

# **TMRE** THE MARKET RESEARCH EVENT

November 14-16, 2022

JW Marriott Hill Country | San Antonio, TX

**AGENDA AT  
A GLANCE**

**LEADING TO WIN.**

## DAY ONE: MONDAY, NOVEMBER 14, 2022 HOT TOPIC SUMMITS

8:00	Registration Opens & Morning Breakfast in the <b>Cibolo Foyer</b>					
	<i>Breakout sessions are either 25 or 15 minutes in length with 5 minutes in between each to move between rooms. You're welcome to move between tracks, this is your experience to customize.</i>					
	<b>Track 1 FORESIGHT &amp; THE FUTURE</b>  <i>Room: Cibolo 10/11</i>	<b>Track 2 THE POWER OF INCLUSION: DIVERSITY &amp; MULTICULTURAL CONSUMERS</b>  <i>Room: Cibolo 8/9</i>	<b>Track 3 BRANDS &amp; THE NEW WORLD</b>  <i>Room: Cibolo 3/4</i>	<b>Track 4 STRATEGIC INSIGHTS &amp; BUSINESS STRATEGY</b>  <i>Room: Cibolo 2</i>	<b>Track 5 SHOPPER INSIGHTS &amp; RETAIL ACTIVATION</b>  <i>Room: Grand E</i>	<b>Track 6 THE X FACTOR: WHERE UX MEETS CX</b>  <i>Room: Grand F</i>
8:45	Welcome from track chair Ben Meyerson, <b>IPSOS</b>	Welcome from track chair Steve Valigosky, <b>KANTAR</b>	Welcome from track chair Michel Jones, <b>OVATIONMR</b>	Welcome from track chair John Thomas, <b>BURKE</b>	Welcome for track chair Melissa Myres, <b>84.51°</b>	Welcome from track chair Marytn Hill, <b>FIREFISH</b>
9:00	<b>25 What is Inspiration? It's No Longer Mysterious or Ill-Defined</b>  Daron Sharps, <b>PINTEREST</b>	<b>25 Driving Multicultural Consumers Engagement by harnessing the Power of Diversity and Inclusion</b>  Lucile Kamar, <b>ITN</b>	<b>25 How Reckitt Leverages Agile Concept Testing to Deliver a Stronger Innovation Pipeline for its Priority Audiences</b>  Georgina Farmer, <b>RECKITT</b>  Amy Cohen, <b>ZAPPI</b>	<b>25 PANEL: Passing the CFO Test: Methods to Measure &amp; Communicate Insights ROI</b>  <b>Moderator:</b> John Thomas, <b>BURKE</b>  <b>Panelists:</b> Michael Nevski, <b>VISA</b>  Nicole Moreo, <b>LINKEDIN</b>  Karen Lee, <b>CANOPY GROWTH CORP</b>  Ian Menchen, <b>DISNEY STREAMING SERVICES</b>	<b>25 Understanding Omnichannel Shopping Behavior to Create a Seamless, Uncomplicated Experience</b>  Betsy Fitzgibbons, <b>MARS WRIGLEY</b>  Gram Bowsher, <b>NAILBITER</b>	<b>25 Johnson &amp; Johnson: Building a More Meaningful Relationship with Pediatricians</b>  Jessica Lienert, <b>JOHNSON &amp; JOHNSON</b>

