BRAND INNOVATION QUEST ™

CHICAGO
July 31 & August 1, 2019

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

Register Now

KICK OFF

Wednesday, July 31, 2019

Networking & Social   5:00 - 5:30 pm
Kickoff - Leadership & Innovation   5:45 - 7:15 pm
Cocktails & Reception   7:30 - 8:00 pm

CHICAGO connectory
BY BOSCH AND 1871

1871

**Kick Off takes place
at Chicago Connectory at 1871**

A FULL DAY QUEST
Thursday, August 1, 2019

MHUB

leadership   strategy   brand   culture   innovation

All about Brand and Innovation's Interdependency
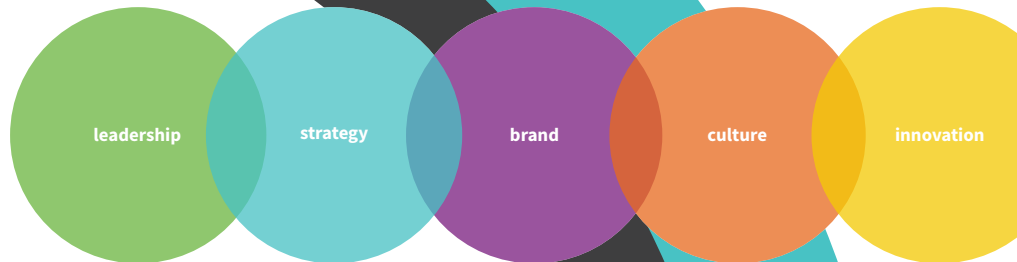
**20 Storytellers.
400 Innovators.**

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.livingthebrandacademy.com

TRANSFORMATION

Apply design thinking to brand-led innovation

OUR 360 APPROACH.
Lead with purpose.
Define strategy.
Build from the inside.
Cultivate people.
Inspire meaning.

Join us for our kickoff evening at Chicago's world renowned incubator, 1871 - at the Chicago Connectory by Bosch. Nick Beil, COO of Narrative Science and Patty Lindstrom, CEO of Living the Brand® Academy will kick the evening off.

Nick will lead with a key perspective on leaderships' role in cultivating an environment for innovation. Patty will share how Living the Brand® Academy assists' companies and their people by implementing a 360 degree approach to brand from the inside out, cutting across five key areas.

Together they will facilitate a lively discussion with three other CEO's and the audience about strengthening brands holistically, positioning them for growth, relevance, sustainability and success—digitally, strategically and while bringing the people and teams along the path for scalability.
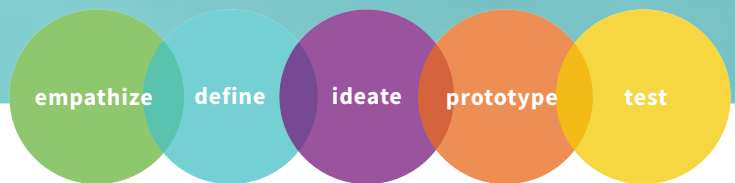
KICK OFF

Wednesday, July 31, Chicago 2019

5:00 - 5:30 pm	Networking & Social
5:45 - 7:15 pm	Kick off - Leadership & Innovation
7:30 - 8:00 pm	Cocktails & Reception

empathize · define · ideate · prototype · test

CHICAGO connectory
BY BOSCH AND 1871

Kick Off takes place at Chicago Connectory at 1871

JOIN US & OUR KICKOFF
SPEAKER

Nick Beil
COO Narrative Science

5:45 - 6:15

Nick Beil - Leaderships' role in cultivating an enviroment for innovation

LEADERSHIP CULTIVATING INNOVATION

6:15 - 7:15 Group Panel & Discussion

Employee Engagement and challenges with new technologies
Adapting to the Changing Workforce
Data, Governance, Security, and Transparency
360 look at Brand - how technology is at the center of building, transforming, shaping and reshaping brands.

PANELISTS:

Dorri McWhorter, **CEO,** *YWCA Metropolitan Chicago*
Steven Galanis, **CEO,** *Cameo*
Nicole Susenburger, **IT Innovation Manager,** *Bosch USA*
Jeremie Bacon, **CEO,** *Imagineer Technology Group*
Nick Beil, **COO,** *Narrative Science*

FACILITATOR:
Patty Lindstrom, **CEO,** *Living the Brand® Academy*

THE QUEST - WHO, WHAT AND WHEN.

