

BCG's Programming at the 2023 Cannes Lions International Festival of Creativity

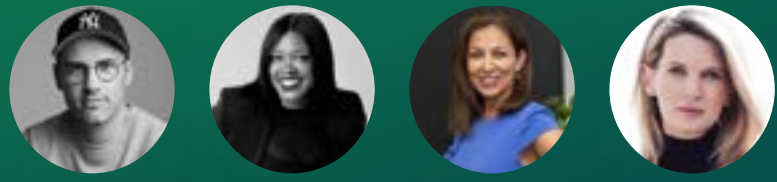
We will be hosting a robust series of panels in our cabana at
1 Bd de la Croisette in Cannes. Explore our programming below.



CANNES LIONS 70
OFFICIAL PARTNER

TUESDAY, JUNE 20

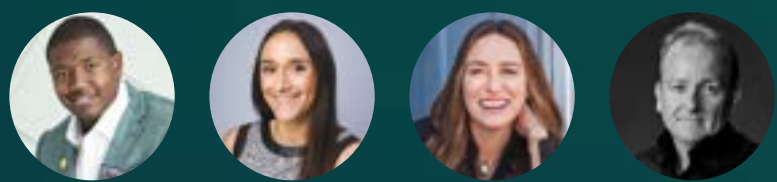
9:30 AM CEST



DEMYZTIFIED: UNDENIABLE TRUTHS ABOUT MARKETING TO GEN-Z

- **David Fischer** | Founder, Highsnobiety
- **Anne Marie Nelson-Bogle** | Vice President, Ads Marketing, YouTube
- **Marissa Solis** | Senior Vice President, Global Consumer Marketing, NFL
- **Sarah Willersdorf** | Managing Director & Partner, BCG

10:15 AM CEST



PAVING THE ROAD FOR ESG PROGRESS: UPLIFTING DIVERSE COMMUNITIES IN SPORT, CULTURE, AND BUSINESS

- **Kelvin Beachum** | NFL Athlete & Investor
- **Keri Fleischauer** | Head of Strategy & Chief of Staff, Angel City F.C.
- **Sophie Kelly** | Senior Vice President, North American Whiskeys, Diageo
- **Brad Jakeman** | Former President, Global Beverage Group, PepsiCo; Senior Advisor, BCG

11:30 AM CEST



THE CHIEF COLLABORATION OFFICER: INSIGHTS FROM CMOS NAVIGATING THE C-SUITE

- **Marissa Jarratt** | Chief Marketing Officer & General Manager, 7-Eleven
- **Lynne Biggar** | Former Chief Marketing Officer, Visa; Senior Advisor, BCG
- **Lauren Wiener** | Managing Director & Partner, BCG

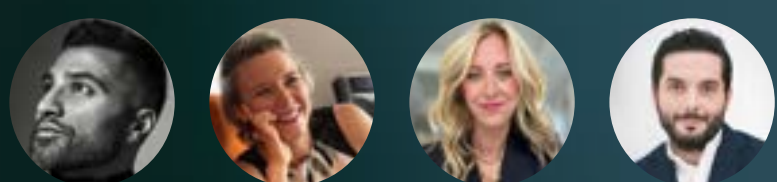
11:45 AM CEST



THE FUTURE OF BRANDING IN A DIGITAL WORLD

- **Adam Stewart** | Vice President, Consumer Goods & Entertainment, Google
- **Gary Osifchin** | Chief Marketing Officer, US Hygiene, Reckitt
- **David Ratajczak** | Managing Director & Senior Partner, BCG

3:35 PM CEST



B3AUTY AND THE BEAST: WEB3 INNOVATIONS IN BEAUTY

- **Akbar Hamid** | Founder & CEO, The 5th Column
- **Jennilee Dunwoody** | Vice President, Innovation & Strategic Growth, L'Oréal
- **Christine White** | Senior Director, Head of Content, Media, Integrated Marketing, Ulta Beauty
- **Joël Hazan** | Managing Director & Partner, BCG

PROGRAMMING SUBJECT TO CHANGE

4:05 PM CEST



LOOKING BEYOND THE HYPE: EXPLORING THE INTERSECTION OF TECHNOLOGY AND FASHION

- **Craig Brommers** | Chief Marketing Officer, American Eagle
- **Brie Olsen** | Chief Executive Officer, PacSun
- **Angelic Vendette** | Vice President, Global Head of Marketing, Alo Yoga
- **Martin Barthel** | Managing Director, BCG X