9:30	<p><b>25 Fireside Chat: How to Leverage the World's Largest Focus Group</b></p> <p>Phillip Denis, <b>LINKFLUENCE</b></p> <p>Ed Wang, <b>FORMERLY LIONSGATE</b></p>	<p><b>25 The Path Forward: Identity, Representation &amp; Authenticity</b></p> <p>Dana Sparber, <b>NBC Universal</b></p>	<p><b>25 Redefining the Meaning of Brand Equity: From the Metrics to Financial Attribution &amp; Valuation of the HP Brand</b></p> <p>Sapna Mistry, <b>HP</b></p>	<p><b>25 How to Uncover Subconscious Associations Using Implicit Research</b></p> <p>Thomas Fandrich, <b>QUANTILOPE</b></p>	<p><b>25 Ask Me Anything – Shopper Insights Now and in the Future</b></p> <p>Cherie Leonard, <b>COLGATE-PALMOLIVE</b></p>	<p><b>25 Co-Creating Impactful Service Experiences with Design Thinking</b></p> <p>Nicole Nystrom, <b>ADP</b></p>		
10:00	Networking Break in the Exhibit Hall							
10:45	<p><b>25 Employee Mental Health and Well-Being in the Post Pandemic Workplace</b></p> <p>Bart Borkosky, <b>OVATION MR</b></p> <p>Claire Kuhn, <b>ABLETO</b></p>	<p><b>25 Building Bridges to Research Innovation &amp; Inclusion: Microsoft and GfK Take New Steps Toward Equity in MR</b></p> <p>Josh Billig, <b>MICROSOFT</b></p> <p>Shelley Krasnick, <b>GFK</b></p>	<p><b>25 Drake's: A New Look, Message and Consumer Target</b></p> <p>Alison Poston, <b>MCKEE</b></p>	<p><b>55 DOUBLE-SESSION – INTERACTIVE SESSION From Researcher to Business Partner: A New Mindset for Researchers to Elevate their Value Proposition</b></p> <p>Joe Batista, <b>DELL TECHNOLOGIES</b></p>	<p><b>25 How Staples Leveraged Agile Community Insights to Serve Small Business Owners and the Learning Community in a Rapidly Changing Environment</b></p> <p>Diana Gabbard &amp; Tricia Quinn, <b>STAPLES</b></p> <p>Amy Boscarillo, <b>IPSOS</b></p>	<p><b>25 Is Your Brand Tempo Keeping Up with the Pace of Consumer Change?</b></p> <p>Hilary Gaines, <b>METRIXLAB</b></p> <p>David Hyland, <b>EDGEWELL PERSONAL CARE</b></p>	<p><b>20 Innovating Insights Stage: Innovating Insights Workshop Recap</b></p> <p>James Newswanger, <b>IBM</b></p> <p>Sunny Zhu, <b>INDEED</b></p>	
11:15	<p><b>25 FIRESIDE CHAT: The Conflicted Consumer: Balancing Value &amp; Aspiration in a Time of Economic Uncertainty</b></p> <p>Katie Gross &amp; Kenny Day, <b>SUZY</b></p>	<p><b>25 PANEL: Leveraging Research during Stormy Economic Times</b></p> <p><b>Moderator:</b> Jeff Silvas, <b>TOLUNA</b></p> <p><b>Panelists:</b> Ryan Fennelly, <b>BEAM SUNTORY</b></p>	<p><b>25 eBay's Journey to Building Brand Trust</b></p> <p>Thomas Walker, <b>EBAY</b></p> <p>Daryl Travis, <b>BRANDTRUST</b></p>		<p><b>25 Retail Rocket Fuel: How to Democratize &amp; Multiply the Value of Data in Your Organization</b></p> <p>Camille Geffory &amp; Myriam Gautier, <b>BEL BRANDS</b></p>	<p><b>55 DOUBLE-SESSION PANEL: How to Offer Relevant Consumer Experiences while Protecting Consumer Privacy</b></p> <p><b>Moderator:</b> Nihan Brunton, <b>META</b></p> <p><b>Panelists:</b> Chad Havelka, <b>CHARLES SCHWAB</b></p>		

		Christopher Douglas, <b>WHATABURGER</b>				Jasmin Crentsil, <b>CENTENE</b>
11:45	<b>25 How to Implement Innovation Research to Uncover Deep Emotional Needs</b>  Jason Jacobson, <b>WOODSIDE HOMES</b>	<b>25 Enhancing Multicultural Empathy on the Marketing Team</b>  Jorge Martínez-Bonilla, <b>C+R RESEARCH</b>  Michelle Birschbach, <b>SARGENTO FOODS</b>	<b>25 This Is Us: Connecting Empathetically With Real People During Turbulent Times</b>  Carly Shira, <b>GUTCHECK</b>  Shilpa Khanna, <b>CLOROX</b>	<b>25 Don't Fail, Pivot! Using Qualitative Video Research to Guide Strategy after Launch</b>  Ana Vereen, <b>NESTLE USA</b>  Justin Hendricks, <b>WATCHMETHINK</b>	<b>25 FIRESIDE CHAT: How to Drive Value: Shifting Shopping Behavior in Times of Uncertainty</b>  Dipti Paranjape, <b>MCDONALD'S</b>  Laura Hoste, <b>EYEESEE</b>	
<b>LIGHTNING INNOVATION SESSIONS</b>						
12:15	<b>15 Leveraging SaaS to Deliver Meta's Annual Consumer Journey for Maximum Impact</b>  Chris Fenlon, <b>KNOWLEDGE HOUND</b>	<b>15 Fireside Chat: Georgia Pacific: Revolutionizing Product Testing Leading to Superior Product Success</b>  Kim Sackey, <b>GEORGIA PACIFIC</b>  Ted Benakis, <b>HIGHLIGHT</b>	<b>15 ME TIME</b>	<b>15 ME TIME</b>	<b>15 Fully Automating Verbatim Coding and Text Analysis – Dreams Do Come True!</b>  Serge Luyens, <b>ASCRIBE</b>	<b>15 Beyond Knowledge Management: Democratizing Insights with AI</b>  Olaf Lenzmann, <b>MARKET LOGIC SOFTWARE</b>
12:30	<b>Strolling Lunch in the Exhibit Hall</b>					

