

Unlocking the Power of Diversity

Towards the Virtual Cannes Finale on June 21

1. Finalize your Humanized Growth Ambition

Milestone 2: Growth Ambition



Business Growth Ambition

Colleagues:

Use brand purpose to **drive employee pride and engagement** and marcom efficiencies

Customer:

Innovate against purpose to develop breakthrough new products that **improve consumer's lives.**

Community:

Activate brand purpose in communities to make a positive **societal impact**

Capital Markets:

Shift to more emotional positioning territory to **increase consumer salience** and **grow market share.**



Personal Growth Ambition

1. Elevate the relevance of my own role, through **inspiring storytelling** around the purpose
2. Demonstrate the business driving role of marketing amongst senior management by being **impact obsessed.**

2. Develop Humanized Growth Plan

New value propositions



Corporate initiatives



June 21 Celebration & Expert advice



Sanda Ojiambo
CEO
United Nations Global Compact



Conny Braams
Chief Digital & Marketing Officer
Unilever

Mark Read
CEO
WPP



Carol Chen
Global Marketing VP
Shell



Hans Ploos van Amstel
CFO
The Partners Group



Elect Humanized Growth Champion 2021



Carrie Timms
VP Global Media All
Unilever



Cedric Olbel
Cogate-Palmolive
General Manager Innovation
Accelerator



Charlotte Robinson
De Beers Group
Global Head Of Brand
Planning



Cheng Hung (Brian) Hui
HSBC
Head Of Customers And
Marketing



Chris Foltz
Santitas Group
Vice President Of Global
Reach



Cindy Tervoort
Heinen
Chief Executive Officer
Beemut



Damon Burrell
The Exel-Luster Companies
Senior Vice President,
Corporate Marketing, NA



Diego Recalde
Coca-Cola
Marketing Vice President



Adriana Rius
3M Company
Brand & Communications
Director Latin



Akshat Pipervaria
Unilever
Director, Revenue
Management



Alberto Levy
Group Britain
Global Chief Marketing
Officer



Allyson Witherspoon
Heinen
Chief Marketing Officer



Andisa Nshubane
Q&M/A
Chief Marketing Officer



Andrew Balint
Allerpay
Vice President Marketing, ANZ



Andrew Deering
Cogate-Palmolive
Global Director (UK Health)



Andrew Manu
Unilever
Director, Marketing



Zeynep Yalim-Uzun
Acelis Group
Chief Marketing Officer



Zeynep Demirkol
Tuk Ekonomi Bankası
Group Director



Brad Wolf
Cogate-Palmolive
Chief Learning Officer



Bryan Rakowski
Mondelēz
Head Of Global Brands



Caroline Hudack
Arling
Former Regional Marketing
Director



Carrie Klotz
Kaplan North America
Chief Marketing Officer



Jamie Bothwell
Dacalgan
Head Of Marketing EMEA



Jay Lister
Aldi
Director Consumer Insights



Jean Paul Laurent
Unipoker Smiles
Founder & Chief Executive
Officer



Jelina Wan
Mars
Regional Marketing Vice
President



Kofi Amoo-Gottfried
Dorland
Vice President, Marketing



Konstantinos Dellolis
Kraft Heinz International
Vice President, Infant



Kuo-Hi Lee
Volkswagen China
Head Of Project House



Lex Bradshaw-Zanger
L'Oréal
Chief Marketing Officer, UK &
Ireland



Xu Chao Lin
Shiobang
CMO



Zena Arnold
Global Chief Digital &
Marketing Officer
Kimberly-Clark



Luiz Amado
Porto Seguro
CMO



Luiz Barros
All Inkey
Global Marketing Vice
President, Data & Media



Marcus Denison-Smith
Cofe Inc.
Marketing Director



Marissa Solis
Pepsico - Frito Lay North
America
Senior Vice President, Core
Brands, Media, Partnerships



