

# 2012 ANA Innovation Day Members Only Conference @ MillerCoors presented by BrightLine

Wednesday, June 13, 2012 | Chicago, IL



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# Table of Contents

---

**2012 ANA Innovation Day Members Only Conference**

@ MillerCoors presented by BrightLine

---

**Agenda** ..... pg 3

**Attendees** ..... pg 6

**Speaker Bios** ..... pg 11

**ANA Information** ..... pg 15



# Agenda

## 2012 ANA Innovation Day Members Only Conference

@ MillerCoors presented by BrightLine

### Overview

#### 2012 ANA INNOVATION DAY MEMBERS ONLY CONFERENCE @ MILLERCOORS PRESENTED BY BRIGHTLINE

Innovation, according to dictionary.com, is (1) something new or different introduced and (2) the act of innovating; introduction of new things or methods. Successful marketers innovate by finding new ways to reach customers, developing breakthrough new products, and more.

Hosted by MillerCoors — a company where innovation has always been part of the corporate culture—this complimentary ANA members only conference will feature sessions from leading marketers and thought leaders who will share their case histories in marketing innovation.

### Agenda

#### Breakfast (8:15 am)

#### General Session (9:00 am)

#### HOW COLUMBIA RECORDS IS MOVING ITS INNOVATION AGENDA FORWARD

Columbia Records has started an internal creative labs group to explore new business models for the label. This includes evaluating start-up investment opportunities, forging innovative digital partnership deals, and leveraging marketing data to drive better decision making. This talk will explore how Columbia Records has moved its innovation agenda forward and the kinds of entrepreneurial activities they are pursuing.

**Elliot Lum**  
Vice President  
Columbia Records

#### CREATIVITY AS THE CURRENCY OF INNOVATION

Learn what a chef, architect, and head of a company that believes in effective communication through improvisation can teach us all about innovation. Fast Company looks for innovation and inspiration in everything, from product design to marketing, from sustainability to entertainment. They have written extensively about innovation, including a feature on the *World's 50 Most Innovative Companies* in March and the *100 Most Creative People In Business* in June. In this session a Fast Company editor will lead a discussion on creativity as the currency of innovation as seen through the eyes of an eclectic panel of innovators.

Moderator  
**Chuck Salter**  
Senior Writer  
Fast Company

Panelists  
**Homaro Cantu**  
Inventor, Activisit, Chef  
Moto restaurant

**Carol Ross Barney**  
Founder and Principal  
Ross Barney Architects

**Tom Yorton**  
CEO  
Second City Communications



# Agenda Cont.

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### THE BATTLE FOR THE TELEVISION: SPOILER ALERT – CONSUMERS ARE THE WINNERS

Connected TVs, second screen, IPTV, connected game consoles, etc. are driving TV innovation at unprecedented levels, creating competition for TV subscriber dollars once earmarked for the local cable monopoly. While a bevy of startups and the entrenched TV service providers duke it out to win the living room, the clear winner here is the consumer, and the savvy marketers observing shifts in behavior and leveraging rapid advances in TV technology to get an edge. BrightLine will share a glimpse of the evolved television space and how blue chip brands are already harnessing technology to drive measurable differences in sales, awareness, lead generation, and more.

#### Robert Aksman

Chief Experience Designer, Co-Founder

**BrightLine**

### DRIVING INNOVATION AT KRAFT (& 70 NEW PRODUCTS!)

The leader of the Innovation Center of Excellence for Kraft will share the story of the company's recent major upsurge in innovation performance. He will discuss how Kraft's leadership made innovation a strategic priority and the story behind how the company has recently risen to top-tier level of innovation performance in the CPG industry – capped off by the launch of over 70 new products in early 2012. He will also share lessons learned from the journey and some general thoughts on innovation from spending over 18 years in marketing innovation roles.

#### Barry Calpino

Vice President – Innovation

**Kraft Foods**

#### Lunch (12:50 pm)

### General Session Cont. (1:50 pm)

### CONVERGENCE: RETHINKING INNOVATION AND MARKETING

Changing technologies, changing consumer behaviors, and the increasing connections between the two are re-shaping industries at an unprecedented rate. For example, the once static and separate roles of media producer, distributor and consumer have been irrevocably blurred and blended by digitization and interconnectivity--which has significant implications for how we try to engage and connect with our customers. This talk will offer some insights, inspiration and practical ideas for re-thinking our work as innovators and marketers in today's dynamic world.

#### Brian Quinn

Associate Partner

**Doblin**

(part of the global strategy firm, Monitor Group)

# Agenda Cont.

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## **INNOVATION AT MILLERCOORS**

Innovation has always been part of the corporate culture at MillerCoors. The company has made a commitment to delivering big ideas and innovation that drives profitable growth and brings new energy to the beer business. Recent innovations from MillerCoors have included Cold Activated Bottles and Cans, the Home Draft System, and the Aluminum Pint. In this session, Sarah Ross, marketing director for new product development, will address topics including the optimal org structure for a successful innovation team, the process for finding great insights, converting insights into great ideas, and more – including news on the very latest MillerCoors new products.

