



Brought to you by:  
Living the Brand® Academy  
and Innovation Foundry

Register Now

CHICAGO  
June 7 & 8, 2018

**KICK OFF**

**Thursday, June 7, 2018**

Networking & Social 6:00 - 6:30 pm

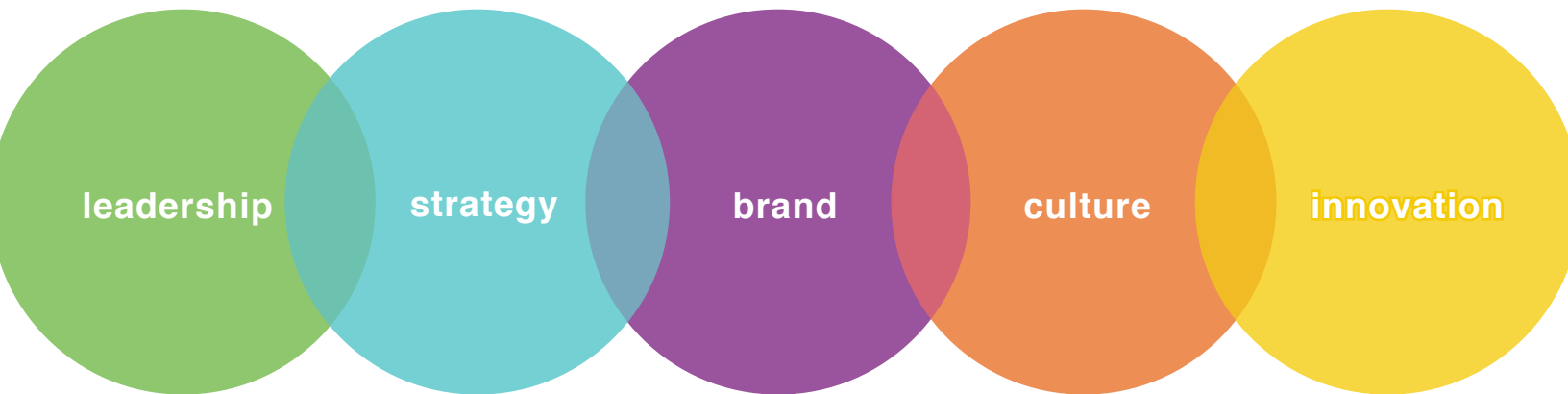
Kickoff and Innovation Lab live 6:45 - 7:30 pm

Cocktails and Reception 7:30 - 9:00 pm



Kick Off takes place  
at 1871 Auditorium

# BRAND INNOVATION QUEST™



## A FULL DAY QUEST

Friday, June 8, 2018



## All about Brand and Innovation's Interdependency

20 Storytellers.

400 Innovators.

**One unforgettable day  
that will reinvigorate  
your mind and bring your  
thinking to all new levels.**

Companies in every industry and every country face disruption in every aspect of their business today. From designing, making and marketing products and services to recruiting and retaining the right talent, constant change is no longer the exception, but the rule.

Innovation is no longer just about the product or service, but companies as a whole — **the brand.**

JOIN THE INNOVATORS! Limited tickets! [www.brandinnovationquest.livingthebrandacademy.com](http://www.brandinnovationquest.livingthebrandacademy.com)

# INNOVATE

Apply design thinking to brand-led innovation

**Concept something new.  
Ensure it's relevant.  
Introduce it in market.**

(It isn't innovation until it leaves the lab)

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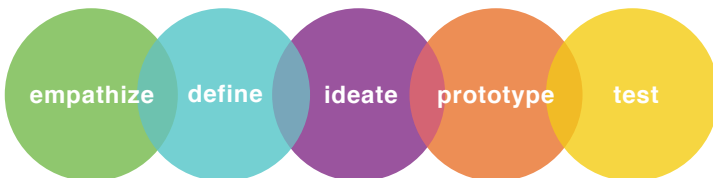
## BRAND INNOVATION QUEST

June 7 & 8, Chicago 2018

JOIN US  
& OUR KEYNOTE **SPEAKER**  
LEADERSHIP TRACK CULTIVATING INNOVATION



**STEVE LUCAS**  
CEO,  
MARKETO



**Harness the power of global collaboration.**

**Leverage a central platform for all innovation activities.**

**Empower teams small and large to deliver results.**

Join us for a kickoff Innovation Lab live at 1871 on Thursday evening, June 7, 2018.

