

# Agenda

## Welcome

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**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

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**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

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**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.

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## Afternoon Keynote

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

## Future of E-Commerce

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- 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

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

## Making Connections with the Digital Consumer

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

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## The Brand Perspective

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**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

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**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

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**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**

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