

# Agenda

## Welcome

---

**8:55 AM** **CARLOTTA JACOBSON** President, CEW  
**LISA KLEIN** SVP, CEW

**ENJOY A LIVE MUSIC PERFORMANCE OF THE ORIGINAL SONG “Together we Rise”**  
By Goddess-Rock singer/songwriter **EMMA G**

## Morning Keynote

---

**9:00 AM** **A.C.E. (Attention, Culture & Empathy): The Current State of Marketing**  
**GARY VAYNERCHUK** Chairman, VAYNERX and CEO, VAYNERMEDIA

## State of the Industry and 2020 Forecast

---

**9:30 am** **State of Prestige Beauty: First Look at iH Results + 2020 Outlook**  
**LARISSA JENSEN** Vice President, Industry Advisor, Beauty, THE NPD GROUP  
Interviewed by **MIRANDA GORDON** VP Marketing, Fine Fragrance, MANE

**10:15 AM** **State of Mass Beauty: Beauty and Personal Care Resilience**  
**NICOLE COLLIDA** SVP, Brand Effectiveness Sales, NIELSEN

**10:45 AM** **Beauty Beyond 2020: Top Themes Emerging From COVID-19**  
**KAYLA VILLENA** Senior Analyst, EUROMONITOR INTERNATIONAL

**11:15 AM** **Beauty Insights from China**  
**DEBORAH WEINSWIG** CEO & Founder, CORESIGHT RESEARCH

**11:35 AM** **STRETCH SESSION**  
With physical therapist **DR. TOVA OVADIA** to eliminate body pain caused by computer fatigue

**11:45 AM** **Panel Q&A: State of the Beauty Industry**  
**NICOLE COLLIDA** SVP, Brand Effectiveness Sales, NIELSEN  
**KAYLA VILLENA** Senior Analyst, EUROMONITOR INTERNATIONAL  
**DEBORAH WEINSWIG** CEO & Founder, CORESIGHT RESEARCH  
Moderated by **ANDREA NAGEL** VP of Content, CEW

**12:15 PM** **LUNCH & NETWORKING WITH ICEBREAKER**  
Get to know your fellow attendees! Join us for **VIRTUAL NETWORKING** over lunch.

# Agenda

## Afternoon Keynote

---

- 1:00 PM**      **Leading Through Transformation**  
**ESI EGGLESTON BRACEY**  
Chief Operating Officer, EVP Beauty & Personal Care, UNILEVER NORTH AMERICA

## Future of E-Commerce

---

- 1:45 PM**      **The Gen-C Report: Beauty in the Age of COVID-19**  
**MARLEA CLARK** CMO, STELLA RISING
- 2:15 PM**      **TIKTOK DANCE LESSON** • With **GEOFFREY GOLDBERG**  
Dance with Movers + Shakers and learn the trending TikTok moves that took quarantine by storm.

## Machine Learning for Consumer Intelligence

---

- |                |   |  |
|----------------|---|--|
| <b>2:30 PM</b> | <b>TRACK #1</b>   | <b>TRACK #2</b>  |
|                | <b>Machine Learning Reveals<br/>Beauty's Whitespace</b><br><b>YARDEN HORWITZ</b> Co-founder, SPATE<br><b>FLYNN MATTHEWS</b> Global Head of Insights<br>and Measurement, CPG, GOOGLE | <b>Digital Commerce for<br/>the New World Order</b><br><b>JAY HACK</b> Co-Founder & CEO, MIRA BEAUTY |

## Making Connections with the Digital Consumer

---

- |                |  |  |
|----------------|--|--|
| <b>3:00 PM</b> | <b>PANEL DISCUSSIONS</b>   |  |
|                | <b>TRACK #1</b><br><b>Re-engaging the Beauty Consumer</b><br><b>MADONNA BADGER</b> Founder<br>& Chief Creative Officer, BADGER & WINTERS<br><b>SARAH JINDAL</b> Associate Director,<br>Beauty & Personal Care, MINTEL<br><b>RANDI LIODICE</b> President<br>& Chief Strategy Officer, KAPLOW<br><b>JOON PARK</b> Cultural Strategist, SPARKS & HONEY<br>Moderated by <b>ANDREA NAGEL</b> VP of Content, CEW | <b>TRACK #2</b><br><b>Brands Winning in the Now Normal</b><br><b>BEATRICE DIXON</b> Co-Founder & CEO,<br>THE HONEY POT COMPANY<br><b>GRAHAM JONES</b> CEO, ESALON<br><b>SAVANNAH SACHS</b> CEO, TULA SKINCARE<br><b>AMY ZUNZUNEGUI</b> CEO & Founder, WLDKAT<br>Moderated by <b>KAREN MOON</b> Venture Partner,<br>ELIZABETH STREET VENTURES |

# Agenda

## The Brand Perspective

---

**3:45 PM** **Does Beauty Really Matter During a Social and Health Crisis?**  
**ERICA CULPEPPER** General Manager, L'ORÉAL MULTI-CULTURAL BEAUTY

## The M&A Landscape

---

**4:15 PM** **The M&A Environment & Opportunities Today**  
**CARLA RUIZ** SVP, Global M&A, SHISEIDO  
**HEATHER SMITH-THORNE** Partner, TPG GROWTH  
**SHAUN WESTFALL** Managing Director, Consumer Investment Banking, JEFFERIES  
Moderated by **KAREN MOON** Venture Partner, ELIZABETH STREET VENTURES

## Parting Remarks and Closing Conclusions

---

**4:45 PM** **CARLOTTA JACOBSON** President, CEW

**CHEERS TO A VIRTUAL COCKTAIL MIXOLOGY SESSION**  
With lifestyle creator and curator **MRS. LILIE**

**5:00 PM** **CONFERENCE CONCLUDES** • Join us for a **VIRTUAL NETWORKING SESSION** with Icebreaker!

**ADDITIONAL ON-DEMAND CONTENT AVAILABLE**

**CONNECT AND NETWORK** before, during and after the event on **CEW EVENTS SLACK**

---

THANK YOU TO OUR SPONSORS

---