2:00	<p><b>25 How to Conduct Market Research in an Economic Downturn</b></p> <p>Liwen Xu &amp; Laura Wronski, <b>MOMENTIVE</b></p>	<p><b>25 A Multi-Modal Approach to Consumer Insights: Leveraging Primary Market Research, Open-Source Intelligence &amp; Alternative Data</b></p> <p>Daniel Blatt, <b>PRUDENTIAL</b></p> <p>Bernard Chen, <b>PRUDENTIAL</b></p>	<p><b>25 CASE STUDY: Insight and Inspiration: How Zillow is Using Human Truth to Propel Transformation Across the Brand Ecosystem</b></p> <p>Dave Healing, <b>ZILLOW</b></p> <p>Gabe Kosowitz, <b>ZILLOW</b></p>	<p><b>25 Flat Survey Results Paralyzing Decision Making? How Constellation uses Curion Score to Create Meaningful Differentiation When Survey Results are Flat</b></p> <p>Michael Nestrud, <b>CURION</b></p> <p>Clarissa Koga, <b>CONSTELLATION BRANDS</b></p>	<p><b>25 Our Phygital Future - Shopping Lessons From Asia</b></p> <p>Richard Bell, <b>PRS IN VIVO</b></p>	<p><b>25 Making Hard Things Easy: How an Audience “Needs Index” Went Viral</b></p> <p>Alicia Weir, <b>VANGUARD</b></p> <p>Christa Melotti, <b>VANGUARD</b></p>
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2:30	<p><b>25 PANEL: The Evolution of Spend &amp; Trends within Insights</b></p> <p><b>Moderators by:</b> Seth Adler, <b>ALL THINGS INSIGHTS</b></p> <p><b>Panelists:</b> Kathryn Topp, <b>YABBLE</b></p> <p>Stan Sthanunathan, <b>FORMERLY UNILEVER</b></p> <p>Michael Nevski, <b>VISA</b></p> <p>Cherie Leonard, <b>COLGATE-PALMOLIVE</b></p> <p>Shilpa Khanna, <b>CLOROX</b></p> <p>Matt Gershoff, <b>CONDUCTRICS</b></p>	25 This track is closed.	<p><b>25 Enabling Growth with Authenticity: KPMG's Brand Refresh</b></p> <p>Lauren Boyman, <b>KPMG U.S.</b></p>	<p><b>25 How Black Swan's Predictive Consumer Intelligence Platform is Enabling PepsiCo to Supercharge Its Innovation Process</b></p> <p>Steve King, <b>BLACK SWAN DATA</b></p> <p>Stephan Gans, <b>PEPSICO.</b></p>	<p><b>25 Getting The Snacking Job Done: From Jobs-To-Be-Done Inspiration To In-Market Consumer Reaction</b></p> <p>Karen Kraft, <b>JOHNSONVILLE</b></p>	25 This track is closed.
3:00	<b>NETWORKING BREAK in the Exhibit Hall</b>					
3:45	<p><b>3:45 Welcome to TMRE 2022</b></p> <p><b>4:00 KEYNOTE: Don't Predict, Dream Up A Bright Future</b> Stan Sthanunathan, Retired EVP of CMI, <b>Unilever</b> <b>Room: Cibolo 5-7</b></p> <p><b>4:30 A DIALOGUE WITH STAN STHANUNATHAN</b> <b>Room: Cibolo 5-7</b></p>					

