

## GLOBAL MARKETER CONFERENCE AGENDA

Against a challenging economic and societal backdrop, our focus will be **sustainable growth**: exploring how the world's biggest brand owners can be part of the solution to a sustainable future whilst delivering against shareholder, and stakeholder, expectations.

09:00 REGISTRATION

10:00 **WELCOME**

10:05 **A SHARED GLOBAL AGENDA**

Exclusive launch of the WFA/Kantar Sustainable Marketing 2030 initiative, providing a framework for the day's content.

10:25 **REIMAGINING WHAT A BEER COMPANY CAN BE**

AB InBev's Global Chief Marketing Officer will share one of the most inspiring stories of a company transformation driven by marketing. From a follower to a leader in creative capabilities, to developing a culture of sustainable growth, AB InBev is harnessing marketing's super powers to create a future with more cheers.

10.50 **THINK LIKE A DESIGNER, NOT A MARKETER**

The greatest challenges we face today were produced by design and must be solved by design. They originated in the optimism of the industrial revolution and to tackle them we have to understand our place in history, embrace the optimism that got us here and 'design' our way out.

11.25 BREAK

12.10 **TOWARDS A SUSTAINABLE FUTURE**

Raja will share how Mastercard has sought to reimagine value through a sustainability lens and outline how marketing has become a driver of better behaviours within their partner ecosystem. Building on this, Brian will launch results from a unique global pilot initiative, in partnership with Mastercard and a select group of global brand owners, to dramatically reduce the carbon footprint of programmatic advertising.



**Ahmet Pura**  
President, RVD



**Stephan Loerke**  
CEO, WFA



**Marcel Marcondes**  
Global Chief Marketing  
Officer, AB InBev



**Mark Adams**  
Senior Vice President,  
Innovation, Vice



**Raja Rajamannar**  
Chief Marketing &  
Communications Officer,  
Mastercard



**Brian O'Kelley**  
Co-founder & CEO,  
Scope3

12:50 **PROGRESSIVE PATHWAYS TO GROWTH**

WFA's Global Marketer of the Year, 2022, will be joined on stage by Ali Hanan of Creative Equals, who has helped Diageo agitate for change in the global marketing industry and deliver against a shared ambition - more diverse and inclusive creative leadership. Through a Progressive Marketing Flywheel of inclusion, creativity and purpose, this session will inspire us to think differently about one of the toughest, yet most meaningful, metrics: return on inclusion.



**Cristina Diezhandino**  
Chief Marketing Officer,  
Diageo



**Ali Hanan,**  
Founder & CEO,  
Creative Equals

13.25 LUNCH

14:55 **THE BIG DEBATE: 'Marketers should focus on company, not consumer behaviour change'**

Building on WFA's last debate where 74% of our audience agreed that 'marketing today is incompatible with a sustainable future', we explore whether brand owners have the right focus in terms of becoming part of the solution. Join us as our two teams explore the deltas of our role in a sustainable future.



**Fabrice Beaulieu**  
Chief Marketing  
Sustainability & Corporate  
Affairs Officer, Reckitt



**Charlie Thompson**  
Director, Commercial Reach  
& Influence, CISL



**Rupen Desai**  
Advisory Board Member  
Copenhagen Cartel



**Ozlem Senturk**  
Senior Partner, Sustainable  
Transformation Practice,  
Kantar

15:50 **SUPERCHARGING SUSTAINABLE GROWTH**

Conny and David explore the intersection of marketing, technology and sustainability and our role in supercharging sustainable growth for brands, people and planet.



**Conny Braams**  
Chief Digital & Commercial  
Officer, Unilever



**David Jones**  
Founder,  
The Brandtech Group

16.30 CLOSE



Note: All WFA benchmarks, survey results, agendas and minutes are reviewed by K&S Law, our competition lawyers. See WFA's [Competition law compliance policy](#)