Innovation is too important to be left to chance. Whether you are launching a new innovation program, setting up an internal Innovation Lab, engaging an external ecosystem or seeking to drive company-wide transformation, Living the Brand® Innovation Foundry and our technology platform and process offers the most advanced solution on the market.

Innovation is no longer just about the product or service, but companies as a whole — the brand.

**Thursday, June 7, 2018**  
6:00 - 6:30 pm Networking and Social

**Join us for our Kickoff**  
6:30 - 7:30 Innovation Lab live

**1871 Auditorium**  
7:30 - 9:00 Cocktail, Reception and Spirits Tasting

Please join us for our kickoff at 1871. Together with Joseph Bradley of Cisco, Living the Brand® Innovation Foundry's CEO and team will lead a live Innovation Lab with the most advanced technology platform on the market. We will utilize our trademarked processes, design thinking and strategies from Joseph Bradley's new book release "Questioneering" to lead an engaging and thought provoking means to create breakthrough innovation within teams small and large, global and local.

**Friday, June 8, 2018**

**FULL DAY QUEST**  
8:30 am - 5:00 pm  
5:00 - 6:30 Cocktail Reception

8:30 am Welcome, **A Bold Vision for the Future**  
Patty Lindstrom, **CEO, Living the Brand® Academy & Innovation Foundry**

**Morning Keynote: 9:00 am Cultivating Innovation Steve Lucas, CEO, Marketo**

**L LEADERSHIP CULTIVATING INNOVATION**

- 9:00 **Cultivating Innovation**, Steve Lucas, CEO Marketo®
- 10:00 **Employee Engagement**
- 10:15 **Encouraging Leadership over Management**
- 10:30 **Diversity and Inclusion**
- 10:45 **Working Agile - Embracing Change**
- 11:00 **Transparency and Governance**

**Speakers and Panelists:**  
Ty Heath, **Head of Global Partnerships, LinkedIn**  
Mark Lawrence, **CEO, Co-Founder, SpotHero**  
Jack Segal, **VP, Communications, Comcast**  
Sean Chou, **CEO and Founder, Catalytic**  
Ana Dutra, **CEO, Executive's Club of Chicago**

**S STRATEGY ENGINES OF CHANGE**

- 11:00 **BREAK**
- 11:15 **Why you need to become a purpose driven brand**
- 11:25 **Aligning your brand to market behavior**
- 11:35 **Making Data Driven Decisions**
- 11:45 **Building an Audience in a Digital World**
- 12:00 **IP Due Diligence in Negotiated Transactions**
- 12:15 **LUNCH - Sponsored by Neal, Gerber, Eisenberg**

**Speakers and Panelists:**  
Joseph Bradley, **VP, IoT and Digital Services, Cisco**  
Reese Schoeder, **Managing Partner, Tyson Ventures**  
David Wald, **CEO Co-Founder, Aclaimant**  
Vishal Shah, **CEO and Co-Founder, LearnCore**  
Michael Kelber, **Partner, Neal, Gerber & Eisenberg**

**Afternoon Keynote: 1:15 pm Breakthrough Innovation, Joseph Bradley, VP, IoT and Digital, Cisco**

**B BRAND STORIES AND TRUTHS**

- 1:45 **Design and Design Thinking**
- 1:55 **Transitioning to digital while staying true to your roots**
- 2:00 **The Customer is King**
- 2:10 **Brand Loyalty: How to take your customer with you on your new journey**
- 2:20 **Evolving Role of the CMO, CDO, CTO, CIO, CGO, CCO**

**Speakers and Panelists:**  
Ally Kostick, **Head of Brand, Nasdaq**  
Josh Paolini, **Principal Digital Strategy, Adobe**  
David Brown, **Partner, Nixon Peabody**  
Dan Abel, **Director of Marketing, Reverb**  
Bob Armour, **CMO, Jellyvision**

**C CULTURE MAKING SENSE OF THE WORLD**

- 2:30 **Authenticity: Trust & Emotion, More than just buzzwords**
- 2:45 **Building / Developing a Winning Culture**
- 3:00 **Unlocking Creativity and Innovation: It doesn't just live in the marketing department**
- 3:20 **How to build a culture that engages both Employees & Customers**  
**BREAK**