	<p><b>4:45 KEYNOTE: The Persona Paradox: Going from a Portrait to a Panoramic</b> Ben Hookaway, CEO, <b>Relative Insight</b> <b>Room: Cibolo 5-7</b></p> <p><b>5:05 A DIALOGUE WITH BEN HOOKWAY</b></p> <p><b>5:15 Opening Night Reception - 20<sup>th</sup> Anniversary Celebration in the Exhibit Hall</b></p>

**DAY TWO: TUESDAY, NOVEMBER 15, 2022**

8:00	<b>Registration &amp; Morning Coffee in the Exhibit Hall</b>
9:00	<b>Welcome to Day 2 Room: Cibolo 5-7</b> David Boyle, <b>TMRE Chairperson</b>
9:15	<b>KEYNOTE // HOW PERSONALIZED DATA WILL CHANGE THE WAY WE EXPERIENCE THE WORLD —AND WHY NOT TO FEAR IT</b> <b>Poppy Crum, Visionary Futurist, Neuroscientist, and Chief Technology Officer, NextSense</b> <b>Room: Cibolo 5-7</b>
9:45	<b>AFTER THE KEYNOTE // A DIALOGUE</b> <b>Poppy Crum, Visionary Futurist, Neuroscientist, and Chief Technology Officer, NextSense</b> <b>Edwin Wong, SVP – Insights &amp; Innovation, VOX Media</b> <b>Room: Cibolo 5-7</b>
10:00	<b>KEYNOTE // GAME ON: CONTROL YOUR SUCCESS &amp; BE THE ULTIMATE ADAPTIVE PLAYER</b> <b>Emmitt Smith, NFL Hall of Famer &amp; co-owner NASCAR</b> <b>Room: Cibolo 5-7</b>
	<b>10:40 AFTER THE KEYNOTE // A DIALOGUE</b> <b>Emmitt Smith, NFL Hall of Famer &amp; co-owner NASCAR</b> <b>Renata Policicio, SVP, Research, DTC &amp; Streaming, Warner Bros. Discovery</b>

11:00	<b>NETWORKING BREAK IN THE EXHIBIT HALL + ITO1 MEETINGS on the San Antonio Terrace</b>						
	<i>Breakout sessions are either 25 or 15 minutes in length with 5 minutes in between each to move between rooms.</i>						
	<b>Track 1 DRIVING CONSUMER FOCUS</b> <i>Room: Cibolo 10/11</i>	<b>Track 2 ACTIONING GROWTH</b> <i>Room: Cibolo 8/9</i>	<b>Track 3 LEADERSHIP STRATEGIES &amp; EXPERT TALENT</b> <i>Room: Cibolo 3/4</i>	<b>Track 4 UNIFYING ANALYTICS &amp; INSIGHTS</b> <i>Room: Cibolo 5/7</i>	<b>Track 7 BRAND &amp; PRODUCT INNOVATION</b> <i>Room: Cibolo 1/2</i>	<b>Track 5 SHOPPER INSIGHTS &amp; RETAIL ACTIVATION</b> <i>Room: Grand E</i>	<b>Track 6 THE X FACTOR: WHERE UX MEETS CX</b> <i>Room: Grand F</i>
11:45	Welcome from track chair John Thomas, <b>BURKE</b>	Welcome from Jordan Cusner, <b>POPEYES LOUISIANA KITCHEN</b>	Welcome from track chair Robert Pierson, <b>KANTAR</b>	Welcome from track chair Hugo Amos, <b>BLACK SWAN DATA</b>	Welcome from track chair Jenn Whaley & Erik Larsen, <b>OVATIONMR</b>	Welcome from track chair Jenn Engel, <b>PRS IN VIVO</b>	Welcome from track chair Chad Havelka, <b>CHARLES SCHWAB</b>



