2018 CORPORATE INSIGHTS SUMMIT
JUNE 20–21, 2018 | NEW YORK CITY

MARKET PLACE FORUM  Powering Asian Consumers & Investors
BEST ASIAN PACIFIC AMERICAN EMPLOYER AWARDS
DIVERSITY LEADERSHIP FORUM  Powering Asian Talent

FOR MORE INFORMATION VISIT ASIASOCIETY.ORG/DIVERSITYFORUM

FEATURED SPEAKERS

MARK BARNES
Partner in Charge, High Growth & Emerging Markets, KPMG

UMRAN BEBA
Global Diversity, Engagement & Talent Officer, PepsiCo

BRIAN CHASE
Manager, Strategy Planning & Analytics—Global Diversity, Chevron Corporation

NICHOLAS CHAN
Managing Director, Investment Management Division, Goldman Sachs

ANU CODATY
Vice President, Business Development & Strategy, Medtronic

RAJASHREE DATTA
Managing Director, Risk Division, Goldman Sachs

VIVEK SANKARAN
President & Chief Operating Officer, Frito-Lay North America

YRTHYA DINIZ-FLORES
Vice President, Corporate Social Responsibility & Diversity, Time Warner Inc.

CECILIA KANG
Editor, Tech Desk, New York Times

DAPHNE KWOK
Chief Marketing Officer, AARP

BO YOUNG LEE
Global Diversity & Inclusion Officer, Uber

SEKHAR RAMASWAMY
Talent Vice President, HR, COO & Lead HR Business Partners, Prudential

DR. SHEILA ROBINSON
CEO & Publisher, Diversity Woman

JANET (PIEM) ROLLER
Senior Director Innovation, Marriott International

NIHARINA SHAH
Vice President, Global Marketing Communications, Prudential

JOSEETTE SHEERAN
Lulu and Anthony Wang President & CEO, Asia Society

TOM NAGORSKI
Executive Vice President, Asia Society

PRESENTING SPONSOR

SILVER

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MEDIA SPONSOR

As of April 2018

Contact us at GlobalTalent@AsiaSociety.org AsiaSociety.org/Global-Talent-Initiatives Diversity Leadership Forum ASDiversity 725 Park Ave, New York, NY 10021
2018 Confirmed* Summit Speakers

- Daphne Kwok | Chief Marketing Officer | AARP
- Jeff Lin | Co-Founder | Admerasia
- Josette Sheeran | Lulu & Anthony Wang | President & CEO | Asia Society
- Tom Nagorski | Executive Vice President | Asia Society
- Ramy Inocencio | Editor | Bloomberg
- Richard Chang | Workforce Strategies Analytics Manager | BNY Mellon
- Mio Sakata | President & COO | Calbee North America
- Brian Chase | Manager, Strategy Planning & Analytics – Global Diversity | Chevron
- Dr. Sheila Robinson | CEO & Publisher | Diversity Woman
- Vijay V. Vaitheeswaran | US Business Editor | The Economist & Author
- Vivek Sankaran | President & COO | Frito-Lay North America
- Emad L. Bibawi | New York Advisory Office Leader | Partner Advisory Services | KPMG LLP
- Janet (Pien) Roller | Senior Director Innovation | Marriott International
- Sharmila Fowler | Director, D&I Strategic Alignment | McDonald’s Corporation
- Anu Codaty | Vice President, Business Development & Strategy | Medtronic
- Cecilia Kang | Editor of the Tech Desk | New York Times
- Umran Beba | Global Diversity, Engagement & Talent Officer | PepsiCo
- Sekhar Ramaswamy | Talent Vice President, HR, COO & Lead HR Business Partners | Prudential
- Niharika Shah | Vice President, Global Marketing Communications | Prudential
- Priya Dogra | Senior Vice President, Mergers & Acquisitions | Time Warner Inc.
- Yrthya Dinzey-Flores | Vice President, CSR & Diversity | Time Warner Inc.
- Bo Young Lee | Global Diversity & Inclusion Officer | Uber
- Phillip Wang | Senior Vice President, Brand & Advertising Manager | Wells Fargo
The Asia Society Corporate Insights Summit will be held in New York June 20-21, 2018 and will feature two key components. The Asia Society Diversity Leadership Forum (June 21) is an annual event that highlights key thought leadership in the cross-cultural human capital management and diversity realm, awards companies who are exemplifying strong diversity management practices, and provides a forum for the exchange of ideas among Asian professionals and those who work with diverse teams.

