Best Activation award? Find out first!

---

**Saturday, October 14 (Duke Energy Convention Center)**

**7:30am - Noon**

**REGISTRATION OPENS**

Registration is located on the third floor in the lobby.

---

8:30am - 9:10am | Grand Ballroom B

**KEYNOTE - CREATING AUTHENTIC BRAND CONNECTIONS THROUGH MUSIC**

- Andre Gaccetta, CEO - G7 Entertainment Marketing
- Paul McDonald, Recording Artist

**8:30am - 9:10am | Jr Ballroom B**

CONSUMER SUMMIT BRAND BUILDING WORKSHOP

---

**8:30am - 9:10am | Jr Ballroom C**

CONSUMER SUMMIT BRAND BUILDING WORKSHOP

---

**9:20am - 10:00am | Grand Ballroom B**

CONSUMER SUMMIT - FIRESIDE CHAT WITH RAJA RAJAMANNAR, CMO - MASTERCARD

WORLDWIDE

- Dr. Glenn Platt, Professor Marketing, Director Interactive Media Studies - Miami University and author
  - Raja Rajamannar, CMO - Mastercard Worldwide
- 

**9:20am - 10:00am | Jr Ballroom B**

PART III: INJECT HOPE

**Elevating and actioning the best ideas from Brandemonium**

- Doug Hall, Founder - Eureka! Ranch, author, and inventor
  - Steve Ramos, Writer - Fast Company
  - Tom Synan, Chief of Police - Village of Newtown
  - Terry L. Smith, Executive Director - One City Against Heroin
  - Gary Ozanich, Associate Director, Health Innovation Center Professor of Practice Director, Graduate Program in Health Informatics - NKU
  - Kelly Firesheets, Senior Program Officer - Interact for Health
  - Mary Zalla, Global President, Consumer Brands, and Managing Director, Cincinnati & Chicago - Landor
- 

**9:20am - 10:00am | Jr Ballroom C**

IN THESE TIMES OF FAKE NEWS, SUPPORTING SOCIAL GOOD, CAUSE-INSPIRED

MARKETING AND MEDIA JUSTICE IS GOOD FOR BUSINESS

- Patrice Watson, Publisher - Soapbox Media | Issue Media Group

10:00am - 10:30am | Lobby

COFFEE BREAK SPONSORED BY ESK PRESENTS

---

10:30am - 11:10am | Grand Ballroom B

**AUTOMOTIVE BRANDS: PREPARING FOR A NEW ERA**

- Jim Hoostal, Executive Director of Client Service - Interbrand
  - Jorge Narvaez-Arango, Executive Creative Director - Interbrand
- 

10:30am - 11:10am | Jr Ballroom B

CONSUMER SUMMIT BRAND BUILDING WORKSHOP

---

10:30am - 11:10am | Jr Ballroom C

CONSUMER SUMMIT BRAND BUILDING WORKSHOP

---

11:20am - Noon | Grand Ballroom B

**KEYNOTE - THE ONE MOMENT**

**Going from "The Treadmill Band" to a Music Brand to be Reckoned With**

- OK Go, Rock Band