11:50	<p><b>25 FEATURED PRESENTATION</b></p> <p><b>Dissecting the Metaverse</b></p> <p>Edwin Wong, <b>VOX MEDIA</b></p> <p>Shelby Bier, <b>UNITED TALENT</b></p>	<p><b>25 PANEL DISCUSSION: Reactive to Proactive: Transitioning to Customer-Led Decision Making</b></p> <p><b>Moderator:</b> Rick Kelly, <b>FUEL CYCLE</b></p> <p><b>Panelists:</b> Rachel Barr, <b>ABERCROMBIE &amp; FITCH CO.</b></p> <p>Kate Loas, <b>ABERCROMBIE &amp; FITCH CO.</b></p>	<p><b>25 Fireside Chat: Tips for Leading a Winning Research &amp; Insights Team</b></p> <p>Liz Huszarik, <b>FORMERLY WARNER BROS. DISCOVERY</b></p> <p>Robert Pierson, <b>KANTAR</b></p>	<p><b>25 How Brands Can Leverage AI to Drive Revenue During Difficult Times</b></p> <p>Ericka McCoy, <b>RESONATE</b></p> <p>Jeffrey Polevoy, <b>QUEST DIAGNOSTICS</b></p>	<p><b>25 Conscious Consumption &amp; Economic Growth: Is There a Trade-Off? Is the 'Say-Do' Gap Closing?</b></p> <p>Jana DeLancey, <b>MASTERCARD</b></p>	<p><b>25 Winning Workforce Strategies in the Post Pandemic Workplace</b></p> <p>Bart Borkosky &amp; Michel Jones, <b>OVATION MR</b></p>	<p><b>55 DOUBLE-SESSION KEYNOTE Live Well + Work Well: Simple Strategies to Sustain Wellness</b></p> <p>Karen Mangia, <b>SALESFORCE</b></p>	<p><b>30 Innovating Insights Stage: Insights Succeeding in a Hybrid Environment</b></p> <p>Chrstitina Speck, <b>BCBSRI</b></p> <p>Charitie Dantis-Gayo <b>NEW YORK LIFE</b></p>
12:20	<p><b>25 Moving Beyond "All for One, and One for All" Key Drivers Analysis</b></p> <p>Mike Deinlein, <b>BURKE</b></p>	<p><b>25 Re-thinking Audiences in a B2B World: Audience Insights to Create Actionable Growth</b></p> <p>Nicole Moreo, <b>LINKEDIN</b></p>	<p><b>25 Elevating Insights to Become a More Customer-Centric Business</b></p> <p>Jordan Slabaugh, <b>BLOOMFIRE</b></p> <p>Karen Jones, <b>ELEVANCE HEALTH</b></p>	<p><b>25 Value is a Two Way Street: a Human-Centric/Customer Inspired Definition of CLTV</b></p> <p>Jami Guthrie, <b>MCDONALDS</b></p> <p>Manila Austin, <b>CSPACE</b></p> <p>Peter Fader, <b>WHARTON</b></p>	<p><b>25 Agility at Scale: How Comcast is Democratizing Insights</b></p> <p>Scarlet Wynns, <b>COMCAST</b></p> <p>Thor Olof Philogene, <b>STRAVITO</b></p>	<p><b>25 Embracing Chaos in Cannabis</b></p> <p>Jessica Chee-Hing, <b>CANOPY GROWTH CORP.</b></p>		<p><b>15 Innovating Insights Stage: Taking a Trip Through Text Analytics: Exploring Data From Surprising Sources</b></p> <p>James Cuthbertson, <b>RELATIVE INSIGHTS</b></p>