This year, the Diversity Leadership Forum will be joined for the first time with Asia Society’s new Market Place Forum, a half-day event the day before the Diversity Leadership Forum, which will explore case studies and best practices in how to effectively market to the Asian and Asian-descent demographic in the United States.

Our annual Best Asian Pacific American Employer Awards Dinner will be the occasion on which the corporate winners of several awards related to data drawn from the 2018 Asian Corporate Survey will be announced.

Rohini Anand, Chief Diversity Officer for Sodexo and Mehmood Khan, Vice Chairman & Chief Scientific Officer, Global R&D, PepsiCo share how talent diversity is driving innovation at PepsiCo.

A panel of speakers from HBO, Boxed, Lyft, Google, and Mastercard talk about the skills sets and leadership traits required to adjust to market shifts and leverage them for innovation.

2017 Diversity Leadership Forum participants during MSNBC and NBC News Anchor Richard Lui’s keynote on how high-impact storytelling can be one of the most important characteristics of a prosperous career.

A panel of speakers from Innosight, Prudential, BNY Mellon, and GE discuss how to create new markets while perceiving disruption not as a threat but as an opportunity.
<table>
<thead>
<tr>
<th>Inaugural Market Place Forum</th>
<th>9th Annual Best Employer Awards Dinner</th>
<th>10th Annual Diversity Leadership Forum</th>
</tr>
</thead>
</table>
| **WEDNESDAY, JUNE 20**  
Market Place Forum:  
12:00 – 5:00 pm  
ASIA SOCIETY  
725 Park Ave,  
New York, NY 10021 | **WEDNESDAY, JUNE 20**  
Awards Dinner:  
6:00 – 9:00 pm  
ASIA SOCIETY  
725 Park Ave,  
New York, NY 10021 | **THURSDAY, JUNE 21**  
Workforce Forum:  
8:00 am – 6:00 pm  
TIME WARNER  
Columbus Circle,  
New York, NY 10019 |

- Learn from successful corporate executives how to increase your market share with the Asian demographic in the United States.
- Discover the purchasing motivations and other key customer acquisition approaches for various Asian populations in the United States.
- Learn best practices to maximize market share by growing your share of Asian spend.
- Network with marketing leaders, executives, professionals from Fortune 1000 companies.
- Network with business leaders of Fortune 1,000 companies.
- Discover top companies’ for Asian talent across industries who are being awarded for their best practices in advancing Asian talent.
- Hear from leading top executives about how they leverage diversity in their companies to build shareholder value and develop strong, shock-resistant culture.
- Engage executives and managers through roundtables, workshops, and panels that will explore how to successfully advance Asian talent in your company.
- Hear ground-breaking research results from the 2018 Asian Corporate Survey.
- Participate in leadership training opportunities specifically tailored to advancing your career as an Asian professional.
**MARKET PLACE FORUM**  Powering Asian Consumers & Investors

