Agenda

Noon – 12:10 p.m. Welcome Remarks
12:10 – 12:40 p.m. Faculty Speaker: Gulnur Tumbat
   (Professor of Marketing, SFSU)
   Topic: Big Goals at High Places: What does it take? A talk on Prof. Gulnur Tumbat’s summit to Mount Everest and what she learned from the experience
12:45 – 1:15 p.m. Keynote Address
   Keynote Speaker: Heidi Bullock (CMO, Engagio)
1:20 – 2 p.m. Panel Discussion
   moderated by Bruce Robertson (Associate Professor of Marketing, SFSU)
   Topic: The Future of Artificial Intelligence in Marketing
   Panelists: Molham Aref (Founder and CEO Rational AI)
               Heidi Bullock (CMO, Engagio)
               Michael Suswal (Founder and COO, Standard Cognition)
2 – 2:30 p.m. Networking and Socializing

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