12:50	<p><b>25 Weighing in on Weight – Applying Anthropological and Ethnographic Techniques to Understand how Body Dimension Affects Guest Experience at Universal Parks and Resorts</b></p> <p>Jennifer Avery &amp; Kate Brelsford, <b>UNIVERSAL PARKS &amp; RESORTS</b></p>	<p><b>25 Fireside Chat: Lessons &amp; Best Laid Plans from Past Recessions</b></p> <p><b>Moderator:</b> Isaac Rogers, <b>SCHLESINGER GROUP</b></p> <p>Stan Stahanunathan, <b>FORMERLY UNILEVER</b></p> <p>Ellie Ahmadi, <b>SCHLESINGER GROUP</b></p>	<p><b>25 Ask an Expert to Enhance the Speed of Insights</b></p> <p>Renee Neubecker, <b>MOTOROLA SOLUTIONS</b></p>	<p><b>25 Getting to “Why”: How PODS Uses Text Analytics to Improve Customer Experience</b></p> <p>Jared Feldman, <b>CANVS AI</b></p> <p>Logan Fern, <b>PODS</b></p>	<p><b>25 Youth Brand Lab: The Anatomy of a Successful Gen Z Brand</b></p> <p>MaryLeigh Bliss, <b>YPULSE</b></p> <p>Christopher Frank, <b>AMERICAN EXPRESS</b></p>	<p><b>25 Brushing Up on the Costco Shopper: Maximizing Sell Through at One of America’s Largest Retailers</b></p> <p>Maureen Lawer, <b>WATERPIK</b></p> <p>Angelina Schiano, <b>NUMERATOR</b></p>	<p><b>25 Journey in a Journey: Learn how a Journey in our Customer Journey led to Actionable Marketing Insights</b></p> <p>Estelle Nichols, <b>MUTUAL OF OMAHA</b></p>
1:15	<p><b>Lunch on Event Lawn 2// Followed by dessert and coffee in the Exhibit Hall</b></p>						
<p><b>LIGHTNING INNOVATION SESSIONS</b></p>							
2:25	<p><b>15 Fireside Chat: Your Fear-Based Research is Wrong</b></p> <p>Nadia Masri, <b>PERKSY</b></p> <p>Jason Lonsdale, <b>DEUTSCH LA</b></p>	<p><b>15 Uncovering Actionable Insights at a Startup Pace</b></p> <p>Lee Robinson, <b>RO.CO</b></p> <p>Kevin Lubin, <b>FUEL CYCLE</b></p>	<p><b>15 What’s the Story? Introducing Narratives, a New Way to Hear What Your Customers are Saying</b></p> <p>Francesco D’Orazio, <b>PULSAR</b></p>	<p><b>15 How Research Data is Fueling Better Paid &amp; Earned Media Measurement for Brands</b></p> <p>Heather Hughes, <b>CINT</b></p> <p>Kate LaVail, <b>KETCHUM</b></p>	<p><b>15 Party Crasher to “On the List”: Leading the Adoption of Social Listening at Fetch</b></p> <p>Amanda Jeppson, <b>FETCH REWARDS</b></p> <p>Session sponsored by <b>BRANDWATCH</b></p>	<p><b>15 Optimizing Global Research Incentives (While Winning Repeat Business)</b></p> <p>Craig Whitmer, <b>TREMENDOUS</b></p>	<p><b>15 Data is a Liability until It’s Proven an Asset: Tableau’s New Rules for B2B Research</b></p> <p>Leon Mishkis, <b>NEWTONX</b></p> <p>Jason Talwar, <b>SALESFORCE</b></p>

2:45	<b>25 ME TIME</b>	<b>25 On a Mission: Make Users Heard. For Real.</b>  Maurice Gonzenbach, <b>CAPLENA</b>  Lisa Knowles, <b>MIRO</b>	<b>45 DOUBLE-SESSION</b>  <b>Insight &amp; Impact: Positioning Talent for Multi-hyphenate Success</b>  Keith Friedenber, <b>ENDEAVOR</b>	<b>25 PANEL: Putting Insights into Action: The Missing Link Between Data and Business Value</b>  <b>Moderator:</b> Anoop Jayakumar, <b>MG RESORTS</b>  <b>Panelists:</b> KrIstin Yanulites, <b>MARRIOTT INTERNATIONAL</b>  Bridget Nelson, <b>MASSMUTUAL</b>	<b>25 Creators Drive Commerce: Learn How to Shape Your Creator/Influencer Marketing Strategy</b>  Abby Thorsgaard & Daniele Nickel, <b>TIKTOK</b>	<b>25 Consumer Impact on Private Label Food &amp; Beverage Innovation</b>  Sarah Miller & Elizabeth Horvath, <b>THE KERRY GROUP</b>	<b>25 TABLE TOPICS: Bridging the Market Research &amp; CX Gap: Maximizing Potential for Future Growth</b>  Jeffrey Iles, <b>FIRST HORIZON</b>	<b>15 Innovating Insights Stage: The Sound of Business: Amplify Your Reach and ROI with the Power of Audio</b>  Korri Kolesa and Justin Zandri, <b>VERITONIC</b>
<b>LIGHTING INNOVATION SESSIONS</b>				<b>LIGHTING INNOVATION SESSIONS</b>				
3:15	<b>15 Getting Fluent in Speaking with Kids</b>  Dr. Daniel Warren, <b>FLUENT RESEARCH</b>	<b>15 Products Speak Louder Than Words</b>  Nihal Advani and Jared Carr, <b>QUALSIGHTS</b>		<b>15 Powered by Obsession: How We Shifted Tech Giant's Strategy by Obsessing with Voice of the Customer</b>  Rasto Ivanic, <b>GROUPSOLVER</b>  Erika Dale, <b>ARTICLE GROUP</b>	<b>15 Fireside Chat: Capturing the Value of 'Brand' to Drive Growth</b>  Matt Delman, <b>SUNDAY</b>  Stephanie Rand, <b>ATTEST</b>	<b>15 Wargaming to Win in a Complex Future</b>  Ken Gilliam, <b>DIRECTIONS RESEARCH</b>	<b>15 The Anatomy of a Trend</b>  Ujwal ArkaIgdud, <b>LUX RESEARCH (MOTIVBASE)</b>	
3:30	<b>Networking Break in the Exhibit Hall + 1to1 Meetings on the San Antonio Terrace</b>							