**Speakers and Panelists:**  
Jack Redding, **VP Co-Founder, Intrapreneurs, Allstate**  
Andria Long, **VP Innovation, Johnsonville**  
Melissa Donaldson, **VP Diversity & Inclusion, Wintrust**  
Lori Stafford-Thomas, **Director Corp. Comm., Marketo**  
Kelly Dean, **VP People, Jellyvision**

**I INNOVATION MEANINGFUL IMPACT**

- 3:45 **Multiplying our positive effect**
- 4:00 **Data and Creativity: Science and Art, Friend or Foe**
- 4:10 **Managing your Business in a Digital World**
- 4:20 **Protecting your Innovation, adding Value for Growth**
- 4:30 **How to leverage Design Thinking to engage your audience**
- 4:40 **What Designers can learn from Software Engineers**
- 4:50 **Change: Embracing it**

**Speakers and Panelists:**  
Eddie Nath, **VP of Product, TADA / CGN Global**  
Hung-Hsiang Chen, **Strategy Dir., User Ctr & Innovation, Eli Lilly**  
Janet Garetto, **Partner, Nixon Peabody**  
Rizal Hamdallah, **Head of Innovation Lab, Tyson Foods**  
Jason Ebel, **Co-Founder, Two Brothers Brewing Company**  
Caralynn Collens, **CEO, UILabs**

# 5 TRACKS All about Brand and Innovation's Interdependency

leadership

strategy

innovation

brand

culture

**JOIN US.** Corporate Leaders, Founders and Innovators leading positive change and transformation.



**PATTY LINDSTROM**  
 Founder, LIVING THE BRAND®  
 Academy & Innovation Foundry  
 CEO Creative Logic, Inc.



**STEVE LUCAS**  
 CEO, MARKETO  
 Keynote Kickoff - June 8



**JOSEPH BRADLEY**  
 SVP 'ST' & Digital Services, CISCO  
 Keynote Afternoon



**KELLY DEAN**  
 JELLYVISION, VP People



**JASON EBEL**  
 TWO BROTHERS BREWING,  
 COMPANY, Co-Founder



**TY HEATH**  
 LINKEDIN, Global Agency Lead,  
 President of BIG (Black Inclusion Group)



**MARK LAWRENCE**  
 SPOT HERO  
 CEO, Co-Founder



**JOSH PAOLINI**  
 ADORBE, Principal Consultant,  
 Digital Strategy



**SEAN CHOU**  
 CATALYTIC, CEO - Founder  
 Co-Founder Fieldglass



**VISHAL SHAH**  
 LEARNCORE  
 CEO and Co-Founder



**DAVID WALD**  
 ACLAIMANT  
 CEO and Co-Founder



**ALLY KOSTICK**  
 NASDAQ  
 Global Head of Brand



**REESE SCHOEDER**  
 TYSON VENTURES  
 Managing Director



**EDDIE NATH**  
 CGN Global, Co-Founder  
 TADA, VP Business Development



**ANDRIA LONG**  
 JOHNSONVILLE  
 VP of Innovation



**DAVID BROWN**  
 NIXON PEABODY  
 Partner



**HUNG-HSIAN CHEN**  
 ELI LILLY  
 Strategy Director, User Center & Innovation



**MICHAEL KELBER**  
 NEAL, GERBER & EISENBERG  
 Partner



**JACK SEGAL**  
 COMCAST  
 VP Communications



**MELISSA DONALDSON**  
 WINTRUST  
 VP, Diversity & Inclusion



**BOB ARMOUR**  
 JELLYVISION  
 CMO



**JANET GARETTO**  
 NIXON PEABODY  
 Partner



**ANA DUTRA**  
 EXECUTIVES CLUB OF CHICAGO  
 CEO



**CARALYNN COLLENS**  
 UL LABS  
 CEO



**RIZAL HAMDALLAH**  
 TYSON  
 Head of Innovation Lab



**LORI STAFFORD-THOMAS**  
 MARKETO  
 Director of Corporate Communications



**JACK REDDING**  
 ALLSTATE  
 Co-Founders, Intrapreneurs

Thank you to these leading sponsors who are committed to leading with values and purpose, advancing positive change and driving profitable growth.



Thank you to the people and their companies represented here who are supporting our mission with investments as well as thought leadership.



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