Mark Evans
Direct Line Group
Managing Director, Marketing
& Digital



Marla Skiko
Ford Motor Company
US & Global Head Of Media



Meredith Herman
GSK
Vice President, Global
Marketing Service



Michelle Klein
Facebook
Vice President, Global
Business & Customer



Lina Githuka
Kenya Wine Agencies Ltd
Managing Director



Lorraine Barber-Miller
Prigis
Chief Marketing & E-
Commerce Officer



Luca Zerbini
Peak Point Partners
Chief Executive Officer



Lucy Litwack
Coco De Mer
Owner & Chief Executive
Officer



Victoria Southern
Kerry Foods
Marketing Director



Waqas Ahmed
The DoVinci Network
FOUNDER



Rafael Narvaez Gil
Mars
Chief Marketing And R&D
Officer



Raquelle Zuzarte
The Washington Post
Vice President Marketing



Rianne Meijerman
Philips
Head Of Consumer Marketing



Rudolph Wilson
SC Johnson
Global Chief Marketing
Officer



Özgür Süslü
Tofaş
Chief Marketing Officer



Patricia Coni
Bayer Consumer Care
Chief Marketing & Digital
Officer



Peter Zillig
Ford
Director Brand & Marketing
Comms EMEA



Peter Wright
K&A
Chief Marketing Officer



Michelle Kehily
Merck
Global Head Of Digital
Marketing



Mike Collinson
Mazda Canada
Sr. Director, Brand & Customer
Exp.



Murat Zengin
Opel
Chief Marketing Officer



Oya Canbas
Bayer
Consumer Health GM for UK
& Ireland



Will Russell
Lloyds Banking Group
Director Of Analytics And
Interactions



Wojciech Holarewicz
Mazda
Vice President
Communications & Public
Affairs



Scott Gregory
CVS Health
Vice President, Rx And Health
Services Marketing



Sean Summers
Mercado Libre
Chief Marketing Officer



Sebastian Micozzi
Bacardi Global Brands
Senior Vice President Digital &
Transformation



Shuvodip Banerjee
ITC Limited
Vice President, Marketing
Services



Steven Young
Postmark
Chief Marketing Officer



Sue Allchurch
UN Global Compact
Chief Of Outreach And
Engagement



Sylvia Mulinge
Safaricom PLC
Chief Customer Officer



Talde Guajardo
Procter & Gamble
Vice President Brand, EMEA



Tamara Rogers
GSK
Chief Marketing Officer



Tariq Hassan
PepsiCo
Chief Marketing Officer



Tiffani Dano Kwan
Doppel
Chief Marketing Officer



Tina Beuchler
Heineken Hultion S.A.
Global Head Of Media &
Agency Operations Neillie

IRG 100 Roadmap

Why

0.1 Personal Introductions

0.2 Program and business introductions

1.1 Humanized Growth Study

1.2 Leading Humanized Growth

1.3 Decoding the World

1.4 Humanized Growth

1.5 Personal Passion & Purpose

1.6 Network & Sparring

 Growth Opportunities

Key

- | | |
|---|---|
|  Set-up & Finale |  Sparring |
|  Core curriculum |  Milestone |
|  Leadership |  Feedback |

What

2.1 Abundant Markets

2.2 Multiple Business Models

2.3 Evolving Experiences

2.4 Da Vinci Growth CMO

2.5 Da Vinci CMO Attitudes & behaviours

2.6 Network & Sparring

 Growth Ambition

 Growth Ambition Feedback

How

3.1 Human-Centric Transformation

3.2 Open Culture

3.3 Anticipative Organisation

3.4 Whole-Brained

3.5 Diversity for Growth

3.6 Network & Sparring

 Growth Plan

 Growth Plan Feedback

4.1 The shared growth opportunity

4.2 Cannes preparation

4.3 Cannes: community & impact



More diverse strategic decision-making

45%

70%

Diversity in strategic decision making

IRG Marketing D & I Partner Antonio Lucio

*“It is a time for
reckoning for the
nation and my
industry”*

Aug 21, 2020, 04:38pm EDT | 10,956 views

Facebook CMO Antonio Lucio Is Stepping Down To Help Companies Accelerate Diversity Efforts



Marty Swant Forbes Staff

CMO Network

I'm a staff writer and editor covering marketing, advertising and technology.