4:00	<p><b>25 Scaling Consumer Centricity Across PepsiCo</b></p> <p>Sarah Maloy, <b>PEPSICO.</b></p> <p>Luke Burns, <b>LUCY</b></p>	<p><b>25 Drivers of Entertaining Ads</b></p> <p>Rachael Ryan, <b>TIKTOK</b></p> <p>Jaclyn Williams, <b>TIKTOK</b></p>	<p><b>25 Panel: Addressing the Skills Gap: How to Build Insights Teams of the Future</b></p> <p><b>Moderator:</b> Allison Scott, <b>ZAPPI</b></p> <p><b>Panelists:</b> Stephan Gans, <b>PEPSICO.</b></p> <p>Jami Guthrie, <b>MCDONALDS</b></p> <p>Mariline Alsuar, <b>RECKITT</b></p>	<p><b>25 The Battle for the Future of Insights: Innovating with AI, Machine Learning and Automation</b></p> <p>Naira Musallam, PhD, <b>SIGHTX</b></p>	<p><b>25 The Role of Sensory and Product Experience in New Product Innovation</b></p> <p>Larissa Justice, <b>BUSH BROS.</b></p>	<p><b>25 Carriqui: Research that Sparks the Neighborhood Oasis Restaurant Concept in San Antonio's Pearl District</b></p> <p>Ruben Torrez, <b>POTLUCK HOSPITALITY</b></p> <p>Page Pressley, <b>POTLUCK HOSPITALITY</b></p>	<p><b>25 Shifting Gears &amp; Shifting Focus: Revitalizing the DIRECTV Experience by Embracing Customer Centricity</b></p> <p>Eyslyn Lindabury, <b>DIRECTV</b></p>
4:30	<p><b>25 This track is closed.</b></p>	<p><b>25 Fireside Chat: Winning the Modern Consumer: How Ally Reimagined the Way They Source, Activate, and Measure Audiences in a Non-linear World</b></p> <p>Zachary Nippert, <b>CIVICSCIENCE</b></p>	<p><b>25 From Insights Manager to Insights Strategist: How to Add Rocket Fuel to Your Corporate Insights Function</b></p> <p>Lorin Drake, <b>PUBLIX SUPER MARKETS, INC.</b></p>	<p><b>25 Revealing the Way Forward: Walmart Data Venture's Journey to Prioritize Decisions over Data</b></p> <p>Mark Hardy, <b>WALMART VENTURES</b></p> <p>Linda Lomelino,</p>	<p><b>25 The Flip Side of Disruption is Dynamism</b></p> <p>J. Walker Smith, <b>KANTAR</b></p>	<p><b>25 Bet on Behavior: How Kraft Used Behavioral Targeting to Reach the Right Consumers</b></p> <p>Melissa Myres, <b>84.51°</b></p>	<p><b>25 This track is closed.</b></p>

		Ashley Spring, <b>ALLY</b>		<b>WALMART VENTURES</b>		Katie Fields, <b>KRAFT HEINZ</b>	
5:00	<b>COCKTAIL RECEPTION- TMRE -Bigger and better in Texas</b> Exhibit Hall						