**Sarah Ross**

Marketing Director, New Product Development

**MillerCoors**

**Beertails Reception (4:00 pm)**

# Attendees

## 2012 ANA Innovation Day Members Only Conference

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**Anna Maria Adesso**  
Senior Marketing Manager  
**Apple Vacations**

**Rob Aksman**  
Co-Founder and Chief  
of Experience Design  
**BrightLine Partners LLC**

**Luis Alvaray**  
Consumer Activation Coordinator  
**Walgreen Company**

**Jason Alving**  
Director Trade Marketing  
**Constellation Wines U.S.**

**Mitch Arends**  
Director, Marketing Services Procurement  
**Kraft Foods, Inc.**

**Sandy Babin**  
Vice President of Marketing  
**Apple Vacations**

**Vanita Banks**  
Counsel  
**Allstate Insurance Company**

**Alex Barillas**  
Diversity Marketing Manager  
**CareerBuilder**

**Julia Barry**  
Business Manager  
**Kraft Foods, Inc.**

**Jeffrey Barth**  
Sr. Dir. Portal, Collab,  
and Digital Shared Services  
**PepsiCo, Inc.**

**Amanda Bauer**  
Marketing Planning Manager  
**Sears Holdings Corporation**

**Elina Belgorodsky**  
Sr. Graphic Designer  
**Walgreen Company**

**Stevie Benjamin**  
Director, Media  
**MillerCoors LLC**

**Andrea Benzschawel**  
Associate Brand Manager,  
Skinnygirl Cocktails  
**Beam Inc.**

**Mia Billetdeaux**  
Analyst, Business Analysis  
**Beam Inc.**

**Kevin Blacker**  
New Products/  
Business Marketing Manager  
**Knouse Foods Cooperative, Inc.**

**Kelsey Bowers**  
Social Media Intern  
**Luxottica Retail**

**Eileen Bravmann**  
Sr. Manager, Innovation  
**Beam Inc.**

**Ken Brodoff**  
Director, Global Enterprise Sales  
**Verizon Wireless Inc.**

**Abby Brown**  
Assistant Manager, School of Marketing  
**ANA**

**Dan Bruinsma**  
Media Director  
**Orbitz Worldwide**

**David Budnik**  
Strategic Account Manager  
**United States Postal Service**

**Karen Burggraf**  
Senior Marketing Manager  
**Allstate Insurance Company**

**Lynsay Burrow**  
Consumer Activation Coordinator  
**Walgreen Company**

**Ladaska Burton**  
EPromotions Manager  
**Sears Holdings Corporation**

**Barry Calpino**  
VP, Innovation  
**Kraft Foods, Inc.**

**Homaro Cantu**  
Inventor, Activist, Chef  
**Moto Restaurant**

**Jennifer Carli**  
Vice President, Marketing  
& Customer Strategies  
**Harris Bank**

**Julie Carney**  
Manager  
**Discover Financial Services, Inc.**

**Rich Castro**  
Manager  
**Allstate Insurance Company**

**Sean Choate**  
Data Sales Manager  
**Verizon Wireless Inc.**

**Paula Chona**  
Associate  
**Discover Financial Services, Inc.**

**Kristina Clementi**  
Manager, In-store Marketing  
**Whirlpool Corporation**

**Don Clippinger**  
Sr. Mgr., Business Development-  
Partnership Mgmt.  
**Motorola Mobility, Inc.**

**Todd Collins**  
Senior Manager, Consumer Insights  
**Discover Financial Services, Inc.**

**Amanda Conforti**  
Solutions Marketing Manager  
**Motorola Solutions, Inc.**

**David Coors**  
Coors Banquet Associate Brand Manager  
**MillerCoors LLC**

**Rafael Corral**  
Sr. Global Insights & Planning Mgr.  
**Kellogg Company**

**Jennie Cull**  
Managing Director  
**KPMG LLP**

**Katie Dahlquist**  
Media Production Manager  
**Walgreen Company**

**Brian Davidson**  
Vice President, Member Relations  
**ANA**

**Homer Dawson**  
Associate Marketing Manager -  
Sports & Entertainment  
**MillerCoors LLC**

**Bria Day**  
Consultant  
**HumanaVitality**

**Margaret Diwald**  
Senior Associate  
**PricewaterhouseCoopers**

# Attendees Cont.

## 2012 ANA Innovation Day Members Only Conference

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**Greta Dohse**  
Marketing Analyst  
**Enova Financial**