Follow



Facebook Chief Marketing Officer Antonio Lucio speaks on stage during the P&G session at the Cannes ...

[+] GETTY IMAGES FOR CANNES LIONS

Facebook's chief marketing officer is stepping down next month after two

Today's Agenda

- Introduction & Learning
- A call for change: Antonio Lucio
- Breakout discussions
- Plenary debrief & discussion

**Leading CEO's see
building diversity as
a key priority**



The Reality

Want to be a CEO of a major US company?



Named Michael
or James



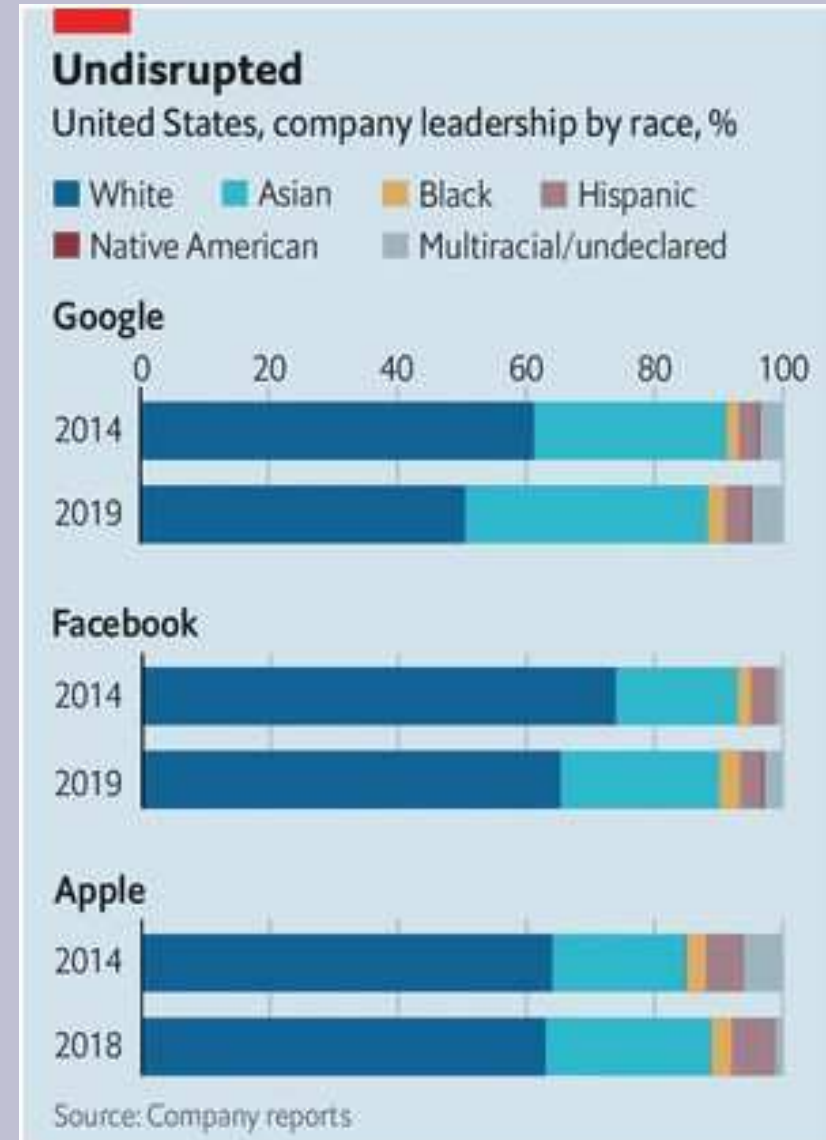
Female

S&P 500
Companies

A group of business professionals, including men and women, are silhouetted against a large window. They are standing in a line, looking out at a bright, hazy outdoor scene. The silhouettes are dark against the lighter background of the window.

