

# CMO Accelerator Programme 2024

In Partnership with  

## Monday 17 June – [Café Crème, Canopy by Hilton Cannes, 2 Boulevard Jean Hibert Cannes](#)

19:00 – 22:30	<b>CMO Accelerator Welcome Reception hosted by Bain &amp; Microsoft</b>
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## Thursday 20 June – [Croisette Room, Majestic Hotel, 10 Bd de la Croisette](#)

08:30	<b>Networking breakfast served in the classroom</b>
09:00 – 09:30	<p><b>Kick-off with Jim Stengel</b></p> <p>Jim kick's off the 11th CMO Accelerator Programme with his reflections of our collective week at Cannes Lions including understanding what our shared goals for the next two days.</p>
09:30 – 10:15	<p><b>Barbie: A 65-Year-Old Ageless Brand</b></p> <p>After an epic year in 2023 hear some behind-the-scenes insight on all things Barbie, what it means for the brand moving forward and learn how to lead the transformation of a brand into a cultural phenomenon that dominates the headlines and the entire marketing ecosystem.</p> <p><b>Ynon Kreiz, Chairman &amp; CEO of the Board, Mattel, Inc</b>  <b>Jason Horowitz, SVP US Marketing   Global Head of Media &amp; Digital at Mattel, Inc.</b></p>
10:15 - 11:00	<p><b>Up close and Personal with Jonathan Mildenhall</b></p> <p>With more than 30 years of experience building and promoting large, brand-focused companies, Jonathan is a certified marketing rockstar. Jonathan inspires audiences to reflect on what their purpose is, while encouraging businesses to envision a better world through creativity, humanity, and purposeful, authentic branding. A champion of accelerating diversity in advertising, he equips audiences with insights on the role of being a disruptor, on creativity and inclusivity, as well as how to utilise purposeful branding to spark positive change.</p> <p>Jonathan began his career 'agency side' and, after 16 years, he joined Coca-Cola in 2006 as the company's Vice President of global advertising strategy and content excellence. During his time leading the brand, Coca-Cola launched its global marketing campaign "Open Happiness," which led to its most profitable growth period in 20 years. Coke was also named the Creative Marketer of the Year at the Cannes Lions International Festival of Creativity during Jonathan's time leading the brand.</p> <p>He then became Airbnb's first CMO in 2014, helping travellers realise they could belong anywhere. Jonathan and the team's creativity aided in Airbnb's massive growth, becoming a \$100 billion travel juggernaut.</p> <p>In 2018, he co-founded TwentyFirstCenturyBrand, one of the world's leading branding and marketing consultancies. Over the past five years, the business has helped some of the world's most influential companies scale their impact including Pinterest, LinkedIn, Zalando, PepsiCo, NextDoor and Walmart.</p> <p>In 2024, Jonathan was appointed the first ever CMO of Rocket Companies overseeing the message and voice for all the Rocket brands.</p> <p><b>Jonathan Mildenhall, Chief Marketing Officer at Rocket Companies &amp; Chair TwentyFirstCenturyBrand</b></p>
11:00 – 11:15	<b>Break</b>