**Patty Dominguez**  
Sr. Manager  
**Kraft Foods, Inc.**

**Andrea Donatucci**  
Global Digital Advertising Manager  
**Accenture**

**Tammy Dresen**  
Primary Research Administrator  
Consumer and Market Research  
**American Family Insurance**

**Alicia Driskill**  
**Live Nation, Inc.**

**Brendan Duffy**  
Vice President, Marketing  
**Caravan Tours**

**Bill Duggan**  
Group Executive Vice President  
**ANA**

**Heather Dumford**  
Manager, Media, Global Marketing  
**ConAgra Foods Inc.**

**Sumitra Duncan**  
Knowledge and Research Specialist  
**ANA**

**Kelly Ellefson**  
Associate Media Manager  
**MillerCoors LLC**

**Bob Ellis**  
Manager, Business Alliances,  
Developmental  
**United States Postal Service**

**John Eng**  
Chief of Staff  
**Sears Holdings Corporation**

**Erik Enyedy**  
Business Manager - Coffee  
**Kraft Foods, Inc.**

**Patricia Erb**  
Director of Marketing  
**Nestle Purina PetCare Co.**

**Luka Erceg**  
Manager, Marketing Services Procurement  
**Kraft Foods**

**Darren Eyster**  
Manager, Interactive Marketing  
**General Growth Properties, Inc.**

**Duke Fanelli**  
Senior Vice President, Marketing  
and Communications  
**ANA**

**Chris Fantuzzi**  
Senior Manager - Corp. Branding  
and Creative Services  
**Discover Financial Services, Inc.**

**Christine Fikany**  
Social Media Analyst  
**Allstate Insurance Company**

**Michael Finn**  
President  
**BrightLine Partners LLC**

**Carann Flynn**  
Associate Marketing Manager  
**Allstate Insurance Company**

**Becky Folds**  
Director, Global Marketing Strategy  
**Beam Inc.**

**Christy Ford**  
Media Manager  
**Walgreen Company**

**Rock Fraire**  
Senior Director, Brand Strategy  
**OfficeMax Incorporated**

**Megan Frank**  
Senior Brand Manager, Jim Beam Brands  
**Beam Inc.**

**Mark Galliher**  
Director, Member Relations  
**ANA**

**Cynthia Gedemer**  
Marketing Manager  
**Discover Financial Services**

**Brian Gedemer**  
Senior Manager  
**Allstate Insurance Company**

**Debra Giampoli**  
Director, Global Strategic  
Agency Relations  
**Kraft Foods**

**Ryan Gillespie**  
Associate Marketing Manager  
**Sartori Cheese**

**Michelle Godfrey**  
Consumer Activation Manager  
**Walgreen Company**

**Ken Goodgame**  
General Merchandise Manager  
**Ace Hardware Corporation**

**Jeff Gooding**  
Marketing Director  
**Ace Hardware Corporation**

**Brett Groom**  
SVP, Content Integration and Activation  
**ConAgra Foods Inc.**

**Kinga Grosman**  
Assoc Marketing Manager  
**Allstate Insurance Company**

**Mike Guanella**  
Product Manager, Grocery Products  
**Hormel Foods Corporation**

**Jashin Gugnani**  
Director Snacks  
**Kraft Foods, Inc.**

**Jocelyn Hamlar**  
Manager, Strategic Communications  
**BlueCross BlueShield Association**

**Kristin Hand**  
Director, Marketing  
**Sears Holdings Corporation**

**Joanna Harvey**  
Senior Marketing Manager  
**Lenscrafters Optical Group**

**Ryan Hemsing**  
**MillerCoors LLC**

**Carrie Henny**  
Manager, Internet Delivery  
**TransUnion**

**Becca Heuer**  
Designer  
**TransUnion**

**Matthew Hiitola**  
Senior Designer  
**TransUnion**

# Attendees Cont.

## 2012 ANA Innovation Day Members Only Conference

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**Alvin Hinch**  
Mailing Specialist  
**United States Postal Service**