**WEDNESDAY, JUNE 20**

**LOCATION: ASIA SOCIETY - 725 Park Ave, New York, NY 10021**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>12:00 – 2:00 PM</td>
<td><strong>EXECUTIVE ROUNDTABLE LUNCHEON</strong></td>
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<tr>
<td>2:00 – 2:15 PM</td>
<td><strong>WELCOME</strong>&lt;br&gt;Christine Davies</td>
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<tr>
<td>2:15 – 3:15 PM</td>
<td><strong>LEADERSHIP INSIGHTS PANEL: The Power of Asian Spend: Marketplace &amp; Outlook</strong>&lt;br&gt;According to the U.S. Census Bureau, the Asian population recently grew by 3 percent to 21 million and the Asian American buying power is projected to surpass $1 trillion, by 2018, according to the Selig Center.&lt;br&gt;Hear from leading companies who have successfully tapped into the Asian-American spending power. Learn what drives the Asian market spend, how leaders establish new lines of business and adapt strategy to market and demographic changes. Panelists will closely examine arising opportunities, and proven initiatives for building a thriving business by leveraging cultural competency and specific needs of Asian consumers.&lt;br&gt;&lt;br&gt;**Tom Nagorski</td>
</tr>
<tr>
<td>3:15 – 4:00 PM</td>
<td><strong>CASE STUDIES SERIES: Marketing to the Asian American Consumer &amp; Investor</strong>&lt;br&gt;This case study will expand on two industry leaders and how they hone in new market trends to gain the Asian consumer by serving their specific needs. Close emphasis will be given to the changing forces of Asian life styles and consumer habits. The case studies will demonstrate market growth for a US and an Asian based company.&lt;br&gt;&lt;br&gt;**Mark Barnes</td>
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<tr>
<td>4:00 – 4:15 PM</td>
<td>Networking Break</td>
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**4:15 – 4:30 PM**

**4:30 – 5:00 PM**

**5:15 – 6:00 PM**
CASE STUDY SERIES: Training & Developing Asian Talent in Sales/Marketing
Effective communication skills are critical in any role or function in the business world. Whether for external clients, consumer engagements or for internal audiences, the ability to communicate with authority, credibility and confidence is of great importance. During this case study, participants gain insights to best practices of how companies are training their Asian talent with the skills required to maximize effective communication and executive presence. The Goldman Sachs Asian Professionals Network (APN) offers an eight-week series of training sessions called the Presentation Skills Bootcamp, with the objective of coaching members of the network on enhancing their presentation skills and executive presence with a personal mentor. Over 100 APN members have graduated from this program over the last five years.
Nicholas Chan | Managing Director, Goldman Sachs Investment Management Division | Goldman Sachs

5:10 – 5:40 PM
KEYNOTE: Vivek Sankaran | President & COO | Frito-Lay North America

LOCATION: ASIA SOCIETY - 725 Park Ave, New York, NY 10021

5:30 – 7:00 PM
REGISTRATION & COCKTAIL RECEPTION

7:00 – 9:00 PM
Opening Remarks: Josette Sheeran | Lulu & Anthony Wang President & CEO | Asia Society
Emcee: David Reid | Executive Director of Global Talent Initiatives | Asia Society

2018 Best Asian Pacific American Employer Awards Ceremony
Awards will be presented for the Best Companies of Asian Pacific Americans in the following categories:
- Overall Best Employer for Asian Pacific Americans
- Best Employer for Asian Pacific Americans to Develop Workforce Skills
- Best Employer for Promoting Asian Pacific Americans into Senior Leadership Positions
- Best Asian Pacific American Employee Resource Groups
- Best Employer for Marketing & Support to Asian Pacific American Community
- Best Employer for Sponsorship
- Best Employer for Promoting Asian Pacific American Women
- Best Employer for LGBT Asian Employees
For the ninth consecutive year, Asia Society is presenting the Best Asian Pacific Americans (APA) Employer Awards, which recognize employers that are leaders in successfully attracting, developing and retaining APA leaders. The awards are part of the Asian Corporate Survey, a national benchmarking study that fills a critical information gap relating to the growth, development and advancement of APA employees in Fortune 500 and other large companies. This is the only research initiative to exclusively measure and recognize best practices related to developing APA leaders.

