

The Marketing Association of Columbia (MAC) is pleased to present its semi-annual newsletter. In this issue:

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President's Address



Lisa Grey '07

Dear Reader,

Welcome to another phenomenal year of marketing at Columbia! We are thrilled to send you the fall edition of our bi-annual newsletter, which will keep you up to date on what's happening and help connect students and alumni.

On November 3, we were proud to host our second annual marketing conference and cocktail. Attendees enjoyed keynote speeches from Shelly Lazarus '70, Chairman and CEO of Ogilvy & Mather Worldwide, and Richard Lenny, Chairman, President, and CEO of The Hershey Company. Shawn Gold, CMO of MySpace.com, gave the opening remarks, and we hosted two panel discussions with leading industry practitioners. Throughout the day, we had a very fruitful conversation about the future of integrated marketing, which was followed by a networking cocktail hour.

Additionally, we are delighted to welcome other top marketing executives to campus this semester, including the CEO of FAO Schwarz, the CEO of Young & Rubicam, the President of FreshDirect, and the SVP of Corporate Sales and Services of the New York Mets. We also recently hosted a panel on Leadership in Marketing at Columbia's student and alumni career night, which included panelists from Pepsi, Avon, and Samsung.

As always, we are continuing to bring an impressive number of career-related events to campus, and provide resources to current students interested in marketing. Through all of these events, as well as the dedication of our current students and alumni, it is clear to me that we are accomplishing our long-term goal of enhancing the visibility and reputation of marketing at Columbia.

Warmest regards,

Lisa Grey '07
President
Marketing Association of Columbia

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Second Annual Marketing Conference



By Todd Sternberg '07

How will innovations in media affect marketing as we know it today? What role will user-generated content play in company and product branding? How much is an idea worth? How can companies better integrate marketing efforts? These questions among others were tackled at the Marketing Association of Columbia's Second Annual Conference, "From

Tuning In to Plugging In: The Future of Integrated Marketing." Over 300 students, alumni, and marketing professionals attended the event held in Low Library on Friday, November 3rd.

The afternoon started with a lunch for current students and representatives from companies including American Express, Citigroup, Colgate-Palmolive, L'Oreal, PepsiCo, Schering-Plough, and Unilever. After a brief welcome from MAC President Lisa Grey, attendees heard opening remarks from Shawn Gold, CMO of MySpace.com.

The event's first keynote speaker, Ogilvy & Mather CEO Shelly Lazarus '70, was optimistic and excited about what lay ahead in the world of advertising. While acknowledging that dollars will continue to shift towards new media channels, Lazarus stressed that traditional formats like television and print will continue to play a major role. Rather than replace existing media, she believes new channels will simply enhance the "media cocktail" companies use to communicate with consumers. "In this new world of infinite noise, brilliant advertising is more important than ever," says Lazarus. "It's a great time to

be in advertising.”

The first panel, titled The Age of Consumer Generated Content, discussed the growing importance of consumers as they become more sophisticated and vocal. Panelists included representatives from Digitas, Financial Times, Google, MTV, and VH1. The second panel, Creating a Winning Brand: Integrated Marketing Done Right, addressed the need for integrated marketing and provided examples of company best practices from American Express, Booz Allen Hamilton, ESPN, Kraft Foods, and L’Oreal.

CEO of The Hershey Company, Richard Lenny, delivered the conference’s second keynote address. Lenny addressed a variety of topics including long-term viability of companies, emerging consumer trends, and how the candy company is leveraging and extending its many strong brand equities. The CEO also poked fun at his colleagues, claiming confections is more exciting than most consumer product categories by asking attendees, “When you first received your gift bags, how many of you first searched for the latest and greatest toothpaste?”

“The visual presentations of all of the speakers added a lot to their speeches. Seeing actual commercials and real life examples of integrated marketing from Richard Lenny and Shelly Lazarus’ presentations brought the marketing aspect to life. It was great to see actual MySpace.com pages and music clips from Shawn Gold’s presentation, which highlighted how users actually use the site to network,” said Jessica Chin, MAC Conference Co-Vice President.

The day concluded with a cocktail reception, a continuation of the long-standing annual student-alumni mixer, first incorporated into the conference last year.

“We are really pleased with how the conference went, especially with the speakers and panelists. They were all very dynamic and energetic, and the feedback that we’ve gotten from students and alumni has been very positive,” said Chin.