**Kenya Hitchens**  
Sales & Field Activation  
**MillerCoors LLC**

**Kristal Hoffman**  
Marketing  
**Allstate Insurance Company**

**Karen Hood**  
Account Executive HGTV/DIY  
**Scripps Networks**

**Byron Hoover**  
VP Global Innovation  
**Beam Inc.**

**April Huang**  
Dir., Portfolio Strategy  
**MillerCoors LLC**

**Amy Hunt**  
DVP, Loyalty Marketing - Strategy  
**Sears Holdings Corporation**

**Kathleen Hunter**  
Senior Vice President  
**ANA**

**Audrey Ingersoll**  
Assistant Brand Manager  
**Sara Lee Corporation**

**Bill Ingraham**  
Director, Partnership Marketing  
**The Westfield Group**

**Gina Isaac**  
Web Analyst  
**TransUnion**

**Lindsay Jacobs**  
Senior Buyer Marketing Procurement  
**Kraft Foods, Inc.**

**Dan Jaffe**  
Group Executive Vice President,  
Government Relations  
**ANA**

**Jessica Jaraczewski**  
**Walgreen Company**

**Lisa Jillson**  
Director - Integrated Marketing  
Communications  
**Allstate Insurance Company**

**Eric Johnson**  
Sr. Director Marketing  
**Kraft Foods, Inc.**

**Diana Juhasz**  
**Discover Card Services**

**Theresa Junkunc**  
Director Brand Marketing, KraftMaid  
**Masco Corporation**

**Cindy Karas Sherman**  
Senior Brand Manager  
**Reynolds Consumer Products**

**Heather Kaster**  
Sr. Manager Marketing Services  
**Kraft Foods, Inc.**

**Shelly Kaushal**  
Associate Brand Manager  
**Beam Inc.**

**Geoff Kehoe**  
CMO  
**DirectBuy Corporate**

**Kathryn Kerrigan**  
ECommerce Manager  
**The RoomPlace**

**Laurie Kief**  
Program Lead, Pharmacy  
and Healthcare Marketing  
**Walgreen Company**

**Eileen Kilroy**  
Senior Marketing Manager  
**JPMorgan Chase & Co.**

**Jessica Koch**  
**Discover Financial Services, Inc.**

**Marty Kohr**  
**Northwestern University**  
**Medill IMC**

**Liz Krauthammer**  
Director, High Performance Coatings  
**Rust-Oleum Corporation**

**Susan Kravitz**  
VP, Experience Design  
**BrightLine**

**Beth Krigel**  
Associate Brand Manager-Courvoisier  
**Beam Inc.**

**Kristin Kroepfl**  
Director of Innovation  
**Sara Lee Food & Beverage**

**Julie Kuchenbecker**  
Project Coordinator  
**TransUnion**

**Chuck Kukla**  
Learning and Development Manager,  
Global Integrated Marketing  
**Wm. Wrigley Jr. Company**

**Darcy Lee**  
Integrated Promotions Manager  
**Ace Hardware Corporation**

**Jake Lestan**  
Advertising and Brand Communications  
**Discover Financial Services, Inc.**

**John Licardi**  
Account Relationship Manager  
**Talent Partners**

**Bob Liodice**  
President and Chief Executive Officer  
**ANA**

**Jeff Lord**  
Sr. Staff Engineer  
**Motorola Solutions, Inc.**

**Jill Losser**  
Project Manager - Digital Channel  
**Discover Financial Services, Inc.**

**Elliot Lum**  
Vice President, Strategic Marketing  
**Columbia Records, Division  
of Sony Music**

**Melissa Lynn**  
Senior Associate Brand Manager  
**Kraft Foods, Inc.**

**Steve Mandell**  
Senior Manager, Customer Insights  
**Discover Financial Services, Inc.**

**Sean Mansfield**  
Project Mgr., Brand Communications/  
Partnerships  
**Discover Financial Services, Inc.**

**Alice Marder**  
Senior Manager, Integrated Marketing  
**Cars.Com**

**Liz Matz**  
Senior Product Marketing Consultant  
**Motorola Solutions, Inc.**

**Terry McDougall**  
Director, Marketing and Client Strategy  
**BMO Capital Markets**

**Tom McGovern**  
Manager, Marketing Training  
**Abbott Laboratories**



# Attendees Cont.

## 2012 ANA Innovation Day Members Only Conference

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**Jim Meier**  
Senior Director, Marketing Finance  
**MillerCoors LLC**

**Mara Melamed**  
Brand Manager  
**Beam Inc.**

**Susan Merckx**  
Retail Marketing Manager  
**Sartori Cheese**

**Matthew Mikulcik**  
VP, Marketing  
**Harris Bank**

**Iva Milanova**  
Director, Client Leadership  
**IEG, Inc.**

**Jon Miller**  
Director, Marketing  
**Newell Rubbermaid Inc.**

**Renee Miller**  
**Flagstar Bank**

**Dan Minchella**  
Program Lead  
**Walgreen Company**

**Tara Mitchell**  
Executive Marketing Director  
**Fast Company Magazine**

**Mallika Monteiro**  
Senior Brand Manager  
**Beam Inc.**

**Dave Moody**  
Director, Marketing  
**Service Experts Inc.**

**Jennifer Murillo**  
Vice President, Brand Communications  
**Discover Financial Services, Inc.**

**Amy Murray**  
Brand Manager  
**ACH Food Companies, Inc.**

**Lynda Myszkowski**  
Senior Online Marketing Manager  
**Cars.Com**

**Ben Neal**  
Manager, Design  
**TransUnion**

**Betsy Newell**  
Associate Manager, Online Marketing  
**Cars.Com**

**Vic Noble**  
Consumer Brand Director, Lialda  
**Shire Pharmaceuticals Inc.**

**Michael Nolan**  
Senior Manager, Global Events Marketing  
**Accenture**

**Melissa O'Malley**  
Senior Consultant,  
Marketing Communications  
**TransUnion**

**Ramon Olmeda**  
Media Manager  
**MillerCoors LLC**

**Mark Ording**  
VP, IEG Advisory Services Group  
**IEG Consulting, Inc.**

**Charles Orwig**  
Business Manager  
**Kraft North America Commercial**

**Christine Osekoski**  
Publisher  
**Fast Company**

**Michael Palmer**  
Executive Vice President  
**ANA**

**George Pastrana**  
Vice President, Marketing and Innovation  
**ACH Food Companies, Inc.**

**Rashmi Patel**  
Sr. Brand Manager  
**Kraft Foods, Inc.**

**Tasha Patterson**  
Sr. Manager, Field Marketing  
**U.S. Cellular Corporation**

**Tom Perros**  
Senior Director, Client Leadership  
**IEG Consulting, Inc.**

**Sarah Pettit**  
Brand Strategy Manager  
**American Family Insurance**

**Mark Pickett**  
Associate Marketing Manager  
**Cars.Com**

**Al Pier**  
Assistant Marketing Manager  
**Allstate Insurance Company**

**John Plant**  
Manager, Global Business Development  
**Beam Inc.**

**Rebecca Prindable**  
Market Research Specialist  
**Cars.Com**

**Brian Quinn**  
Associate Partner  
**Dublin (part of the Global Strategy Firm, Monitor Group)**

**Jill Rankin**  
Associate Director  
**Novartis Consumer Health, Inc.**

**Annie Reeder**  
Sr. Manager, Media Strategy  
**Discover Financial Services, Inc.**

**Courtney Reilly**  
Analyst, Client Leadership  
**IEG, Inc.**

**Clare Reynolds**  
Brand Manager, Oils  
**ACH Food Companies, Inc.**

**Amy Richmond**  
**U.S. Cellular Corporation**

**Kevin Riley**  
Senior Manager, Advertising  
and Brand Communications  
**Discover Financial Services, Inc.**

**Rick Rindhage**  
DVP Marketing Planning  
**Sears Holdings Corporation**

**Tracy Robinson**  
Director, Marketing Midwest  
**Amtrak-National Railroad  
Passenger Corp.**

**Andres Romero Herrera**  
Director Marketing - Tools  
**Sears Holdings Corporation**

**Sarah Ross**  
Marketing Director,  
New Product Innovation  
**MillerCoors LLC**

**Carol Ross Barney**  
Founder and Principal  
**Ross Barney Architects**

# Attendees Cont.

## 2012 ANA Innovation Day Members Only Conference

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**Robert Rothe**  
Senior Vice President,  
Chief Information Officer  
**ANA**

