

#CSOSF

CHIEF STRATEGY OFFICER SUMMIT

May 7 & 8, 2018 | San Francisco



DAY 1

08:00

Registration & Breakfast

08:50

Chairperson Opening Remarks

09:00

Balancing the culture of growth with a culture of customer centricity at Google

Nitin Chaturvedi — Head of Retail Strategy at Google

09:30

Signal what you stand for: unlocking your brand's real market power & potential

Cheryl Farr — Founder & Chief Brand Officer at SIGNAL.csk

10:00

Doing the impossible: corporate strategy that breaks boundaries

Nick Halla — Chief Strategy Officer at Impossible Foods

10:30

Featured start up session intro featuring Noodle.ai

Raj Joshi — President & COO at Noodle

10:30

Networking Coffee Break

11:00

The triumph of the mediocre

David Wittenberg — Director of Financial Strategy at World Vision US

11:30

Strategy AND Implementation – Developing Distinctive Capabilities Through Integrated Strategy

Efforts

Eric Rebentisc — Research Associate at MIT

12:00

Growing A Legacy Brand: Unlocking Winning Sales Strategy in the Digital Age

Tammy Van Donk — SVP Sales, Americas at Fender

12:30

Keynote session featuring CA Technologies

Otto Berkes & Jacob Lamm — CTO and EVP Strategy at CA Technologies

13:05

Lunch

14:00

Panel: leadership & motivating teams

Panel Featuring: PayPal, 20th Century Fox and Visa — PayPal, 20th Century Fox and Visa at PayPal, 20th Century Fox and Visa

15:00

Integrating new technologies into your strategy

Chris Cable — Director Data, Analytics and Strategic Planning at Diageo

15:30

Networking Coffee Break

16:30

Strategies to create exponential growth in shareholder value

Vishal Lall — Chief Strategy Officer at Hewlett Packard Enterprise

17:00

NexGen Strategy: Leveraging AI/Voice to go make sure your strategy delivers results

Thomas Igeme — Co-founder & Head of Product at Trybe.ai

17:30

Networking Drinks Reception

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DAY 2

08:00

Registration & Breakfast

08:55

Chairperson Opening Remarks

09:00

Keynote Session featuring SunTrust

Andrew Pohlmann — SVP, Head of Consumer Strategy at SunTrust

09:30

Keynote presentation featuring MGM Resorts International

Kelley Tucky — Vice President Events & Communications at MGM Resorts

10:00

From diesel engine company to global power leader - embracing the challenge of new growth

Robert Cochanski — Director of Strategy at Cummins

10:30

Networking Coffee Break

11:00

The doctor is in ... using intent-based marketing to diagnose & predict your buyers purchasing decisions

Kelly Kimberland — Senior Director, Marketing Strategy at UPMC Insurance Services Division

11:30

Workshop: Mind The Gap - 10 Principles To Successfully Bridge Strategy Design and Delivery

Tahirou Oumarou — Director of Operations at Brightline

12:00

How media & entertainment executives are adapting strategy to accommodate futuristic

technologies

DJ Singh — Strategic Sourcing Manager at Paramount Pictures

13:00

Lunch

14:00

How to plan, measure, and optimize for customer loyalty

Kevin Hawkins — Sr UX Consultant, Customer Loyalty Lead at Gap Inc.

14:30

Unlocking the black box of SEO

Elizabeth McMillan — CEO at Dictionary.com

15:00

Networking Coffee Break

15:30

Disrupt yourself: preempting the disrupter

Arsham Hatambeiki — VP, Corporate Strategy & Product Development at Universal Electronic

16:00

The AV big shift

Michelle Avary — VP of Products and Strategy at Aeris

16:30

End of Summit