2017 Award Winners Included: KPMG, MasterCard, Goldman Sachs, Medtronic, BNY Mellon, Freddie Mac, GE and Credit Suisse

2018 Best Asian Pacific Americans Employer Awards Dinner
6:00-9:00 pm | Asia Society, New York

Awards categories include:
1. Overall Best Employer for Asian Pacific Americans
2. Best Employer for Asian Pacific Americans to Develop Workforce Skills
3. Best Employer for Promoting Asian Pacific Americans into Senior Leadership Positions
5. Best Employer for Marketing & Support to Asian Pacific American Community
6. Best Employer for Sponsorship
7. Best Employer for Promoting Asian Pacific American Women
8. Best Employer for LGBT Asian Employees
<table>
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<th>Time</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>8:00 – 9:15 AM</td>
<td>Continental Breakfast, Registration &amp; Welcome Remarks</td>
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<tr>
<td>9:15 – 9:30 AM</td>
<td>Welcome: Priya Dogra</td>
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**KEY FINDINGS FROM THE 2018 ASIAN CORPORATE SURVEY**

Asia Society’s ninth annual benchmarking study looks at where Asian Pacific American leaders are on the corporate leadership ladder within *Fortune 500* and other large companies. Discover winning initiatives for promoting and developing Asian Pacific American leaders and what key factors enable companies to:

- Attract & retain Asian Pacific American & Asian talent
- Tie profit & loss into leadership development
- Build sustainable sponsorship & mentorship programs
- Develop workforce practices that facilitate employee growth & advancement
- Build market opportunities

David Reid | Executive Director of Global Talent Initiatives | Asia Society

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<th>Time</th>
<th>Event Description</th>
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<tr>
<td>9:30 – 10:00 AM</td>
<td>MORNING KEYNOTE</td>
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<tr>
<td>10:00 – 11:15 AM</td>
<td>OPENING PANEL: LEADERSHIP TRANSFORMATION IN THE DIGITAL AGE</td>
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Companies in all industries are wrestling with how to crack the code to succeed in the digital space. Typically, efforts focus on shifts in business strategy. They concentrate on enhancing marketing capability, creating new digital products and services, and improving social media initiatives. Far less attention is paid to the important shift in leadership behavior that is necessary to foster a culture of innovation and experimentation in the workforce.

Senior executives need to retool their organizations and must implement practical strategies that proactively engage:

- the leadership team in building a digital-savvy culture
- the organization’s diverse employee population in the change process
- key customer segments in all aspects of the brand
- employees in the process of experimenting with new ways of doing their work

Cecilia Kang | Editor | New York Times
Umran Beba | Global Diversity, Engagement and Talent Officer | PepsiCo
Sekhar Ramaswamy | Talent Vice President, HR, COO & Lead HR Business Partners | Prudential

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<tr>
<th>Time</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>11:15 AM – 12:30 PM</td>
<td>LEADERSHIP DEVELOPMENT SESSIONS</td>
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**SESSION I: An Ecosystem Enabling Asian Women Advancement**

Leaders across industries will speak to some of the personal, cultural and structural barriers that might be holding Asian women back to pave the way for opportunities for growth. Participants will also learn about successful programs these leaders are implementing to support closing the gender gap.

Dr. Sheila Robinson | CEO & Publisher | Diversity Woman
Anu Codaty | Vice President, Business Development & Strategy | Medtronic
Rajashree Datta | Managing Director, Risk Division | Goldman Sachs
LEADERSHIP DEVELOPMENT SESSIONS

SESSION II: Powering Cultural Competency to Grow US Market Share
Cultural competence is critical to successfully doing business not only in emerging markets, but also in the United States. In order for companies to gain market share of the Asian spend, leadership needs to equip their workforce with robust training for building cultural competencies.

Mio Sakata | President & COO | Calbee North America

Discover the alliances and opportunities created when BRGs come together with their counterparts. Learn about the problem solving that is possible when collaboration occurs among internal BRGs and how these initiatives contribute to a company’s bottom line while building leadership skills competencies.

SESSION IV: Becoming an Influential Leader: Understanding your own Unconscious Bias
Hear from leaders how they overcome their own unconscious bias. Engage in exercises that reveal how key decisions are influenced by unconscious bias and learn what powerful role you can play in building an inclusive workplace.

