



July 15–16, 2020

STEPPING FORWARD

#PGSIGNAL

WEDNESDAY · JULY 15, 2020

SESSION 1

CANNES “MARKETER OF THE DECADE” COMPILATION

WELCOME REMARKS

JOHN BATTELLE | Founder & CEO · *Recount Media*

STEPPING FORWARD

MARC PRITCHARD | Chief Brand Officer · *P&G*

SIGNAL TRAILBLAZER

CECILIA COLBURN | Green Bay Plant Manager · *P&G*

A CONVERSATION WITH

RON HOWARD | Co-Founder · *Imagine Entertainment* | Academy Award-Winning Filmmaker



AFTER COVID-19—WHAT’S NEXT?

PETER SCHWARTZ | SVP, Strategic Planning and Futurist · *Salesforce*

A CONVERSATION WITH

MORGAN DEBAUN | Founder and CEO · *Blavity Inc.*

SESSION 2

WELCOME BACK

JOHN BATTELLE | Founder & CEO · *Recount Media*

INTRO TO THE WORLD OF GAMING & ESPORTS: WHO PLAYS AND WHY IT MATTERS TO MARKETERS

GLENN PLATT | Founder and C. Michael Armstrong Professor of Emerging Technology *Miami University*

A CONVERSATION WITH

EMMETT SHEAR | CEO · *Twitch*

SIGNAL TRAILBLAZER

GIORGIA GUASTI | Italy Brand Operations

THE FUTURE OF (STREAMING) MEDIA AND WHAT IT MEANS FOR MARKETERS

RICH GREENFIELD | Partner · *LightShed Partners*

A CONVERSATION WITH

LINDA YACCARINO | Chairman of Advertising & Partnerships · *NBCUniversal*

A CONVERSATION WITH

AMY CHANG | Executive Vice President · *Cisco* | Board of Directors · *P&G*

A CONVERSATION WITH

MIKE DEWINE | Governor · *State of Ohio*

DEBORAH MAJORAS | Chief Legal Officer & Secretary · *P&G*

SESSION 3 · ASIA EDITION

WELCOME REMARKS

JOHN BATTELLE | Founder & CEO · *Recount Media*

MATTHEW PRICE | President, Greater China · *P&G*

MAGESVARAN SURANJAN | President, Asia, Middle East and Africa · *P&G*

SUSTAINABLE, SMART PACKAGING

KAZUMASA KAWABATA | General Manager · *DNP America, LLC*

SIGNAL TRAILBLAZER

REE CHEN | Baby Care China · *P&G*

CHINA TIKTOK/BYTEDANCE

CORINNA CHEN | Vice President of Marketing, Ocean Engine & TikTok Ad · *ByteDance/TikTok*

SIGNAL TRAILBLAZER

SANYA CHOPRA | India Brand Operations · *P&G*

A CONVERSATION WITH

KULVINDER BIRRING | CEO · *Watsons China*

THE FUTURE OF CITIES

ALIA AL MUR | Director of Marketing & Communications · *Smart Dubai*

A CONVERSATION WITH

AMY CHANG | Executive Vice President · *Cisco* | Board of Directors · *P&G*

THURSDAY · JULY 16, 2020

SESSION 4

NATGEO P&G CLIMATE ROUNDTABLE

WELCOME REMARKS

JOHN BATTELLE | Founder & CEO · *Recount Media*



HOW PEOPLE CAN TAKE INDIVIDUAL ACTION ON SUSTAINABILITY

CLOVER HOGAN | Climate Activist & Founder · *Force of Nature*

A CONVERSATION WITH

DAVID TAYLOR | Chairman, President & CEO · *P&G*



A CONVERSATION WITH

FRANK COOPER III | Senior Managing Director and Global CMO · *BlackRock*

SIGNAL TRAILBLAZER

BEATRIZ BOSCAN | Manaus (Brazil) Plant HR Leader · *P&G*

HOW RUTA N HAS BEEN A CATALYST FOR INNOVATION

ELKIN ECHEVERRI | Planning & Foresight Director · *Ruta N, Medellin, Colombia*

A CONVERSATION WITH

SUSAN WOJCICKI | CEO · *YouTube*

SESSION 5

WELCOME BACK

JOHN BATTELLE | Founder & CEO · *Recount Media*

AI, CORPORATE INSIGHTS, AND LEADERSHIP RELATED TO FUTURE OF TECHNOLOGY

AZEEM AZHAR | Founder · *Exponential View*

A CONVERSATION WITH



EVAN SPIEGEL | Co-Founder & CEO · *Snap Inc.*

JEREMI GORMAN | CBO · *Snap Inc.*

SIGNAL TRAILBLAZER

MOSES OGBONNAYA | CMO, Tide Cleaners · *P&G*

A CONVERSATION WITH



QUEEN LATIFAH | Rapper, Singer, Songwriter, Actor, and Producer

UGONNA OKPALAOKA | Filmmaker

SAMANTHA KNOWLES | Filmmaker



DIVERSITY AND INCLUSION IN ENTREPRENEURSHIP

IRMA OLGUIN JR. | CEO & Co-Founder · *Bitwise Industries*

A CONVERSATION WITH

JACK DORSEY | CEO, *Twitter* | CEO & Chairman · *Square*

INTERVIEWED BY STEPHANIE MEHTA | Editor-In-Chief · *Fast Company*

CLOSING REMARKS

JOHN BATTELLE | Founder & CEO · *Recount Media*

STAN JOOSTEN | Global Brand Building Innovation · *P&G*