**Francisco Ruiz**  
Consultant  
**BlueCross BlueShield Association**

**Sarah Ryniak**  
Marketing Specialist  
**Cars.Com**

**Chuck Salter**  
Senior Writer  
**Fast Company**

**Elizabeth Sharon**  
VP of Marketing - International  
**JP Morgan Chase TS Unit**

**Arvind Sharma**  
Brand Manager  
**Whirlpool Corporation**

**Gavin Shelton**  
**Scottrade, Inc.**

**Steve Silzer**  
Brand Manager  
**Sara Lee Corporation**

**Amanda Simerman**  
Brand Manager, Innovations  
**MillerCoors LLC**

**Roger Simpson**  
Art Director  
**True Value Company**

**Wayne Sissors**  
Project Manager/Copy  
**Discover Financial Services, Inc.**

**Nathan Smit**  
Associate Product Manager  
NPD Innovation  
**Hormel Foods Corporation**

**Lane Smith**  
Senior Consultant,  
Marketing Communications  
**TransUnion**

**Cindy Sodini**  
Director of Consumer Insights & Strategy  
**Kraft Foods, Inc.**

**Amy Spera**  
Advertising Manager  
**Discover Financial Services, Inc.**

**Amy Stankiewicz**  
Associate Marketing Manager  
**Allstate Insurance Company**

**Barb Starr**  
Marketing Project Manager  
**Crown Imports LLC**

**Aaron Stash**  
Marketing Communications Strategist  
**United Airlines, Inc.**

**Sydney Stinson Ferguson**  
Director, Consumer Activation  
**Walgreen Company**

**Steve Stottrup**  
Global Client Director  
**Verizon Enterprises Corporation**

**Joan Strainis**  
Creative Director  
**True Value Company**

**Michelle Stukel**  
Marketing Manager  
**Allstate Insurance Company**

**Suzanne Stull-lazo**  
Social Media & Brand Manager  
**Discover Financial Services, Inc.**

**Janine Tansey**  
Curriculum Designer  
**Abbott Laboratories**

**Lindsey Thome**  
Marketing Consultant  
**Allstate Insurance Company**

**Bethany Torbet**  
Sr. Director - Business Development  
**Luxottica Retail**

**Tom Van Aman**  
Marketing Manager, IDIC  
**Allstate Insurance Company**

**Michael Van Der Bosch**  
GEM  
**Verizon Wireless Inc.**

**Elina Veksler**  
Director, New Product Development,  
Meals & Enhancers  
**Kraft Foods, Inc.**

**Leigh Walczak**  
Coordinator, Conferences  
**ANA**

**Sandra Wang**  
Internet Marketing Manager  
**United Airlines, Inc.**

**Flora Ward**  
CAM  
**Walgreen Company**

**Eric Weber**  
Manager, Consumer Activation  
**Walgreen Company**

**Jack Weisenstein**  
Manager, Marketing Procurement  
**Sears Holdings Corporation**

**Nancy Wells**  
Copy lead  
**Discover Financial Services, Inc.**

**Willie Wilkov**  
Vice President, Marketing Communication  
**Tomy International**

**Robin Winer**  
Marketing Director, Innovation  
**Reynolds Consumer Products**

**Kathryn Winkelhaus**  
Manager Consumer Insights  
**Newell Rubbermaid Inc.**

**Jennifer Woods**  
Director, National Sales  
& Business Development  
**New Futuro**

**Nick Wuesthoff**  
Marketing Specialist  
**Whirlpool Corporation**

**Tom Yorton**  
CEO  
**Second City Communications, Inc.**

**Elizabeth Yunker**  
**JPMorgan Chase & Co.**

**Bill Zengel**  
Executive Vice President  
**ANA**

# Speaker Bios

## 2012 ANA Innovation Day Members Only Conference

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**Robert Aksman**  
Chief Experience Designer,  
Co-Founder  
**BrightLine**

Robert Aksman is the co-founder and chief of experience design at BrightLine. BrightLine leads the industry in the data-driven design and execution of advanced TV ad experiences, with Mr. Aksman overseeing over 300 campaigns across every major TV platform/provider – telco, satellite, cable, and connected TVs/consoles. Under Mr. Aksman's creative leadership, the company effectively executes each program, now reaching up to 90 million homes, using a unique data-driven design methodology focused squarely on real, observed viewing behavior among today's digital TV audiences. The company has designed successful advanced TV campaigns for top blue-chip marketers such as Unilever, PepsiCo, American Express, Cisco, Kellogg's and TD Ameritrade. Mr. Aksman's unique combination of advanced TV ad creativity and deep knowledge of television platforms and viewing behavior has taken the company's advanced TV designs to new heights; harnessing and shaping digital TV technologies in ways not previously thought possible and crafting partnerships that have changed the way marketers, programmers, and consumers view television.



**Barry Calpino**  
Vice President – Innovation  
**Kraft Foods**

Barry is vice president of breakthrough innovation at Kraft Foods, leading the Innovation Center of Excellence for Kraft. Amongst his Center of Excellence roles, Barry oversees the corporate breakthrough innovation group and is on the Kraft North America Leadership team, leading innovation across the KNA teams. Barry has been at Kraft since 2009. He has over 18 years of CPG brand marketing experience, with 13 of those years spent mostly or entirely focused on leading innovation. Leading CPG companies he has worked for in innovation include SC Johnson, Kellogg's and Wrigley, where he led gum and vandy innovation for North America prior to coming to Kraft. Barry has an undergraduate degree in marketing from Marquette and his MBA from Kellogg-Northwestern. Prior to entering the CPG world, Barry spent six years at Illinois Bell and Ameritech in a series of advertising and research roles. Barry is originally from Chicago and resides there today, where he is married with three kids.