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Career Night Highlights

By Andre Pacheco '07

On the evening of November 7th, the Columbia Business School Career Night featured a series of field panels. Themed "Leadership in Marketing," this year's marketing panel explored the impact and power of brand management and its strategic role within businesses.

The panel was moderated by Professor Hitendra Wadhwa, and panelists included Deanna Cahn '02, Director for Brand Management at The Beanstalk Group, Valdar Coryat '97, Director of Global Marketing at Avon Products, Bill Dickey '05, Senior Marketing Manager of Plasma TV at Samsung, Armando Garza, Director of Shopper Marketing at Frito-Lay, and David Roe, Chief Marketing Officer at Hess Corporation.

One of the most common themes mentioned during the discussion was the need for an open mind about businesses in general. Most brand managers don't feel motivated to work with smaller brands in large companies. For our panelists, this is actually a great opportunity to own the business. Valdar Coryat emphasized that by bringing energy, passion, and vision it is possible to give recognition to smaller brands, and consequently to the whole organization.

Professor Wadhwa challenged panelists to give their views on two important trends that have affected the marketing field recently. The first trend is the emergence of digital media technologies such as video-sharing and social networking websites, which are shifting branding power to consumers. The second trend is that marketing is becoming more responsible for producing results, especially with the increasing use of metrics such as ROI.

Armando Garza supported Professor Wadhwa's views, explaining that the increase in the number of communication channels has diminished the individual value of each channel. "In the past, three channels got 80% of the market." He also discussed the importance of branding to local communities.

David Roe had a different opinion on metrics and their importance for marketing. "Rely on data, but don't forget to trust your instincts." He noted that marketing is clearly becoming a strategic role, and brand management models are a real source of power and influence within corporations.

Finally, panelists were nearly unanimous in electing passion as the most important ingredient for a successful brand manager. "Learn the fundamentals and understand your customer. Enjoy the experience." concluded Armando.

Overall the event was a huge success. Our thanks to MAC officers Rachel Hudesman and Howard Blumenstein for putting together a great panel.

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Student Spotlight



By Darlene Litam '08

For Neenu Sharma '07, a summer internship with Avon's Wellness brand was a lesson in beauty marketing from one of the most well-established beauty brands in the world. Building on her previous experience running a home spa with her mother in North Carolina, Neenu spent twelve weeks at Avon's New York office working on three major projects for their brand management team: activating and rebranding

Avon's Wellness brand, identifying strategic alliances for this rebranding effort, and identifying new products and concepts focusing on the overall wellness market.

Spa and wellness is one of the hottest trends in beauty today and for Avon, Wellness is a holistic and nature-oriented way of looking at beauty, both physical and mental. Avon already had a line of products devoted to wellness, but, as to be expected of a company continually striving for product innovation, Avon is currently working towards revamping their Wellness business.

One of the bigger projects for Neenu was finding personalities and companies with which to form strategic partnerships for the Wellness rebranding. Neenu worked to identify international authorities in wellness and then collaborated closely with Avon's strategic planning group to meet with these wellness gurus and determine if they were a good fit for the Avon brand. In addition, Neenu sought out co-branding opportunities with companies offering complementary products or services to further Avon's reach in the marketplace.

Working on the rebranding effort also provided Neenu with a great opportunity for exploring non-traditional marketing. She had the chance to formulate and present various viral marketing ideas to senior management for consideration. Neenu credits Professor Schmitt's class on Managing Brands, Identity, and Experiences with giving her the tools to think creatively for projects such as these.

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Alumna Spotlight



By Howard Blumenstein '08

As a member of Columbia's 2001 EMBA class, Heather Morris Taylor chose Columbia for its stellar reputation and selection of classes. Exposure to different aspects of business, both from her classes and fellow students, helped prepare Heather for the next phase of her marketing career, which took her from magazine advertising at Time Inc. to product marketing at Google.

After graduating from Wellesley College, Heather was awarded a Fulbright Grant to spend a year in Germany. She then worked as a Regional Manager and Publications Manager for E.F. Foundation, a student exchange program in Cambridge, MA. Realizing her interest in marketing and media, Heather relocated to New York, working in sales development at *The New Yorker* magazine, and most recently at Time Inc. as the Sales Development Director for *Money* magazine.

