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
2018 DLF Summit Speakers

Daphne Kwok | Vice President, Multicultural Leadership, APA Audience Strategy | AARP
Jeff Lin | Co-Founder | Admerasia
Josette Sheeran | Lulu & Anthony Wang President & CEO | Asia Society
Tom Nagorski | Executive Vice President | Asia Society
Christine Davies | Vice President, Global Partnership & Development | Asia Society
David Reid | Executive Director, Corporate Programs & Talent Initiatives | Asia Society
Mohammed Farshori | Director Citizenship & Sustainability – Corp. External Affairs | AT&T
Ramy Inocencio | Anchor, Daybreak Asia + Daybreak Australia | Bloomberg Television
Richard Chang | Workforce Strategies | Analytics Manager | BNY Mellon
Mio Sakata | President & COO | Calbee North America
Brian Chase | Manager, Strategy Planning & Analytics – Global Diversity | Chevron
Philip Berry | Chief Human Resources Officer | Clinton Foundation
Eugene Kelly | Vice President, Global Diversity & Inclusion | Colgate-Palmolive
Dr. Sarah Helm | Manager, Diversity & Inclusion (D&I) | Discover Financial
Dr. Sheila Robinson | CEO & Publisher | Diversity Woman
Vijay V. Vaitheeswaran | US Business Editor | The Economist & Author
KT Thomas | Business Unit Controller Director | Freddie Mac
Nicholas Chan | Managing Director, Investment Management Division | Goldman Sachs
Rajashree Datta | Managing Director, Risk Division | Goldman Sachs
N. Sadat Shami | Director, Talent Development, Engagement & Social Analytics | IBM
Ada Lien | Senior Vice President Marketing | La Mer
Vivek Sankaran | President & COO | Frito-Lay North America
Joyce Chang | Global Head of Research | J.P. Morgan
Emad L. Bibawi | New York Advisory Office Leader | Partner Advisory Services | KPMG LLP
Janet (Pien) Roller | Senior Director CX Innovation, | Marriott International
Sharmila Fowler | Director, D&I Strategic Alignment | McDonald’s Corporation
Anu Codaty | Vice President, Business Development & Strategy | Medtronic
Fabian DeRozario | Engagement Consultant & Trainer | NAAAP National Board of Directors
Umran Beba | Global Diversity, Engagement & Talent Officer | PepsiCo
Tom Doctoroff | Chief Cultural Insights Officer | Prophet & former CEO | J. Walter Thompson Asia Pacific
Niharika Shah | Vice President, Global Marketing Communications | Prudential
Ann Anaya | Chief Diversity Officer Global Diversity & Inclusion Strategic Lead HR | 3M
Katy Chen | Director- Global Sales Strategy | Tiffany & Company
Priya Dogra | Senior Vice President, Mergers & Acquisitions | Time Warner Inc.
Yrthya Dinzey-Flores | Vice President, CSR & Diversity | Time Warner Inc.
Jyoti Chopra | Board Member | Toyota
Bo Young Lee | Chief Diversity & Inclusion Officer | Uber
Donald Fan | Global Office of Culture, Diversity & Inclusion | Walmart, Inc.
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.
<table>
<thead>
<tr>
<th>Inaugural Market Place Forum</th>
<th>9th Annual Best Employer Awards Dinner</th>
<th>10th Annual Diversity Leadership Forum</th>
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<tbody>
<tr>
<td><strong>WEDNESDAY, JUNE 20</strong></td>
<td><strong>THURSDAY, JUNE 21</strong></td>
<td><strong>WEDNESDAY, JUNE 20</strong></td>
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<tr>
<td>Market Place Forum:</td>
<td>Workforce Forum:</td>
<td>Awards Dinner:</td>
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<tr>
<td>12:00 – 5:30 pm</td>
<td>8:00 am – 4:30 pm</td>
<td>5:30 – 9:00 pm</td>
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<tr>
<td>ASIA SOCIETY</td>
<td>TIME WARNER</td>
<td>ASIA SOCIETY</td>
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<tr>
<td>725 Park Ave,</td>
<td>Columbus Circle,</td>
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<td>New York, NY 10021</td>
<td>New York, NY 10019</td>
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- 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.
2018 CORPORATE INSIGHTS SUMMIT

MARKET PLACE FORUM
Powering Asian Consumers & Investors

WEDNESDAY, JUNE 20, 2018 • 12:00–9:00 PM
ASIA SOCIETY, 725 PARK AVENUE • NEW YORK CITY

* Please know that the Diversity Leadership Forum takes place June 21st

#MARKETPLACEFORUM2018 @ASDIVERSITY

KEYNOTE SPEAKERS

TOM DOCTOROFF
Celebrated author of three best-selling books – Billions: Selling to the New Chinese Consumer, What Chinese Want: Culture, Communism & China’s Modern Consumer, Twitter is Not a Strategy

