



LUXURY SUMMIT 2018

LEVERAGING BRAND HERITAGE IN
A TECHNOLOGY-DRIVEN WORLD

WEDNESDAY, NOVEMBER 7, 2018

8:30 AM - 2:00 PM

Boston Consulting Group

10 Hudson Yards (corner of 10th Avenue + West 30th Street)



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Chamber of
Commerce



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EVENT PROGRAM

- 7:30 AM Registration & Continental Breakfast
- 8:30 AM **Welcoming Remarks**
Alberto Milani, IACC President and Senior Luxury Advisor, Richline Group a Berkshire Hathaway company
- 8:45 AM **Panel Discussion** "Exploring the Increasing Importance of Experience to the Most Sophisticated Buyers of Luxury Products and Services"
Panelists: Claudia Cividino, CEO Americas, Bally; Steve DiFillippo, Founder and Owner, Davios Northern Italian Steakhouse; Annette Greene, Founder, Fragrance Foundation, Author, Global Consultant, Visionary; Francois Luiggi, General Manager, The Pierre; Lauren Marrus, CEO, Dempsey & Carroll; Mauro Porcini, SVP and Chief Design Officer, PepsiCo; Edie Rodriguez, Americas Brand Chairman/Corporate Special Advisor, Ponant
Moderator: Greg Furman, Founder, The Luxury Marketing Council
- 10:00 AM Coffee Break
- 10:30 AM **Panel Discussion** "Developing New Customers in a Digital World - Emotion, Brand Leverage, and Luxury"
Panelists: Kyle Boots, Director of Social Analytics, BAV Group; Sandy Edry, Global Property Specialist, Keller Williams/The Edry Team; Greg Fosco, Sales Manager Gaggenau, Region North America; Eleanora Paulsen, President, Gruppo Italia; Ricky Sitomer, CEO, Star Jet International
Moderator: Chris Olshan, CEO, The Luxury Marketing Council
- 11:45 AM Work Sessions by Individual Table: Sharing of best practices/case histories relevant to each panel's themes
- 12:30 PM Luncheon
- 12:45 PM **Luncheon Keynote** "Luxury in 2018: Trends and Insights from the BCG/Altagamma Annual Survey"
Sarah Willersdorf, Partner and Managing Director, Boston Consulting Group
- 1:50 PM Closing Remarks