During her publishing career, Heather managed teams focused on creating integrated marketing programs for some of the largest brands in advertising. Her in-depth experience working with financial services advertisers opened up the door for an opportunity at Google, where she now leads the marketing strategy for the financial services advertising vertical.

As an Industry Marketing Manager at Google, Heather aims to make Google more top of mind for its largest financial services clients, many of whom have only recently begun using online marketing in a more significant way. Her role is focused on analyzing, positioning, and packaging Google's product offerings to this advertiser base and providing custom research to illustrate ad effectiveness to her clients. At Google, "Everything must be measurable; we're a metrics-driven company, and we want to provide a significant level of accountability to our advertisers' marketing efforts." Google also highlights a pull mentality, versus the push mentality of most other mass media. Google users are much more involved in determining the ads they see, and Heather helps advertisers leverage that choice.

Heather describes Google as an innovative culture with an entrepreneurial feel, despite growing at a rapid pace. The non-hierarchical structure encourages employees to go beyond their job descriptions and take on projects that challenge them.

When asked to give advice to current CBS marketing students, an admittedly biased Heather said, "It's important to understand how the next generation of

technology will affect the media landscape, data and analytics, and tying marketing to business objectives. The innovation that's happening in the advertising world is amazing, to say the least. So it's a great industry to be in right now." Finally, the proud alum looks forward to speaking with students or alums regarding a variety of hiring opportunities across multiple divisions at Google. "We're growing fast, and a career at Google can be a dynamic choice for gaining relevant experience useful in a range of industries."

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Academic Year 2006-2007 Events

By Elena Ferchteter '07

The mission of the Marketing Association of Columbia is to provide students with resources to pursue a career in marketing. To achieve its mission, MAC organizes events that provide learning and networking opportunities to marketing students. Throughout the year, MAC members attend career discussion panels, guest lectures, workshops, brown bag lunches with faculty and industry professionals, student-alumni dinners, and many other exciting events. In the Fall of 2006, MAC calendar was highlighted by:

- "Second-Years Tell All" panel – MAC second-years discussed internship recruiting and their summer internship experiences
- American Express Lunch & Learn – representatives of American Express discussed marketing efforts for the JetBlue card
- Day in the Life of a Brand Manager – Unilever Brand Managers talked about working as a brand manager at a leading consumer packaged goods company
- Second Annual Marketing Conference – included keynote speeches from Richard Lenny, Chairman, President, and CEO of The Hershey Company, and Shelly Lazarus '70, Chairman and CEO, Ogilvy & Mather Worldwide; panel discussions with leading industry practitioners; and a networking reception
- CBS Career Night – "Leadership in Marketing" panel featuring speakers from the Hess Corporation, Frito-Lay, Avon Products, Samsung, and The Beanstalk Group
- Ed Schmulz, CEO of FAO Schwarz, talked about how FAO Schwarz is reinventing itself in the highly competitive toy industry
- Marketing Faculty Lunch & Learn – Professor Eric Johnson and Professor Leonard Lee presented their research
- Paul Danforth, SVP of Corporate Sales and Services of the New York Mets, talked about how he has helped the Mets pursue alternative marketing opportunities as the Club competes in a two-team town
- Colgate-Palmolive Company Visit – Colgate hosted a group of first-year

- MAC members at their corporate headquarters in Manhattan
- Steve Michaelson, President of Fresh Direct, discussed how he has used his retail, merchandising and marketing experience to help Fresh Direct become one of the nation's leading online fresh food manufacturing and delivery services.

Some of the event planned for the Spring of 2007 include:

- Talk by David Neeleman, CEO of JetBlue
- Interview Preparation with 2nd Years
- Alumni Dinners
- Flagship store tour

For a comprehensive list of MAC events, please visit our website:
<http://www0.gsb.columbia.edu/students/organizations/mac/>

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Student & Alumni Announcements

Listed here are personal announcements of our students and alumni. If you have an announcement you would like to share with MAC current members and alumni through our newsletter, please contact Darlene Litam, AVP of Communications, at DLitam08@gsb.columbia.edu

- Maria Levinstein '08 and Eugene Goldinberg got engaged on November 25. They are planning to be married in the spring of 2008.

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We would like to hear from you!
Please visit our website:
www.gsb.columbia.edu/students/organizations/mac
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