



## 2005 Wharton Marketing Conference: Pioneers in Marketing

October 28, 2005

Park Hyatt Philadelphia at the Bellevue

You can now register for the Second Annual Wharton Marketing Conference: *Pioneers in Marketing* at: [http://www.whartonmarketing.com/conference/html/register\\_now.html](http://www.whartonmarketing.com/conference/html/register_now.html)

The Agenda Includes:

**MBA Career Fair Featuring Sponsors:**

*Hershey, L'Oreal, Kraft, General Mills, Frito Lay, American Express, Frito Lay, Unilever, Omnicom Group, Campbell Soup Company, Merck, Southwest Airlines*



**Afternoon Keynote Speaker**

**Richard H. Lenny- Chairman, President and Chief Executive Officer, *The Hershey Company***

**Confirmed Panelists:**

**Sports Marketing: *How To Stand Out in a Crowd***

**Co-Sponsored by the Wharton Sports Business Initiative & Wharton Sports Business Club**

Moderator, Terry Lefton- Editor-At-Large, *Sports Business Daily/Sports Business Journal*

Lara Price – Senior Vice President, Business Operations, *Philadelphia 76ers*

Mark Donovan – Senior Vice President, Business Operations, *Philadelphia Eagles*

Shawn Tilger – Vice President, Marketing, *Philadelphia Flyers*

Dave Buck – Vice President, Advertising Sales, *Philadelphia Phillies*

**Media & Entertainment: *Marketing Entertainment in the Age of Consumer Empowerment***

**Co-Sponsored by the Wharton Media & Entertainment Club**

Moderator, Professor Nelson Gayton, *The Wharton School*

Doug Scott – Director of Entertainment Marketing, *Electronic Arts*

Evan Shapiro – EVP, *Independent Film Channel*

Mike Fisher – Director of Consumer Marketing, *Virgin Mobile*

David Capece – Senior Director, Marketing, *ESPN*

Gregory Mann –Executive Consultant, *Martha Stewart Living*

**Going Global: *Extracting Brand Value Across Borders***

Moderator, Janet Riccio – Executive Vice President, Chief Integration Officer, *Omnicom Group, Inc.*

Andrew England – Vice President, International Marketing and Strategy, *The Hershey Company*

David McAughan – Senior Director, International Strategy, *Gap Inc.*

Mark Twyman - Vice President, Marketing, Global Pediatric Franchise, Merck Vaccine Division, *Merck & Co.*

Nathalie Tang - Vice President, Redken Global Marketing, *L'Oreal*

**Luxury Goods: Navigating Future Growth Opportunities**

**Co-Sponsored by the Wharton Fashion and Luxury Industries Club**

Moderator, William Cody – Managing Director, *Jay H. Baker Retailing Initiative*

Peter Thomas Roth – Founder and CEO, *Peter Thomas Roth Clinical Skincare*

Alexandra Wilkis – Sales Forecaster, *Louis Vuitton North America*

Ella Kim – Director of Retail, *Juicy Couture*

Sabra Krock- Manager, Consumer/Retail Practice, *Boston Consulting Group*

**What Teens Want: Capturing the Attention of the Trend-Driven and Lucrative Teen Dollar**

Moderator, Prof. Keith Neidermeier- Visiting Assistant Professor of Marketing, *The Wharton School*

Catherine Stellin – Vice President, Marketing and Trends, *Youth Intelligence*

Lisa Reiner – Vice President, Retail Management, *The Beanstalk Group*

**Non-traditional Marketing: Reaching the Consumer Beyond the :30 Commercial**

Moderator, Prof. David Schmittlein- Ira A. Lipman Professor, Professor of Marketing, Deputy Dean, *The Wharton School*

David Rubin – Axe Brand Development Director, *Unilever*

John Lindo – Philadelphia Marketing Manager, *Southwest Airlines*

Chris Foley – Senior Brand Manager, Pace Brands, *Campbell Soup Company*

Tim Zuckert- President, *TracyLocke*

***Don't Miss This Opportunity- SIGN UP NOW!!***

**2005 Marketing Conference Co-Chairs**

Kelley Martin

Kirsten Milideo

Kasia Myers

Lauren Sella