**Lots of talk but
little change**

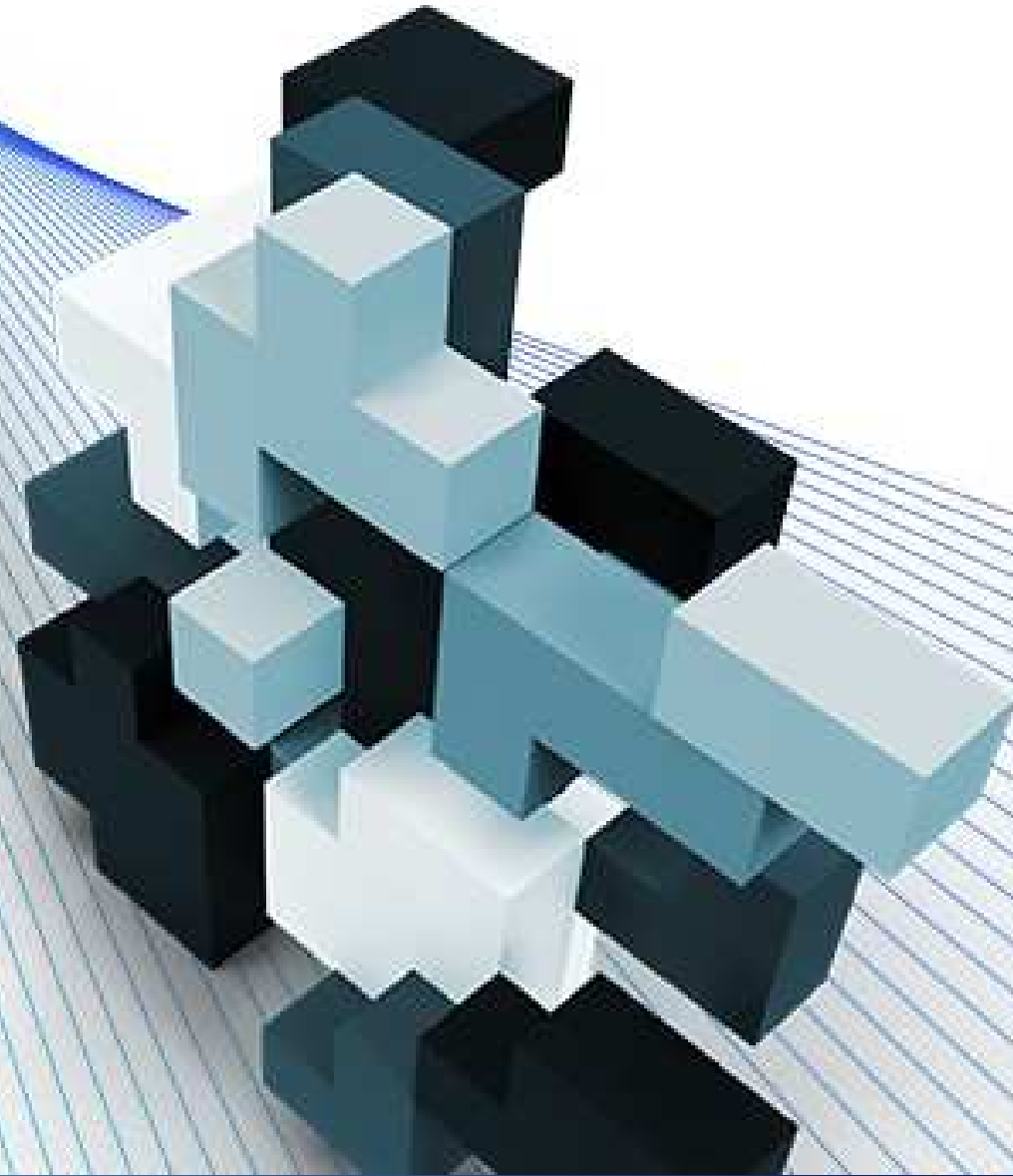
Are digital age companies leading the way?



