

PAUL E. GREEN MARKETING CAMP

Friday, February 7, 2025

Agenda

9:00 AM – 10:00 AM Breakfast	Breakfast	Marketing Department Large Conference Room 7 th Floor JMHH
10:00 AM – 10:10 AM Opening Remarks	Eric Bradlow <i>Chair & Professor of Marketing</i> University of Pennsylvania, The Wharton School, Marketing Department	8 th Floor JMHH Robertson Hall
10:10 AM – 11:10 AM	Soheil Ghili <i>Associate Professor of Marketing</i> Yale School of Management	8 th Floor JMHH Robertson Hall
11:10 AM – 11:30 AM Break	Break	8 th Floor JMHH Harker Hall
11:30 AM – 12:30 PM	Kristin Diehl <i>Professor of Marketing</i> USC, Marshall	8 th Floor JMHH Robertson Hall
12:30 PM – 1:30 PM Lunch	Lunch	8 th Floor JMHH Harker Hall
1:30 PM – 2:30 PM	Sylvia Hristakeva <i>Assistant Professor of Marketing</i> Cornell University, Johnson College of Business	8 th Floor JMHH Robertson Hall
2:30 PM – 2:50 PM Break	Break	8 th Floor JMHH Harker Hall
2:50 PM – 3:50 PM	Sydney Scott <i>Associate Professor of Marketing</i> Washington University St. Louis, Olin Business School *Wharton Alumni 2017 Degree in Marketing & Psychology	8 th Floor JMHH Robertson Hall
4:00 PM – 5:30 PM Reception	Reception	Marketing Department Large Conference Room 7 th Floor JMHH