<b>DAY THREE: WEDNESDAY, NOVEMBER 16, 2022</b>	
8:30	<b>Coffee in the Exhibit Hall</b>
9:00	<b>Welcome Back to Day 3</b>
9:15	<b>KEYNOTE // Bittersweet: The Surprising Key to Creativity, Connection, and Authenticity</b> Susan Cain, Author, <i>Bittersweet: How Longing &amp; Sorrow Make Us Whole</i> <b>Cibolo 5-7</b>
9:45	<b>A DIALOGUE WITH SUSAN CAIN</b> Elizabeth Oates, <b>ULTA BEAUTY</b> <b>Cibolo 5-7</b>
10:00	<b>KEYNOTE // Accelerating our Insights Function for Transformational Impact</b> STEPHAN GANS, Chief Insights & Analytics Officer, <b>PEPSICO.</b> <b>Cibolo 5-7</b>
10:30	<b>Stephan Gans Q&amp;A with Stan Stahanunathan</b>
10:45	<b>BRUNCH in the Exhibit Hall</b>
	<i>Breakout sessions are either 25 or 15 minutes in length with 5 minutes in between each to move between rooms.</i>

11:40	<p align="center"><b>Track 1</b> <b>DRIVING CONSUMER FOCUS</b></p> <p align="center">John Thomas, <b>BURKE</b></p> <p align="center"><i>Room: Cibolo 10/11</i></p>	<p align="center"><b>Track 2</b> <b>ACTIONING GROWTH</b></p> <p align="center">Bart Borkosky, <b>OVATIONMR</b></p> <p align="center"><i>Room: Cibolo 8/9</i></p>	<p align="center"><b>Track 3</b> <b>LEADERSHIP STRATEGIES &amp; EXPERT TALENT</b></p> <p align="center">Robert Pierson, <b>KANTAR</b></p> <p align="center"><i>Room: Cibolo 3/4</i></p>	<p align="center"><b>Track 4</b> <b>TRENDS PULSE</b></p> <p align="center"><i>Room: Cibolo 1/2</i></p>	<p align="center"><b>Track 5</b> <b>THE GLOBAL CONSUMER &amp; SUSTAINABILITY</b></p> <p align="center"><i>Room: Grand F</i></p> <p align="center">Dan Coates, <b>YPULSE</b></p>
11:45	<p><b>25 Helping Executives Use Insights to Understand and Respond to our Rapidly-Changing World</b></p> <p>Donn Froshiesar, <b>NY LIFE COMPANY</b></p>	<p><b>25 PANEL DISCUSSION: The Secret Sauce to Surviving &amp; Thriving in this New Economy</b></p> <p><b>Moderator:</b> Christina (Tina) Nathanson, <b>QUEST DIAGNOSTICS</b></p> <p><b>Panelists:</b> Chris Wardlaw, <b>MONEYGRAM</b></p> <p>Christina Speck <b>BCBSRI</b></p> <p>Kerry Sette, <b>VOYA FINANCIAL</b></p>	<p><b>25 Stephan Gans – Live Q&amp;A</b></p> <p><b>Moderator:</b> Ujwal Arkalgud, <b>LUX RESEARCH (MOTIVBASE)</b></p>	<p><b>90 WORKSHOP: Patterns, Megatrends and How to Use Them - Powered by Trend Hunter</b></p> <p>Sean Watson, <b>TRENDSHUNTER</b></p>	<p><b>25 The Value of "Values": Importance of understanding the "Values" Driven Consumer in today's Rapidly Evolving Landscape</b></p> <p>Tripp Hughes, <b>ORGANIC VALLEY</b></p>
12:15	<p><b>25 The Pitfalls of Box Checking: How Organizations Misuse Research and Misuse Researchers, and How to Make it Stop.</b></p> <p>Jennifer Avery, <b>UNIVERSAL PARKS &amp; RESORTS</b></p>	<p><b>25 Persona Building is Lined Up to Revenue Building</b></p> <p>Smriti Sharma, <b>PUBLISHERS CLEARING HOUSE (PHC)</b></p>	<p><b>25 Visioning for the Future</b></p> <p>Elizabeth Oates, <b>ULTA BEAUTY</b></p>		<p><b>25 Bringing It All Together: Creating an Ecosystem of Insights</b></p> <p>Joe Agostinelli &amp; Steven Berger, <b>MORNING STAR</b></p>

12:45	25 This track is closed.	25 This track is closed.	<p><b>25 Start 'Em Off Right: Developing Insight-Led Onboarding for New Hires</b></p> <p>Kelsy Saulsbury, <b>JOHNSON &amp; JOHNSON SURGICAL VISION</b></p>		25 This track is closed.
1:15	<b>END OF TMRE 2022</b>				