August 1, Chicago 2019 **7:30 — 8:30 am** Registration, networking, private meetings

Please join us for our kick off at Chicago Connectory at 1871. Together with Nick Beil, COO Narrative Science and Living the Brand® Innovation Foundry's CEO welcome you for a lively presentation on leadership's role in cultivating an environment for innovation and transformative technologies paving the way. The content will help define current challenges, how to shape a framework, engage employees and advance growth within an adapting workforce. All of these factors are affecting a dynamic business environment and shaping brands and their teams.

WEDNESDAY, JULY 31, 2019
@ Chicago Connectory

5:00 - 5:30 pm Networking and Social
Join us for our Kick off
5:30 - 5:45 Welcome and Introductions
5:45 - 6:15 Leadership and Innovation
6:15 - 6:45 Transformative Technologies
6:45 - 7:15 Panel discussion, Q & A
7:15 - 8:00 Cocktail Reception

THURSDAY, AUGUST 1, 2019
@ MHUB 6:00 - 6:30 pm Networking and Social

FULL DAY QUEST
8:00 - 8:30 am Light Breakfast and Coffee
8:30 - 9:00 Welcome, **A Bold Vision for the Future,** Patty Lindstrom, **CEO,** *Living the Brand® Academy*
8:30 - 5:30 FULL DAY below
5:30 - 7:00 Cocktail Reception

MORNING KICKOFF:

9:00 - 9:50 am PURPOSE - A platform to lead from

Claude Silver, Chief Heart Officer, *VaynerMedia*
Scott DeKoster, Senior Managing Partner, *Gallup*
Patty Lindstrom, CEO, *Living the Brand® Academy*

10:00 - 10:50 am
STRATEGY ENGINES OF CHANGE

What makes a strong brand? Why should we care?
Why you need to become a purpose driven brand
The Road to Revenue; How to Engage Customers?
Making Data Driven Decisions
Building or Transforming for a Digital World

11:00 - 11:50 Interactive Session
Shifting Perspectives: Design and Design Thinking

SPEAKERS AND PANELISTS:
Mike Weir, **VP, Tech Sector,** *Linked In* **(20 Minute Case study lead in)**
Seshadri Guha, **CEO,** *Tada Cognitive Solutions*
Janet Garetto, **Partner,** *Nixon Peabody*
Andy Friedman, **Chief Digital Officer,** *Wolters-Althoff Investments (VC, PE)*
FACILITATOR: *Patty Lindstrom,* **CEO,** *Living the Brand® Academy*

Terlato Wines - **Jacqueline Sylvester** and **Anat Gotfried** will guide us through a number of key pivots at Terlato - and the use of storytelling to craft, launch and scale a series of new brands. A unique and transformative innovation path for the wine industry.

AFTERNOON KEYNOTE:

1:00 pm DIGITAL IMMERSION: EXPERIENCES TO BE "FELT"
Jason White Co-Founder, *Leviathan, McDonald's Corp. HQ and more*

1:45 - 2:30 pm
BRAND STORIES AND TRUTHS

Brand Reputation (maintaining your brands focus through change)
Brand & Digital - The Biggest Challenges in Corporate History
Transparency in the sales and marketing process
Brand Loyalty: How to take your customer with you on your new journey
Humanizing the Brand

SPEAKERS AND PANELISTS:
Todd Caponi, **Chief Sales Evangelist,** *Sales Melon*
Patty Lindstrom, **CEO,** *Living the Brand® Academy* **(20 Minute Case study lead in)**

David Brown, **Partner,** *Nixon Peabody*
Jorge Orozco-Cordero, **Sen. Mgr. UX Design & Innovation,** *Discover Financial*
Chris Stevens, **CMO,** *SpotHero*

2:40 - 3:10 pm
CULTURE MAKING SENSE OF THE WORLD

Authenticity: Trust & Emotion, More than just buzzwords
Building / Developing a Winning Culture
Transparency, purpose and values at the core
How to build a culture that engages both Employees & Customers
Unlocking Creativity and Innovation in unexpected areas

3:15 - 3:50 Interactive Session — Transformational Technologies
How AI, VR, Big Data impacts the organization?
What's next for 2019 and the future?