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

FEATURED SPEAKERS

UMRAN REBA
Global Diversity, Engagement & Talent Officer, PepsiCo

NICHOLAS CHAN
Managing Director, Investment Management Division, Goldman Sachs

JYOTI CHOPRA
Board Member, Toyota

CHRISTINE DAVIES
Vice President, Global Partnerships & Development, Asia Society

ADVANCEment, Engagement & Talent Officer, PepsiCo

NIMIKA SHAH
Vice President, Global Marketing Communications, Prudential

JEFF LIN
Co-Founder, Admerasia

NIHARIKA SHAH
Vice President, Global Marketing Communications, Prudential

DAPHNE KWOK
Vice President, Multicultural Leadership, APA Audience Strategy, AARP

JYOTI CHOPRA
Board Member, Asia Society

CHRISTINE DAVIES
Vice President, Global Partnerships & Development, Asia Society

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

WEDNESDAY, JUNE 20 • 4:00 PM | SPECIAL CASE STUDY SERIES
Marketing to the Asian American Consumer & Investor

This case study will expand on these three 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.

* Co-Chair of Asia Society’s Global Talent and Diversity Council

PRESENTING SPONSOR

WARNER MEDIA

SILVER

BRONZE

SUPPORTER

MEDIA SPONSOR

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

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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| 12:00 – 2:00 PM | **WELCOME:** Christine Davies | Vice President, Global Partnerships | Asia Society  
**EMCEE:** Jyoti Chopra | Board Member | Toyota |

**LUNCHEON & KEYNOTE:** The Golden Rules of Marketing in China  
Tom Doctoroff | Chief Cultural Insights Officer | Prophet & former CEO | J. Walter Thompson Asia Pacific  
The author of three best-selling books – *Billions: Selling to the New Chinese Consumer*, *What Chinese Want: Culture, Communism & China’s Modern Consumer* and *Twitter is Not a Strategy: Remastering the Art of Brand Engagement* will offer insights to the Chinese consumer needs and the Asian commercial landscape via a compelling keynote. The audience will have the opportunity to join in a lively question and answer session.

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<th>Time</th>
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<td>2:00 – 2:15 PM</td>
<td><strong>Shift Break</strong></td>
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<th>Time</th>
<th>Event</th>
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| 2:15 – 3:15 PM | **LEADERSHIP INSIGHTS PANEL:** The Power of Asian Spend: Marketplace & Outlook  
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 the end of 2018, according to the Selig Center.  
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.  
**Moderator:** Tom Nagorski | Executive Vice President | Asia Society  
Daphne Kwok | Vice President, Multicultural Leadership, Asian American & Pacific Islander Audience Strategy | AARP  
Jeff Lin | Co-Founder | Admerasia  
Niharika Shah | Vice President, Global Marketing Communications | Prudential |

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<th>Time</th>
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<tr>
<td>3:15 – 3:45 PM</td>
<td><strong>KEYNOTE:</strong> Vivek Sankaran</td>
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<th>Time</th>
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<td>3:45 – 4:00 PM</td>
<td><strong>Networking Break</strong></td>
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<th>Time</th>
<th>Event</th>
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| 4:00 – 5:00 PM | **CASE STUDIES SERIES:** Marketing to the Asian American Consumer & Investor  
This case study series will expand on three 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.  
Ada Lien | Senior Vice President Marketing | La Mer  
Emad Bibawi | Risk Consulting Partner & the Advisory Office Leader | KPMG LLP  
Katy Chen | Senior Director, Global Sales Strategy | Tiffany & Co. |
CASE STUDY: 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 a company is 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