4:30 PM CEST



NFT COMMUNITIES AND THE FUTURE OF BRAND-DRIVEN CUSTOMER ENGAGEMENT

- **Katelin Holloway** | Founding Partner, 776
- **Julian Holguin** | Chief Executive Officer, Doodles
- **Shannon Snow** | Chief Operating Officer, World of Women
- **Joël Hazan** | Managing Director & Partner, BCG

WEDNESDAY, JUNE 21

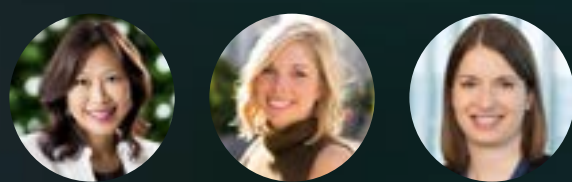
9:30 AM CEST



CORD CUTTING, AVOD, AND VIEWERSHIP: INSIDE THE NEW STREAMING WARS

- **Kim Kelleher** | Chief Commercial Officer, AMC Networks
- **Neal Zuckerman** | Managing Director & Senior Partner, BCG

10:15 AM CEST



WINNING IN THE MARKET BY TAKING GREEN MAINSTREAM

- **Elaine Rodrigo** | Chief Insights & Analytics Officer, Reckitt
- **Shauna Derby** | Global Head of Brand, Uber
- **Lauren Taylor** | Managing Director & Partner, Customer-Centric Sustainability Leader, BCG

11:00 AM CEST

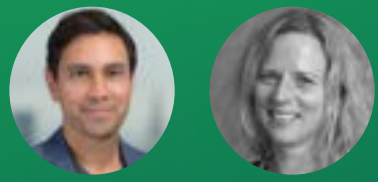


BUILDING THE BLUEPRINT: NAVIGATING PURPOSE, PERFORMANCE, AND STRATEGY AS A BRAND LEADER

- **Jesper Damsgaard** | Senior Vice President, Global Marketing, Pandora
- **Najoh Tita-Reid** | Global Chief Marketing Officer, Logitech
- **Lisa Licht** | Former Chief Marketing Officer, LiveNation; Senior Advisor, BCG
- **Amaryllis Liampoti** | Managing Director & Partner, BCG X

PROGRAMMING SUBJECT TO CHANGE

12:00 PM CEST



PUTTING GENERATIVE AI TO WORK: BUILDING A COMPREHENSIVE GENAI-ENABLED MARKETING CAMPAIGN IN MINUTES

- **Alex Baxter** | Managing Director & Partner, BCG X
- **Nicole Meissner** | Managing Director & Partner, BCG X

THURSDAY, JUNE 22

10:00 AM CEST



THE TALK OF THE TOWN: GENERATIVE AI AND THE FUTURE OF MARKETING

- **Sarah Franklin** | President & Chairwoman, Salesforce Advisory Board
- **Alison Wagonfeld** | Chief Marketing Officer, Google Cloud
- **Jessica Apotheker** | Chief Marketing Officer and Managing Director & Partner, BCG
- **Nicolas De Bellefonds** | Managing Director & Senior Partner, BCG X

10:45 AM CEST



AI, SUSTAINABILITY, AND INNOVATION: HUMAN-CENTERED DESIGN AS A NORTH STAR

- **Mauro Porcini** | Chief Design Officer, PepsiCo
- **Christine Astorino** | Managing Director, BCG X

11:30 AM CEST



CX 2030: ENVISIONING THE FUTURE OF CUSTOMER EXPERIENCE EXCELLENCE

- **Jill Cress** | Chief Marketing & Experience Officer, H&R Block
- **Helen Wilson** | Global Chief Experience Officer, Ipsos
- **Bharat Poddar** | Managing Director & Senior Partner, BCG

12:15 PM CEST



E-COMMERCE, PERSONALIZATION, AND NEW PATHWAYS FOR DIGITAL GROWTH

- **Tom Duncan** | Vice President, Head of Marketing, Kroger
- **Kelly Mahoney** | Vice President, Customer Marketing, Ulta Beauty
- **Martin Barthel** | Managing Director & Partner, BCG X

PROGRAMMING SUBJECT TO CHANGE