Diversity wins

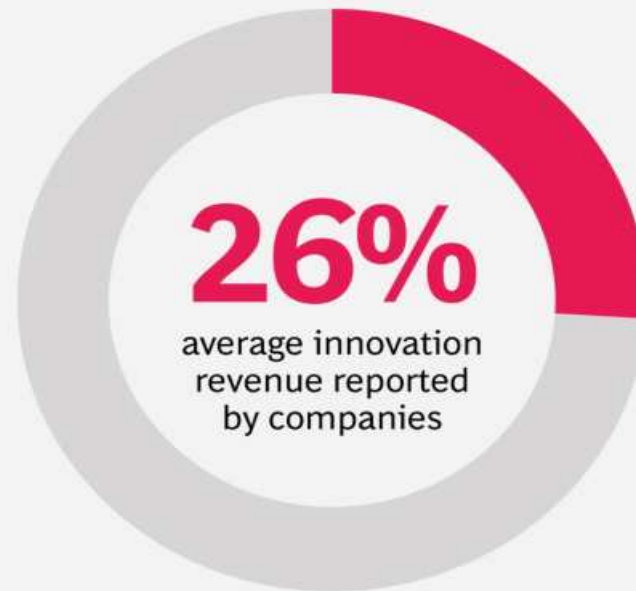
How inclusion matters

McKinsey
& Company

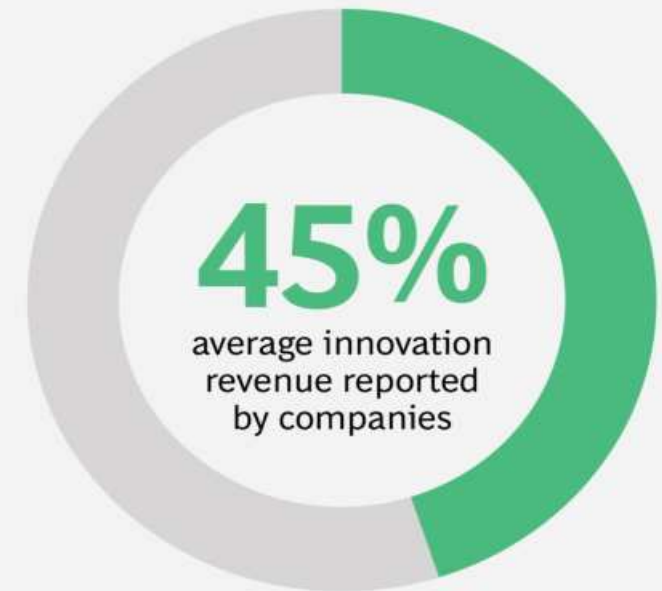


Well documented benefits of Diversity

Companies with
below-average diversity scores



Companies with
above-average diversity scores



BCG

Critically – Diversity Builds Resilience



**Beware of just filling
quotas – think
Diversity AND
Inclusion**



Marketing Diversity & Inclusion



A DIVERSITY REPORT FOR THE ADVERTISING/ MARKETING INDUSTRY

Female CMOs now prevail



2020



2019



2018



Overall, still far from racial diversity



2020

2019

2018

Caucasian	African/ American Black	Asian	Hispanic
88%	3%	5%	4%
88%	3%	5%	4%
87%	3%	5%	5%

Focus Areas

Marketing



Team



Bench





[HOME](#) > [ADVERTISING](#)

HP becomes the latest brand to demand all its advertising agencies hire more women and people of color

Lara O'Reilly Sep 2, 2016, 10:38 AM



HP has become the latest brand to demand that its ad agencies should be staffed with a more diverse group of employees,