<p>11:15 – 12:00</p>	<p><b>Experimentation @ Scale: Building your Marketing Organisation’s Superpower</b></p> <p>Marketers today face a dilemma: in an increasingly complex and ever-changing environment, how can CMOs respond to increased pressure to demonstrate credible results?</p> <p>The answer: Experimentation @ Scale. E@S helps accelerate learning to increase speed to value and credibility, putting Marketing at the centre of your company’s growth engine. Many organisations test, but traditional test-and-learn is insufficient. E@S is a systematic approach that identifies winning strategies and scales them across the organisation to maximise impact.</p> <p>This session will introduce key E@S concepts, share best practices from industry leaders, and provide the tools required to enact change within your organisation.</p> <p>Want to learn more? Sign up for <a href="#">Bain’s post-Cannes live briefing</a> for additional insights.</p> <p>Questions this session will answer:</p> <ul style="list-style-type: none"> <li>• What is Experimentation @ Scale, and how can it turbocharge my marketing organisation?</li> <li>• How is E@S different from the testing that I’m doing today, and how are leading organisations using this approach?</li> <li>• What does it take to embed E@S into a marketing organisation, and what actions can I take to be a catalyst for change?</li> </ul> <p><b>Lesley Butler, Partner at Bain &amp; Company</b>  <b>Philip Dowling, Partner at Bain &amp; Company</b></p>
<p>12:00 – 12:45</p>	<p><b>Transforming Fan Connections: McDonald’s AI-Powered Marketing Strategy with ZeroToOne</b></p> <p>As McDonald’s looks to maintain its leadership position in the QSR category, it has continued to modernise its marketing model to personalise how it reaches, serves and connects with their consumers, shifting significant spend into digital marketing and innovation, including new ordering channels, personalisation and loyalty.</p> <p>McDonald’s has been at the forefront of adopting advanced AI technology to help power this shift, working with companies like ZeroToOne to help deliver the right message at the right time to the right consumer and drive greater efficiency and effectiveness.</p> <p>ZeroToOne is an advanced AI platform that turns billions of data points into precise, actionable predictions in real-time. Developed by former researchers from the world’s number one AI program at Carnegie Mellon University, the ZeroToOne platform is a first of its kind, providing Fortune 500 brands with scalable, enterprise-wide intelligence to drive commercial impact.</p> <p>In this exclusive discussion, McDonald’s and ZeroToOne will share what they’ve learned over the last 18 months about applying advanced AI and prediction to their marketing model and how AI will play an integral part in powering greater efficiency as McDonald’s shifts more dollars into digital media, their app and one of the most popular loyalty programs in the industry.</p> <p><b>Tariq Hassan, Chief Marketing and Customer Experience Officer at McDonald’s USA</b>  <b>Caleb Pearson, Vice President, US Customer Engagement at McDonald’s USA</b>  <b>Naseer Hashim, Co-Founder and CEO at ZeroToOne.AI</b>  <b>Andrew Bailey, Co-Founder and COO at ZeroToOne.AI</b></p>
<p>13:00 – 14:00</p>	<p><b>Lunch served in the classroom</b></p>
<p>14:00 – 14:45</p>	<p><b>AI’s Revolutionary Role in Redefining the Creative Process</b></p> <p>Amid information overload, widespread burnout, and an increasingly high bar to break through the noise, rekindling the creative spark has never been more critical. Jared Spataro, Microsoft’s Head of AI at Work, will paint a picture of the future of marketing, where AI amplifies human ingenuity to unlock new realms of creativity.</p> <p>Then, you’ll jump in with Matthew Duncan, Head of Future of Work Thought Leadership for “How AI Will Accelerate and Boost Work for Every Creative”. See how Copilot, your AI assistant and collaborator, can bring value and more joy to every part of the creative process – from ideation and creation to activation and impact. The session will include demonstrations of the latest Copilot capabilities and tips for you and your organisation on adopting new AI habits and leave you with a functional roadmap.</p> <p><b>Jared Spataro, Microsoft’s Head of AI at Work</b>  <b>Matthew Duncan, Head of Future of Work Thought Leadership</b></p>

14:45 – 15:30	<p><b>What it takes to win a Lion: Behind the scenes with Cannes Lions Winners 2023</b>  <b>A British Original: Outdoor Grand Prix by Uncommon Creative Studio for British Airways</b></p> <p>British Airways launched a groundbreaking multi-channel campaign called A British Original, which celebrates British Airways' people, its customers, and the nation. The campaign explores the myriad reasons people travel, whether it's to reconnect with loved ones, to take some time out, or to be immersed in a different culture.</p> <p>A British Original encompassed over 500 unique print, digital, and outdoor executions and over 32 different short films.</p> <p><b>Lucy Jameson, Founder at Uncommon London</b>  <b>Calum Laming, Chief Customer Officer at British Airways</b></p>
15:30 – 16:00	<p><b>Break</b></p>
16:00 - 17:00	<p><b>Predicting Issues &amp; Crisis in 2024</b></p> <p>In today's reactionary climate, one spark is all it takes to catapult a seemingly small issue into a reputationally damaging crisis. Aligned to the rapid development of predictive AI tools, the fundamental rules for issues and crisis preparation and response – in service of reputation management – are being rewritten.</p> <p>In this session, we'll focus on how predictive AI can change the game for reputation builders and protectors in getting out in front of impending issues and crises. With a trifecta of high-profile global elections in 2024 and half the world's population – and GDP – heading to the polls at some point in 2024 (Source: Bloomberg), now is the moment for CMOs and brands to prepare and gain a deeper understanding around how to predict what issues will matter most.</p> <p><b>Mary Elizabeth Germaine, Chief Data &amp; Strategy Officer at Ketchum</b>  <b>Stacy Kemp, Principal/Partner at Deloitte</b>  <b>Moderator: Jim Joseph, U.S. CEO and Global Chief Marketing Officer at Ketchum</b></p>
17:00 - 17:45	<p><b>Manage your Creative Self: Take charge of your career</b></p> <p>Three leading CMOs from different industries reveal how they manage their careers while leading successful organisations. They will analyse what motivates, inspires and enables them - and share their tips on how to balance a busy job with achieving life goals.</p> <p><b>Michelle Crossan-Matos, Global CMO at Ulta Beauty</b>  <b>Najoh Tita-Reid, Global Brand &amp; Experience Officer at Mars</b>  <b>Tobias Christoph Collée, VICE President at NIVEA</b>  <b>Jordan Saxemard, Chief Marketing Officer at SONOS</b></p>
17:45 - 18:00	<p><b>Day 1 Wrap Up/Close with Jim Stengel</b></p>
19:00 - 20:30	<p><b>Vayner X Reception, Cannes Harbour, Hosted by Gary Vaynerchuk</b></p> <p>Please ensure you have RSVP'd to the event</p>

