

CMO Briefing :8

On September 25-26, 2013, Egon Zehnder McKinsey & Company and Northwestern University's Kellogg School of Management jointly hosted the third annual Kellogg Marketing Leadership Summit. In this briefing, two of the conference hosts, Dick Patton and Rory Finlay of Egon Zehnder, explore the key topics and share videos of interviews conducted with the attendees discussing the changing role of the CMO.

The theme of the conference was how businesses, individuals and innovation are evolving in support of the customer-centric enterprise. Focusing first on the organization, Greg Carpenter shared his thinking on the four stages of market-focused reinvention a company must go through; recognition, reinvention, formalize and maintain. Each phase irreversibly shaping the overall organization much the same as baking a cake rather than making a salad.

2013 Kellogg

Marketing Leadership Summit

Leading the Customer-Centered Organization

Distinguished Speakers & Attendees

Sally Blount, Dean, Kellogg School of Management

Jonathan Becher, SAP

Deanie Elsner, Kraft

Cammie Dunaway, KidZania

Jane Hilk, Kraft Foods

Eric Leininger, Kellogg School of Management

Scott Moffitt, Nintendo

Michael Wege, Hershey

Janet Rollé, (former) CNN

Panel Discussions

Customer Focus that Transformed

Brands and Business

John Kennedy, IBM

Eduardo Conrado, Motorola Solutions

Dara Krueger, Cleveland Clinic

Turning Headwinds into Tailwinds

through Customer Focus

Harit Talwar, Discover

New Approaches to Customer Focus:

Neuroscience

Robert Knight, UC Berkeley

Moran Cerf, Kellogg School of Management

Egon Zehnder spoke on the redefinition of the CMO role due to market changes and the resulting splintering elements of marketing across five CMO traits: Digital Expert vs. Marketing Traditionalist, Business Leader vs. Marketing Guru, Innovation Champion vs. Shopper Expert, Sector Specialist vs. Versatile Partner, Sophisticated Strategist vs. Entrepreneurial Trailblazer. Asking the group, which pole are you? Which pole does your business need?

Robert Knight of UC Berkeley and Moran Cerf of the Kellogg School of Management shared recent advances in behavioral science, specifically neuroscience, that are evolving how marketers understand and cater to customers. The advancements happening today allow for deeper understanding of emotional reactions to stimuli which will have larger ramifications for

effectiveness of marketing and advertising. At the conference, Rory and Dick sat down with a host of attendees to get their opinions on the evolving role of marketing. To access these videos, follow the links below.

Kellogg Marketing Leadership Summit Interview Series

(Click to go to videos)

*Dick Patton leads Egon Zehnder's global Marketing Officer Practice and US Consumer Practice
he can be reached at +1617 535 3545
dick.patton@egonzehnder.com*

*Rory Finlay leads Egon Zehnder's global Consumer Products Practice
he can be reached at +1 312 260 8881
rory.finlay@egonzehnder.com*