Partner s

verizon

Productio

DOUBLE
THE LINE

#ROLAND
M
DA

Media

General Motors Chairman
and CEO Mary Barra
refuses to sit down with
Black Owned Media Companies

BYRON ALLEN,
ICE CUBE, ROLAND &
BLACK-OWNED MEDIA
COALITION BLAST GM
CEO AS RACIST IN
FULL PAGE AD

Set Goals, Measure, and Track Publicly



Join Industry Initiatives



AMA Diversity Leadership Scholarship

AMA
MARKETING ASSOCIATION
FOUNDATION

WFA
World Federation
of Advertisers

A marketer's approach to diversity and inclusion



Content



Success Stories

P&G-
The Look

THE LOOK
A story about bias in America.



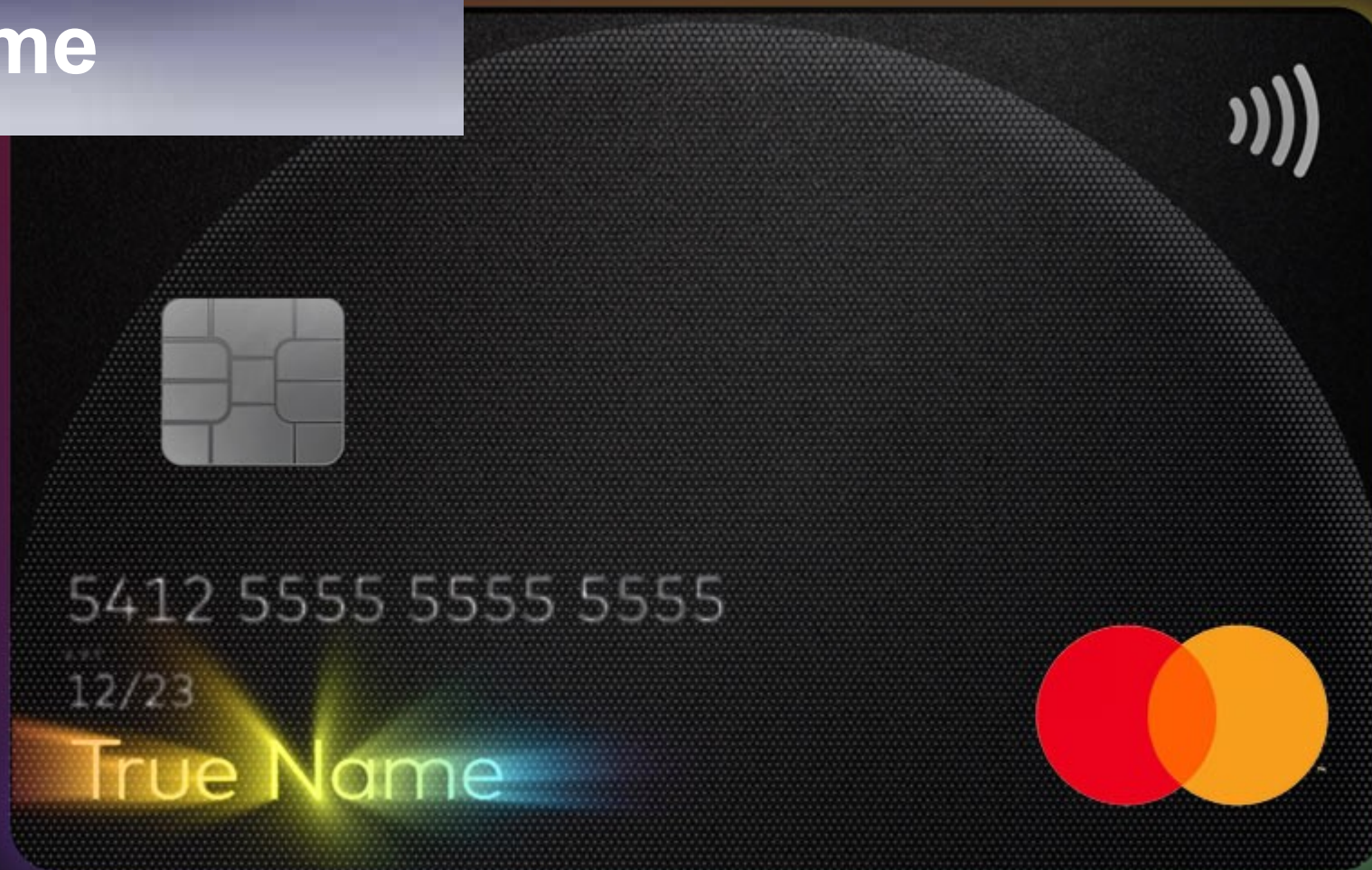
P&G

Aeromexico – The More Mexican They Are

**54.4% OF THE TESTS
WITH MEXICAN DNA**



Mastercard – True Name



Mastercard – True
Name

Role Model