**Friday 21 June – [Croisette Room, Majestic Hotel, 10 Bd de la Croisette](#)**

08:30	<b>Networking breakfast served in the classroom</b>
09:00 – 09:30	<b>Reflections on Day 1</b>
09:30 – 10:30	<b>What it takes to win a Lion: Behind the scenes with Cannes Lions Winners 2023</b> <b>#TurnYourBack: Media Grand Prix by Ogilvy for Unilever</b> Unilever launched The Dove Campaign for Real Beauty in 2004 which aimed to challenge traditional beauty standards and promote self-acceptance. It has become a global marketing phenomenon, driving huge sales increases and brand awareness, plus countless Cannes Lions awards in the process.  Join Ale Manfredi (CMO, Dove), Firdaous El Honsali (VP, Dove Masterbrand Global) and Daniel Fisher (Global ECD, Ogilvy) as they talk about how they are changing beauty with Dove, the iconic work they've made together (including 2023 Grand Prix #TURNYOURBACK) and the client-agency dynamic that underpins it all.  <b>Alessandro Manfredi, Chief Marketing Officer at Dove</b> <b>Firdaous El Honsali, VP, Dove Masterbrand Global</b> <b>Daniel Fisher, Global Executive Creative Director at Ogilvy</b>
10:30 - 10:50	<b>Break</b>
10:50 - 11:50	<b>Brand Marketer Hot Shots – What do they want from their CMO?</b> Five of the hottest marketing talents selected from this year's Brand Marketers Academy will tell you what they expect from their leaders.  <b>Fernando Machado, Dean of Brand Marketers Academy</b> <b>Suzanne Tosolini, Co-founder of the Brand Marketers Academy</b>
12:00 - 12:45	<b>Creative Marketer of the Year 2024 - Unilever</b> Unilever is the 2024 Creative Marketer of the Year. The honorary accolade is presented to a marketer who has amassed a body of Lion-winning work over a sustained period of time, and has established a reputation for producing brave creative and innovative marketing solutions.  <b>Esi Eggleston Bracey, Chief Growth and Marketing Officer at Unilever</b>
12:45 - 13:30	<b>Working Lunch: CMO Burning Issues Roundtable Part 1</b> How to smartly accelerate the adoption of new technologies and platforms  <b>Guest moderator: Imaad Ahmed, Head of Advisory, EMEA &amp; Americas, WARC</b>
13:30 – 14:15	<b>Leadership Masterclass with Yannick Bolloré</b> Jim sits down with Yannick to explore his role as leader of the world's largest global communications groups. The group employs more than 22,000 people in over 100 countries with a mission to make a meaningful difference to brands, businesses and people.  <b>Yannick Bolloré, Chairman &amp; CEO at Havas / Chairman of the Supervisory Board at Vivendi</b>
14:15 – 15:00	<b>AI Unleashed: From Basics to Brilliance</b> Artificial Intelligence (AI) and Generative AI (GAI) are powerful tools that we can use to accelerate our work towards creative effectiveness, and they are everywhere. However, many leaders are still unsure about how and where to get started with AI and GAI within their organisations.  Many delegates are still unaware of the world-class tools and platforms of Microsoft, Google, Amazon AWS, and more – that they are already likely to have access within their organisations. Did you know some of these platform providers offer paid 'Proof of Concept' funding for businesses to build and test implementations with no up-front cost?  As the Chief Marketing Officer, and Head of Agency at ION, over the last year, we've worked with AI across content, images, email, audio, web, LLM, automation, and more. At the end of this session, you will leave with a list of ideas for the use of AI/GAI in your work and how to use AI/GAI to improve your creative effectiveness. You'll have an up-to-date perspective and decision-making on how to use your scarce resources, along with the platforms and product names to discuss with your IT teams.  <b>Anthony Kennedy, Chief Marketing Officer, and Head of Agency at ION</b>

15:00 – 15:45	<p><b>Awards Roundup with LIONS 2024 Presidents</b>  An opportunity to hear from the 2024 LIONS Presidents on their Festival week. Hear why they awarded the winners they did, industry trends and the state of creativity.</p> <p><i>President of Outdoor: Marco Venturelli, Chief Creative Officer at PUBLICIS GROUPE FRANCE</i>  <i>President of Entertainment Lions For Sport: Louise Johnson, CEO at FUSE</i></p>
15:45 - 16:15	<p><b>Burning Issues Roundtable Part 2</b>  How to make the value of marketing better understood in the board room?</p> <p><i>Guest moderator: Aditya Kishore, Insight Director, WARC</i></p>
16:15	<p><b>Action Planning with Jim &amp; Suzanne</b>  How to make the value of marketing better understood in the board room?</p> <p><b>Day 2 Wrap Up/Close with Jim Stengel</b></p>

17:30 - 18:30	<p><b>Pre-Awards Drinks – Marta Barrière, Majestic Hotel, 10 Bd de la Croisette</b>  Official 2024 Photograph</p>
19:00	<p><b>Reserved Seating at Awards Show - Palais des Festivals, Lumiere Theatre</b></p>
21:00	<p><b>Closing Party – VIP Access - Carlton Beach</b></p>

**Saturday 22 June – [Breakfast Terrace, Majestic Hotel, 10 Bd de la Croisette](#)**

09:00	<p><b>Coffee/Gather</b></p>
09:30	<p><b>Mentoring breakfast for the class of 2024</b></p>