Brian Chase | Manager, Strategy Planning & Analytics – Global Diversity | Chevron Corporation
Richard Chang | Workforce Strategies Analytics Manager | BNY Mellon

SESSION V: Road Mapping: Winning Initiatives from the 2018 Best Employers
2018 winners of the “Best Company for Asian Talent,” award showcase the strategic initiatives they deployed to attract and retain Asian talent. Participants will hear about case studies from the 2018 winning companies and their internal success stories in how to become a best employer for:
- Best Overall Employer for Asian Pacific Americans
- Best Employer for LGBT Asians
- Best Employer for Sponsorship of Asian Pacific Americans
**LOCATION:** Time Warner Center – One Columbus Circle, New York, NY 10021

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<tr>
<th>Time</th>
<th>Event</th>
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| 11:15 AM – 12:30 PM| **CHIEF DIVERSITY OFFICER & HEADS OF TALENT ROUNDTABLE:** Reshaping Fractured Corporate Culture *(limited seats available, by invitation only & pre-registration is required)*  
C-Suite leaders representing a range of industries will gather to learn insights on how to drive change in corporate culture. Leaders will offer insights on how they reach across business units to advance inclusion during times of upheaval. Participants will discover, share best practices and identify some of the greatest opportunities they will be facing as diversity and human resources leaders.  
Yrthya Dinzey-Flores | Vice President, Corporate Social Responsibility & Diversity | Time Warner Inc. |
| 12:30 – 1:30 PM   | LUNCHEON                                                            |
| 1:30 – 3:00 PM     | SIMULTANEOUS TRACK SESSIONS – repeat *[please see previous page for more details]* |
| 3:00 – 4:15 PM     | **AFTERNOON PANEL: Leadership Driving Innovation**  
The global economy is in the midst of the Fourth Industrial Revolution. Innovation and globalization are combining to produce big and rapid change, which is transforming every aspect of how economies and the businesses within them work. Nowhere is this change likely to be experienced more acutely than in the workplace. This panel of experts will share their visions and address how they leverage a diverse talent pool to innovate and motivate a diverse talent pool with scarce, valuable talents, who are catalysts for innovation.  
Janet (Pien) Roller | Sr. Director, CX Innovation | Marriott International  
Bo Young Lee | Global Diversity & Inclusion Officer | Uber |
<p>| 4:15 - 4:30 PM     | CLOSING                                                            |</p>
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<th>Silver $40,000</th>
<th>Gold $65,000</th>
<th>Platinum $100,000</th>
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<td>Summit Passes</td>
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<td>5</td>
<td>8</td>
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<td>30</td>
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<td>5 (1)</td>
<td>8 (1)</td>
<td>15 (2)</td>
<td>20 (2)</td>
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<td>Opportunity to attend the Chief Diversity Officer Roundtable at the Diversity Leadership Forum</td>
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<td>Opportunity to show a short video or offer a 3-minute “pop-up talk” about your company</td>
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<td>3</td>
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<td>ERG/BRG Roundtable Passes &amp; opportunity to host (Lead up events to Summit)</td>
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<td>4</td>
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<tr>
<td>Leadership Webinar Registrations (Lead up events to Summit)</td>
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<tr>
<td>Opportunity to have an executive participate on one of the Summit panels</td>
<td>X (after Bronze)</td>
<td>X (after Silver)</td>
<td>X</td>
<td>X</td>
<td>X</td>
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**Additional Visibility Opportunities**

| Marketing Forum Networking Break Sponsor (Signage visible on and near coffee break tables, 2 Marketing Forum passes) | $7,500 |
| Best Employer Awards Cocktail Reception and Dinner Sponsor (Signage visible at dinner and reception and 4 all access summit passes) | $20,000 |
| Lanyard Sponsor (Ability to contribute branded lanyards for use by all Summit participants, 1 all access summit pass) | $5,000 |
| Summit bag Sponsor (Ability to contribute branded backpacks distributed to all attendees) | $8,000 |
Media Impact from Past Summits
To discuss the Corporate Insights Summit sponsorship opportunities or for more information on Asia Society’s Corporate Program, please contact:

**David Whitelaw Reid**  
Executive Director of Corporate Programs and Talent Initiatives  
T) 212-327-9337  
E) DReid@AsiaSociety.org

www.AsiaSociety.org/Global-Talent-Initiatives