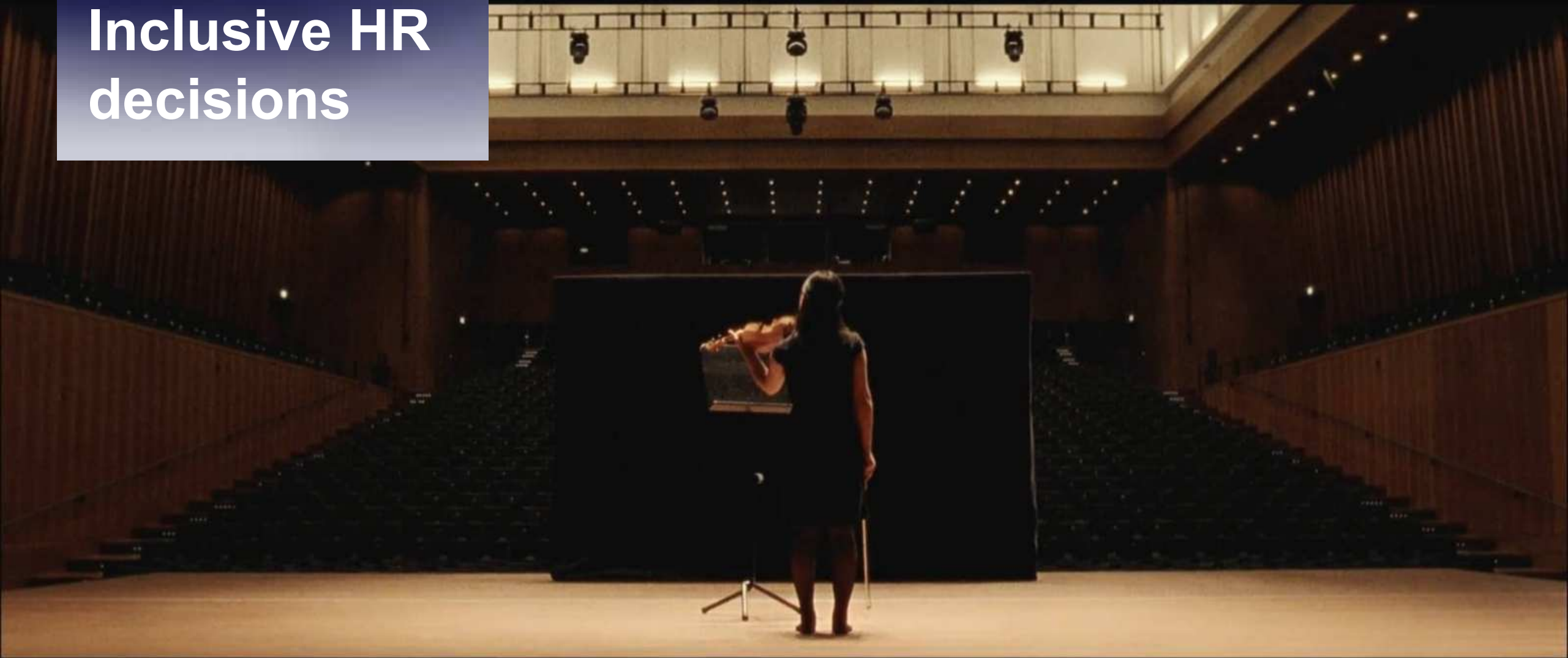


Celebrate Internal Wins

Run inclusive meetings & discussions



Inclusive HR decisions



Open mind & listen differently



Antonio Lucio



Discussion Briefing

Capture a personal

1. Success to share
2. Challenge to discuss



3 Min.

Break Outs

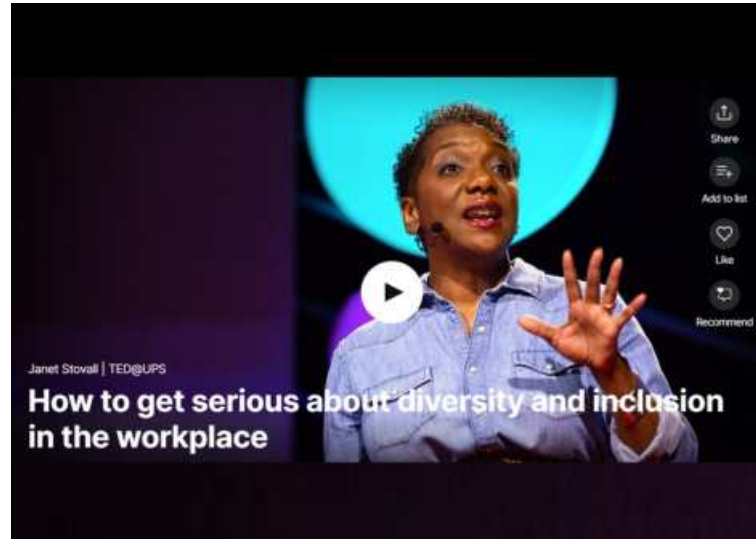
Capture a personal

1. Success to share
2. Challenge to discuss



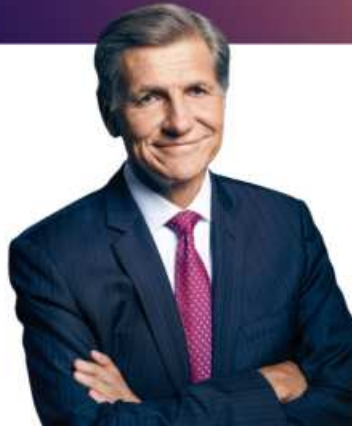
45 Min.

Deep dives



Marc Pritchard

Chief Brand Officer



Friday June 11

9 AM EDT | 2 PM BST | 10 PM CST



[Register here](#)

Hosted by IRG Founder **Frank van den Driest**

Ramon Laguarta

Chairman & CEO



Friday June 18

9 AM EDT | 2 PM BST | 10 PM CST



[Register here](#)

Hosted by IRG Founder **Frank van den Driest**

Maarten Wetselaar

Integrated Gas, Renewables and
Energy Solutions Director



Friday June 25

9 AM EDT | 2 PM BST | 9 PM CST



[Register here](#)

Hosted by IRG Founder **Frank van den Driest**

The banner features a series of overlapping triangles in various colors (yellow, orange, red, purple, blue, green) that contain different images. From left to right, the images include: a cluster of colorful triangles, a stylized tree with purple foliage, the Sydney Opera House at sunset, and the Oriental Pearl Tower. The text 'UN GLOBAL COMPACT LEADERS SUMMIT' is positioned in the upper left, and '15-16 JUNE 2021' and 'REGISTER NOW' are in a dark blue bar at the bottom.

UN GLOBAL COMPACT LEADERS SUMMIT

15–16 JUNE 2021

REGISTER NOW

Elevating Ambition for Collective Action
15-16 June 2021

See you next week!