5:20 – 5:30 PM

CLOSING

9TH ANNUAL BEST EMPLOYER AWARDS DINNER

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

5:30 – 7:00 PM

GARDEN COURT

REGISTRATION & COCKTAIL RECEPTION

7:00 – 9:00 PM

ROSE HALL/ 8TH FLOOR

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**

5:30-9:00 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
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<th>Time</th>
<th>Location</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>8:00 – 9:00 AM</td>
<td>COLUMBUS LOUNGE</td>
<td>CONTINENTAL BREAKFAST &amp; REGISTRATION</td>
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<td>9:00 – 9:30 AM</td>
<td>COLUMBUS ROOM</td>
<td>Emcee: Ramy Inocencio</td>
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<tr>
<td></td>
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<td>Welcome: Josette Sheeran</td>
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<td>Priya Dogra</td>
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<td>9:30 – 10:00 AM</td>
<td>COLUMBUS ROOM</td>
<td>KEYNOTE: LEADERSHIP DRIVING ORGANIZATIONAL CHANGE</td>
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<td>Bo Young Lee</td>
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<td>10:00 – 10:15 AM</td>
<td>COLUMBUS ROOM</td>
<td>KEY FINDINGS FROM THE 2018 ASIAN CORPORATE SURVEY</td>
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<td>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:</td>
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<tr>
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<td></td>
<td>• Attract &amp; retain Asian Pacific American &amp; Asian talent</td>
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<td>• Tie profit &amp; loss into leadership development</td>
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<td>• Build sustainable sponsorship &amp; mentorship programs</td>
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<td>• Build market opportunities</td>
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<td>David Reid</td>
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<td>10:15 – 11:15 AM</td>
<td>COLUMBUS ROOM</td>
<td>OPENING PANEL: LEADERSHIP TRANSFORMATION IN THE DIGITAL AGE</td>
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<td>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 strategies that proactively engage:</td>
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<tr>
<td></td>
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<td>• the leadership team in building a digital-savvy culture</td>
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<td>• the organization’s diverse employee population in the change process</td>
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<td>• key customer segments in all aspects of the brand</td>
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<td>• employees in the process of experimenting with new ways of doing their work</td>
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<td>Moderator: Ramy Inocencio</td>
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<td>Eugene Kelly</td>
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<td>N. Sadat Shami</td>
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<td>Joyce Chang</td>
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<td>11:15 – 11:30 AM</td>
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<td>Break</td>
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<tr>
<td>11:30 AM – 12:30 PM</td>
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<td>LEADERSHIP DEVELOPMENT SESSIONS</td>
</tr>
</tbody>
</table>
LEADERSHIP DEVELOPMENT SESSIONS — all sessions repeat unless noted

SESSION I: An Ecosystem Enabling Asian Women Advancement (HUDSON ROOM)
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.
Moderator: Dr. Sheila Robinson | CEO & Publisher | Diversity Woman
Anu Codaty | Vice President, Business Development & Strategy | Medtronic
Rajashree Datta | Managing Director, Risk Division | Goldman Sachs

SESSION II: Powering Cultural Competency to Grow US Market Share (TOWER EAST)
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.
Moderator: Jeff Lin | Co-Founder | Admerasia
Mio Sakata | President & COO | Calbee North America
Phillip Wang | Senior Vice President, Brand & Advertising Manager | Wells Fargo

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.
Moderator: Fabian DeRozario | Engagement Consultant & Trainer | NAAAP National Board of Directors
Mohammed Farshori | Director Citizenship & Sustainability-Corporate External Affairs | AT&T
Sharmila Fowler | Director, D&I Strategic Alignment, Global & Community Engagement | McDonald’s Corp.

SESSION IV: Becoming an Influential Leader: Understanding Your Own Unconscious Bias (TOWER WEST)
this session does not repeat
Hear from leaders how they overcome their own unconscious bias and what specific corporate initiatives are receiving traction. Engage in a discussion that reveals how key decisions are influenced by unconscious bias and learn what powerful role you can play in building an inclusive workplace.
Moderator: Philip Berry | Chief Human Resources Officer | Clinton Foundation
Brian Chase | Manager, Strategy Planning & Analytics – Global Diversity | Chevron Corp.
Richard Chang | Workforce Strategies Analytics Manager | BNY Mellon
### LOCATION: Time Warner Center – One Columbus Circle, New York, NY 10021

#### 11:30 AM – 12:30 PM
**CITY ROOM**

**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 of how to drive change in corporate culture. Leaders will offer insights in 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._

_Jyoti Chopra | Board Member | Toyota_

#### 12:30 – 1:30 PM
**LUNCHEON**

#### 1:30 – 3:00 PM
**TOWER WEST**

**SIMULTANEOUS TRACK SESSIONS –**

*Session I, II and III repeat [please see previous page for more details]*

#### 1:30 – 3:00 PM

**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:

- Advancing APA talent into senior leadership positions and
- Community Commitment

_Moderator: Christine Davies | Vice President, Global Partnerships | Asia Society_

_KT Thomas | Business Unit Controller Director | Freddie Mac_

_Dr. Sarah Helm | Manager, Diversity & Inclusion | Discover Financial_

_Donald Fan | Global Office of Culture, Diversity & Inclusion | Walmart, Inc._

#### 3:00 – 4:15 PM
**COLUMBUS ROOM**

**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.

_Moderator: Vijay V. Vaitheeswaran | US Business Editor | The Economist_

_Janet (Pien) Roller | Sr. Director, CX Innovation | Marriott International_

_Umran Beba | Global Diversity, Engagement and Talent Officer | PepsiCo_

_An Anaya | Chief Diversity Officer Global Diversity & Inclusion Strategic Lead Human Resources | 3M_

#### 4:15 - 4:30 PM
**FINDINGS FORUM**