**Homaro Cantu**  
Inventor, Activist, Chef  
**Moto restaurant**

Chef Homaro Cantu is an internationally recognized chef and leader in the field of postmodern cuisine and an inventor of futuristic food delivery systems. Chef Cantu graduated from Le Cordon Bleu Culinary Institute in Portland, Oregon. After developing his culinary skills at several establishments along the West Coast he traveled to Chicago to work at Charlie Trotter's restaurant. After he left Charlie Trotter's he concentrated on the development of his concept of an experiential design based restaurant with a molecular gastronomy approach. Moto Restaurant, one of Chicago's most notable restaurants, puts Cantu's concepts and creations into practice by melding food with science, technology and art to create an unmatched dining experience. Through his company Cantu Designs, Chef Cantu has filed numerous patent applications covering dining implements, cookware, printed food and is currently working on developing his inventions for commercial, humanitarian and aerospace applications. In addition to consulting on creativity and innovation to the Fortune 500, Chef Cantu's innovative approach to cuisine and food delivery has influenced thought across several disciplines. In 2010 along with his sidekick Pastry Chef Ben Roche, Cantu created and produced his first television series for Discovery Network's Planet Green titled Future Food. In over 55 million homes, Future Food displayed Cantu's ingenious knack for thinking outside the box and apply his ingenuity to global food issues.

# Speaker Bios Cont.

2012 ANA Innovation Day Members Only Conference

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**Elliot Lum**  
Vice President  
Columbia Records

Elliot Lum is the vice president of strategic marketing at Columbia Records. Prior to working at Columbia Records, he was at Colgate-Palmolive as a brand manager on toothpaste and deodorant businesses. Prior to Colgate, he was in a sales and management role at the Corporate Executive Board, a research think tank based in Washington, DC. Mr. Lum graduated from Columbia University with a bachelor's degree in art history and received his M.B.A. from MIT Sloan.



**Brian Quinn**  
Associate Partner  
Doblin (part of the  
global strategy firm,  
Monitor Group)

Brian helps clients develop and launch innovations and build their own innovation capabilities. He also helps Doblin develop new ideas and methods, including recent work in refreshing and deepening its signature framework, the Ten Types of Innovation. He has expertise in corporate and business unit strategy and has worked with startups and Fortune 100 multi-nationals in sectors from healthcare to private equity to heavy manufacturing. Fascinated with the power of narrative, Brian spent four years working as a Hollywood screenwriter, and he loves to use storytelling as a way to frame complexity, bridge opposing views, and illustrate future possibilities.



**Sarah Ross**  
Marketing Director,  
New Product Development  
MillerCoors

Sarah Ross is marketing director of new product innovation for MillerCoors. She is responsible for a broad range of innovations including Batch 19, Coco Brevè, Redd's Apple Ale, Third Shift and an extensive pipeline of new products. Sarah has held a number of roles in the marketing organization at MillerCoors including, brand management, channel marketing and innovations. She helped guide the Coors Light and Coors Banquet brands through re-positioning that have helped the brands achieve significant growth for several years. Prior to joining MillerCoors, Sarah held marketing roles at Campbell Soup Company and worked in politics in Washington, D.C. Sarah has a MBA from Wake Forest University and a Bachelor's degree from Baylor University.

# Speaker Bios Cont.

2012 ANA Innovation Day Members Only Conference

@ MillerCoors presented by BrightLine



**Carol Ross Barney**  
Founder and Principal  
**Ross Barney**  
Architects

Carol Ross Barney, fellow of the American Institute of Architects (FAIA), is founder and principal of Ross Barney Architects. She is responsible for the design excellence of all projects undertaken by the firm. Dedicated to improving the built environment, her work has an international reputation in design of institutional and public buildings. The work of her firm has been published in national and international journals, books and newspapers and has received numerous honors including 4 Institute Honor Awards from the American Institute of Architects and over 25 AIA Chicago Design Awards. Her drawings have been widely exhibited and collected by the Art Institute of Chicago, the Chicago Historical Society, The Museum of Contemporary Art Chicago and the National Building Museum. Ms. Ross Barney is the recipient of the American Institute of Architects 2005 Thomas Jefferson Award for Public Architecture. This award recognizes excellence for a career of architectural achievement. Following graduation, she served as a U.S. Peace Corps volunteer in Costa Rica planning national parks. Ms. Ross Barney is a Fellow of the American Institute of Architects, one of the highest honors the Institute bestows upon its members. She has taught at the University of Illinois at Chicago, the University of Oklahoma (Goff Chair for Creative Architecture) and the Illinois Institute of Technology, where she teaches an advanced Design Studio and serves on the College Board of Overseers.