SPEAKERS AND PANELISTS:
Claude Silver, **Chief Heart Officer,** *VaynerMedia*
Scott DeKoster, **Sr. Managing Partner,** *Gallup*
Julie Brinkman, **Chief Operating Officer,** *Hireology*

FACILITATOR: *Patty Lindstrom,* **CEO,** *Living the Brand® Academy*

Eddie Nath, **Executive Director,** *Tada Cognitive Solutions*
Josh Edwards, **Head of Data Science,** *Pekin Insurance*

4:00 - 4:40 pm, panel discussion 4:45 - 5:30
INNOVATION MEANINGFUL IMPACT

Leveraging new technologies for reinvention
The realities today's business leaders need to face
EGO: the Nemesis of a Culture of Innovation
Innovation is no longer just about the product or service, but the company as a whole. The brand.

5:30 - 7:00 Closing and Cocktail Reception - *Details at top of this page*

INNOVATION LEAD IN KEYNOTE: Tom Sosnoff, *Co-CEO tastytrade*

SPEAKERS AND PANELISTS:
Dorri McWhorter, **CEO,** *YWCA Metropolitan Chicago*
Steve Galanis, **CEO,** *Cameo*
Natalie Shmulik , **CEO,** *The Hatchery*
Fermin Fernandez, PMP, **Sr. Digital Information Manager,** *Bosch*
Adam Stanley, **Global CIO and Chief Digital Officer,** *Cushman & Wakefield*
Brian Crannell, **SVP Corporate Development,** *Knowles Corporation*
FACILITATORS: *Julia Kanouse ,* **CEO,** *Illinois Technology Assocation*
Patty Lindstrom, **CEO,** *Living the Brand® Academy*

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

JEREMIE BACON
CEO, Imagineer Technology Group

CLAUDE SILVER
Chief Heart Officer, VaynerMedia

TOM SOSNOFF
Founder and Co-CEO, tastytrade
Keynote - August 1

EDDIE NATH
EVP Sales and Marketing,
Tada Cognitive Solutions

DAVID BROWN
Partner, Nixon Peabody

NATALIE SHMULIK
CEO, The Hatchery Chicago

SCOTT DeKOSTER
Managing Consultant, Gallup

SESHADRI GUHA
Co-Founder and CEO,
Tada Cognitive Solutions

DORRI McWHORTER
CEO, YWCA Metropolitan Chicago

STEVEN GALANIS
Co-Founder and CEO, Cameo

JANET GARETTO
Partner, Nixon Peabody

CHRIS STEVENS
CMO, Spot Hero

JOSH EDWARDS
Head of Data Science, Pekin Insurance

ANAT GOTFRIED
Marketing Manager, Terlato Wines

MIKE WEIR
VP Tech Sector, LinkedIn

TODD CAPONI
Principal, Sales Melon

JORGE OROZCO-CORDERO
UX Design and Innovation,
Discover Financial Services

JULIE BRINKMAN
COO, Hireology

JACKIE SYLVESTER
Marketing Director, Terlato Wines

ANDY FRIEDMAN
Chief Digital Officer, WAI Investments

JASON WHITE
Co-Founder and Chief Creative Officer,
Leviathan

NICOLE SUSENBURGER
IT Innovation Manager, Bosch

BRIAN CRANNELL
SVP Corporate Development, Knowles Corp.

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

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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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SPOT HERO · cgn Good thinking, Globally. · 1871 · ita · WELLS FARGO ADVISORS · Linked in · Columbia COLLEGE CHICAGO · DISCOVER · LAGUNITAS BREWING COMPANY · TERLATO ALWAYS EXCEPTIONAL · narrative science How the future gets written

imagineer TECHNOLOGY GROUP · Hireology · LIVING THE BRAND. INNOVATION FOUNDRY · WA INVESTMENTS · knowles · LEVIATHAN · SOCIAL SNACKS

JOIN THE INNOVATORS! **Limited tickets!** www.brandinnovationquest.com