**Chuck Salter**  
Senior Writer  
**Fast Company**

Chuck Salter is Fast Company's longest serving writer, having worked for the magazine since 1997, in Baltimore, Chicago, and now New York. Over the years Chuck has taken readers inside dozens of the most innovative outfits on the planet, including Google, Amazon, IBM, Disney, 3M and the Mayo Clinic. He has a knack for identifying what readers can learn from unlikely subjects, as disparate as the Miami Heat, Interpol, and OK Go collaborators Syyn Labs. He has written intimate profiles of Nike founder Phil Knight, Conan O'Brien, Ticketmaster CEO Nathan Hubbard and the elite sports surgeon Dr. James Andrews. Chuck is responsible for much of Fast Company's engaging sports coverage. He has chronicled how Major League Baseball built the most tech savvy team in sports; how Livestrong survived a federal criminal investigation into its founder Lance Armstrong; and how MIT created an influential and unorthodox meet-up of sports execs and data geeks. Each year, Chuck compiles a list of the 10 most innovative companies in sports. Prior to joining Fast Company, Chuck freelanced for The New York Times Magazine, Sports Illustrated, The Washington Post, and The Los Angeles Times. A graduate of Vanderbilt, he started out as a feature writer at The News & Observer in Raleigh, North Carolina. He spent eight years profiling migrant workers, scientists, CEOs, politicians, and criminals (at times those descriptions overlapped). One of his award-winning features chronicled Michael Jordan's worst career move – playing right field for the Birmingham Barons. Chuck is also a contributor to the national-public radio show This American Life.

# Speaker Bios Cont.

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**Tom Yorton**  
CEO  
Second City  
Communications

Tom Yorton combines extensive experience in marketing, sales, and product development. Yorton spent the first 15 years of his career as an advertising and marketing professional, working for ad agencies such as Ogilvy & Mather, Hal Riney & Partners and in senior marketing roles at Sears and 3Com. After so many years in the belly of the beast, his role at The Second City has been to evolve and grow the company's corporate services division, Second City Communications, and to provide operational leadership and strategic oversight for the overall company. In his time with The Second City, Yorton has led Second City Communications' expansion beyond its corporate entertainment roots, into a ground-breaking learning and development organization and sought after marketing services boutique, handling over 400 engagements a year with Fortune 1000 companies. In recent years, Yorton has focused on preparing The Second City for success beyond its heralded theatres, helping the company delve deeper in learning and training, branded entertainment, and digital and interactive media. Yorton writes and speaks widely about his undying belief in the power of improvisation and comedy to connect people, improve organizations and make the world a little more interesting.

# ANA MEMBERS BENEFIT FROM

the **extensive** experience of

**450**

companies

& **10,000**

brands

that collectively **spend more than**

**\$250 billion**

on marketing and advertising  
**each year.**

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## MASTERFUL MARKETING

Founded in

**1910**, the **ANA**

is more than the most experienced  
marketing and advertising  
association in the U.S.



It is a  community  of the  
masters of marketing, the cream  
of the industry's crop.



...just the **best**  
**marketing**  
**practitioners**

from many of the country's  
most prestigious organizations.



# ANA

[www.ana.net](http://www.ana.net)

# ANA Member Benefits

The Benefits of an ANA Membership to You, Your Team, and Your Company

## Expand Your Marketing Horizons

### > Exclusive Industry Content

If knowledge is power, then the ANA's Marketing Knowledge Center is a supercharged source of proprietary marketing material. The center offers members more than 4,500 battle-tested insights, actionable best practices, and illuminating case studies covering all aspects of the communications process. We also publish 12 research surveys throughout the year, giving you essential insight on emerging trends and issues identified by members. If you have a vital marketing question or challenge, our team of research experts provides complimentary customized reports to give you the know-how you need to be successful. [www.ana.net/mkc](http://www.ana.net/mkc)

### > Career Enrichment

In a fast-changing marketing landscape, ongoing professional development is a requirement to meet the challenges of tomorrow. The ANA School of Marketing provides you with the core skills necessary to stay current and advance your career. Courses are taught by practicing marketing professionals with hands-on business experience and success, ensuring a real-world experience. If you're pressed for time, our complimentary webinars will get you up to speed quickly on critical industry topics. [www.ana.net/schoolofmarketing](http://www.ana.net/schoolofmarketing)

### > Peer-to-Peer Networking

We offer extensive peer-to-peer networking opportunities throughout the year. You can join one of several ANA committees, which tackle a variety of hot-button industry issues by tapping into the collective intelligence of both members and outside experts. For executive-level marketers, we offer our exclusive "CMO Connections" series, which facilitates peer-to-peer networking with unparalleled access to fresh thinking and new insights. [www.ana.net/events](http://www.ana.net/events) & [www.ana.net/community](http://www.ana.net/community)

We're dedicated to helping you get the most out of an ANA membership. Our membership team is comprised of seasoned marketers with years of experience across a broad range of industries. To learn more about the benefits of an ANA membership, please visit [www.ana.net/membership](http://www.ana.net/membership).

#### EASTERN REGION

Bill Zengel | [bill@ana.net](mailto:bill@ana.net)  
212.455.8022



#### CENTRAL REGION

Brian Davidson | [bdavidson@ana.net](mailto:bdavidson@ana.net)  
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#### WESTERN REGION

Tracy Owens | [towens@ana.net](mailto:towens@ana.net)  
310.593.4910





# ANA Member Benefits

The ANA is committed to helping you improve your marketing skills, increase your team's marketing effectiveness, and boost your company's marketing investment.

## Increase Your Team's Marketing Effectiveness

### > Onsite Growth Opportunities

The ANA School of Marketing will come straight to your doorstep to help you resolve your most pressing pain points. Led by some of the brightest minds in marketing, each training program is designed to increase your team's marketing effectiveness, reduce marketing waste, and drive ROI. Participants enjoy a hands-on experience customized to fit your specific business needs and culture. [www.ana.net/schoolofmarketing](http://www.ana.net/schoolofmarketing)

### > National and Regional Conferences

Our content-rich national industry conferences take you inside the minds of today's smartest brand marketers, providing your team with the motivation it needs to take that giant step forward. We host nine national and 25 regional invitation-only events on the most timely and relevant industry topics, including digital, mobile, and social marketing; procurement and sourcing; multicultural marketing; branding; and creativity. [www.ana.net/events](http://www.ana.net/events)

### > Masters of Marketing

Our signature annual conference is like no other in the industry, bringing together the world's most senior marketers and industry thought leaders for three inspiring days. Your team will learn firsthand how these highly skilled brand mavens drive exponential sales, profitability, and share-of-market results. As one attendee noted, "It is the premier event for marketers to learn and recharge." [www.ana.net/events](http://www.ana.net/events)

## Boost Your Company's Marketing Investment

### > A Voice in Washington

In Washington, D.C., where industry-altering decisions are made, the ANA is a leading voice for the marketing community at both the state and national levels. We work on your company's behalf to address key legislative and regulatory issues, promote industry policies and practices, and protect the ability of all marketers to communicate effectively with consumers. Our government affairs team leverages its leadership to underscore the immense economic value that your marketing investment contributes to individuals and society at large. [www.ana.net/advocacy](http://www.ana.net/advocacy)

### > Industry-Wide Connections

Our national industry conferences, including the Masters of Marketing, offer the perfect venue for your company to not only network with peers and forge business opportunities, but also discover difference-making ideas. You will have numerous opportunities to connect with thought leaders across the entire marketing ecosystem, including peer marketers, agencies, media companies, associations, consultants, and academicians. [www.ana.net/events](http://www.ana.net/events)

# ANA Upcoming Events Calendar

Attend incredible ANA events, mingle with industry leaders,  
and learn cutting-edge marketing best practices!

## > June 2012

- 19 | Multicultural Marketing & Diversity [Committee](#) | New York, NY
- 20 | ANA/IEG Sponsorship & Event Marketing [Members Only Conference](#) | New York, NY
- 20 | Customer Insights @ Juniper Networks presented by Scripps Networks [Members Only Conference](#) | Sunnyvale, CA
- 20 | Selling Carrots with Bolthouse Farms: The Unique “Eat ‘Em Like Junk Food” Integrated Campaign [Webinar](#)
- 20 | How Caribou Coffee Uses Social Platforms To Guide And Grow Their Brand (Digital & Social Media Series) [Webinar](#)
- 21 | Brand Management [Committee](#) | New York, NY
- 27 | The Role of Culture and Identity in Creating Meaningful Connections with the LGBT Community [Webinar](#)
- 27 | Lessons From The Road: Intel Applying Neuroscience-Based Research [Webinar](#)
- 27 | Advertising Financial Management [Committee](#) | New York, NY
- 28 | Marketing Financial Management [Committee](#) | San Francisco, CA

## > July 2012

- 11 | Integrated Marketing [Committee](#) | Chicago, IL
- 11 | MillerCoors Engages With Fans In The Digital & Social Media Space With A New Campaign (Digital & Social Media Series) [Webinar](#)
- 15 | **2012 ANA Digital & Social Media Conference presented by Meredith** | Dana Point, CA
- 18 | Cleveland Clinic CMO’s Perspective On Healthy Metrics [Webinar](#)
- 25 | Calvin Klein CkONE: There Is More In One [Webinar](#)
- 25 | Legal Affairs [Committee](#) | New York, NY (Reed Smith)
- 25 | Brave New Moms: Navigating Technology’s Impact on Family Time [Webinar](#)
- 26 | Asian Marketing Best Practices (Multicultural Series) [Webinar](#)

## > August 2012

- 1 | How ampm Gets Social With Their Customers [Webinar](#)
- 9 | Social Media [Committee](#) | New York, NY
- 14 | Advertising Production Management [Committee](#) | New York, NY
- 15 | Social Media, West Coast Chapter [Committee](#) | Seattle, WA
- 15 | Digital Marketing at Retail @ General Growth Properties in Dallas [Members Only Conference](#) | Frisco, TX
- 16 | Midwest Digital, Social & Mobile [Committee](#) | Chicago, IL
- 16 | Media Leadership, West Coast Chapter [Committee](#) | Northridge, CA
- 23 | Business-to-Business [Committee](#) | San Francisco, CA
- 29 | The Scotts Company “Takes The Field” With Major League Baseball [Webinar](#)

# ANA Upcoming Events Calendar

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Shape the Marketing Industry Through Participation

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## > September 2012

- 5 | Marketing Financial Management [Committee](#) | Los Angeles, CA
- 6 | Business-to-Business @ Motorola Solutions, Inc. [Members Only Conference](#) | Schaumburg, IL
- 10 | Assignment Briefing [Training](#) | New York, NY
- 10 | Optimizing Agency Relations [Training](#) | New York, NY
- 11 | Advertising Financial Management [Training](#) | New York, NY
- 11 | Social Media [Training](#) | New York, NY
- 12 | ANA/Effies: Effective Marketing & Media Insights hosted by Time Warner [Members Only Conference](#) | New York, NY
- 13 | Digital Marketing [Committee](#) | New York, NY
- 20 | Sponsorship & Event Marketing [Committee](#) | Los Angeles, CA
- 20 | Social Media, West Coast Chapter [Committee](#) | San Francisco, CA
- 20 | Advertising Financial Management [Committee](#) | New York, NY
- 27 | Integrated Partnerships @ Phoenix Suns [Members Only Conference](#) | Phoenix, AZ
- 28 | Innovation @ 3M presented by Scripps Networks [Members Only Conference](#) | Minneapolis, MN