

PTTOW!NXT

FUTURE FORUM

PTTOW! NXT SUMMIT WRAP-UP & YEAR-END CELEBRATION

Post our big 2024 PTTOW! NXT Summit, we came back together to think through how we can navigate the final quarter of '24 - charting success as we head in 2025. We talked goal planning, shared summit learnings, and gave a sneak peek into our 2025 calendar as we celebrated another successful year of this one-of-a-kind community.

Featured Mentors:

Francine Li // CMO // [IPSY](#)

Michelle Hagen // EVP, Worldwide Promotions // [Paramount Pictures](#)

Seth Klugherz // VP, Marketing // [Haribo](#)

Francine Li CMO, IPSY

Francine Li is a seasoned marketing executive with extensive experience leading global marketing strategies for prominent brands. Currently serving as Chief Marketing Officer at IPSY, Francine oversees marketing and member experience while engaging a talented team to enhance brand presence. Previous roles include Global Head of Marketing at Riot Games, where Francine managed a 175-member team and drove marketing for major titles, and Global Brand Marketing Strategy Lead at Netflix, where Francine developed successful campaigns for various original series. Other notable positions include President of Socket Group and Senior Vice President at BBDO Worldwide, leading strategic initiatives for several high-profile brands. Francine holds a Bachelor of Commerce from the University of Toronto and completed the Executive Education Business Leadership Program at Harvard Business School.

Michelle Hagen EVP, Worldwide Promotions, Paramount Pictures

Michelle currently oversees the design and creation of global brand integrations and partnerships in support of Paramount's worldwide theatrical, home entertainment and streaming releases, with a focus on building brand marketing initiatives to drive box office, revenue, and all stakeholder objectives.

Hagen considers herself a storyteller. And she revels in crafting the story and finding the emotional and creative connection between consumer, content, and brand. Her specialties include conceiving and realizing "the BIG idea". She uses her influence, persuasion, tenacity, courage, and humor to bring people together, achieve the impossible and deliver quantifiable results. She leads with heart, inspires with positivity and perseverance and she finds tremendous satisfaction in developing the talents of others to become high-performing individuals and team members.

Seth Klugherz VP, Marketing, Haribo

Seth Klugherz is a seasoned marketing executive with nearly three decades of experience in the consumer packaged goods industry, leading billion-dollar brands and driving profitable growth. He currently serves as the Vice President of Marketing for HARIBO, the world's leading gummi brand. Seth's career is marked by his expertise in brand-building, consumer marketing, and strategic sales, and he has been instrumental in the continued success of HARIBO since he joined the business in 2022.

Under Seth's leadership, HARIBO has experienced remarkable double-digit growth. He's built a best-in-class Marketing team, leading to innovative product launches including Berry Clouds which was Named the 2023 Confectionery Product of the Year.

Seth's journey in the consumer goods industry began at Procter & Gamble, where his tenure spanned sales and marketing leadership roles. In 2015, Seth transitioned to Goodyear Tires where he led Brand and Shopper Marketing for the North America business. His impact was so significant that in 2018, he was asked to lead the development of a new brand and business model, Roll by Goodyear.

Seth is a proud graduate of Cornell University. In addition to his professional achievements, he is committed to giving back to the community, and currently serves as the Board President for the Crohn's & Colitis Foundation of North Ohio and sits on the Steering Committee for the Business and Professional Coalition for Carthage College.



IPSY



HARIBO

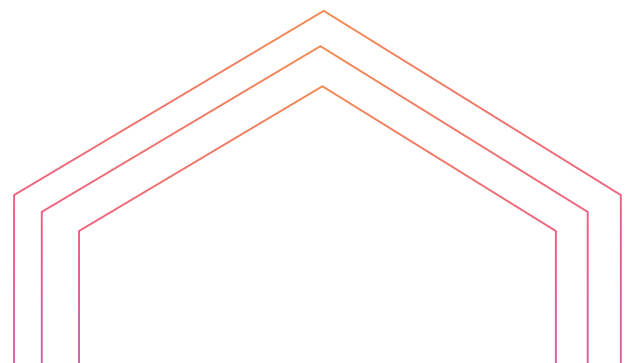
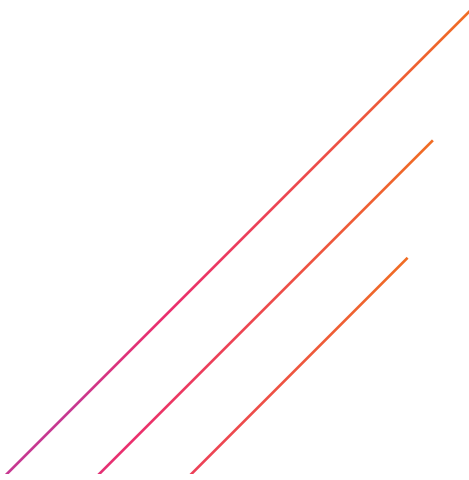
Francine

1. BUILDING CONNECTION

- The Summit environment fosters vulnerability and facilitates deeper, more meaningful connections among members.
 - Take note of the individuals you meet onsite, the discussions you engage in, and the shared points of connection to strengthen future interactions.
 - While immediate follow-up after an event is ideal, the community's supportive nature ensures you can reconnect at any time and receive a warm response.
 - Pro Tip: Screenshot the contact and keep a library of everyone you met during the summit, so you remember who exactly you need to reach out to.
 - Share insights gained from the summit with your team to spark enthusiasm, inspire new ideas, enhance current projects, and create meaningful touchpoints within your organization.

2. WHAT'S NEXT

- Use this time to thoughtfully plan both professionally and personally for the year ahead by setting intentional goals. Consider:
 - What are the principles that you want to guide your strategy building?
 - What are the big initiatives that will help reach that objective, with consideration of your principles?
 - For your personal life, what are the big things that you want to accomplish from a bird's eye perspective? Reverse engineer the small goals that will help you get there.
- Embrace a co-development approach by involving your team in the goal-setting process. Their expertise and daily contributions are vital to shaping and achieving strategic objectives.
 - As a leader, focus on fostering ideas, refining overarching strategies, and critically assessing how new concepts align with the bigger picture.
 - Big ideas aren't made in a vacuum and very few are executed in marketing alone. You're collaborating with other teams so it's important to bring them along for the ride.



Michelle

1. MAXIMIZING YOUR EXPERIENCE

One of the unique aspects of PTTOW! NXT is the human-first connections you've built, now enriched by the shared experience of the event.

- With so much insight and inspiration swirling in your mind, create a tangible anchor by writing down the key takeaways. Using paper helps solidify and prioritize ideas, keeping them accessible amidst daily distractions.
- Everyone here is talented and wouldn't be here if they weren't.
- Start building on your connections by reaching out to the people you met. Review the attendee list to identify those you missed and coordinate with your PTTOW! membership lead to establish introductions.
- If there's concern about perceptions from team members who didn't attend, focus on presenting your learnings in a way that shares value, demonstrating inclusivity and a willingness to spread opportunities.
 - Consider hosting a team meeting to discuss how the Summit's insights can be applied to both personal and professional growth. Link these ideas to current projects to spark a brainstorming session that might define your next North Star.
 - When brainstorming, designate a "devil's advocate" to challenge strategies, identify potential risks, and critique new initiatives.
 - Embrace skepticism as an opportunity to refine and strengthen ideas, addressing concerns with clarity and thoughtful solutions. Though it may feel uncomfortable, this process is essential for robust decision-making and innovation.

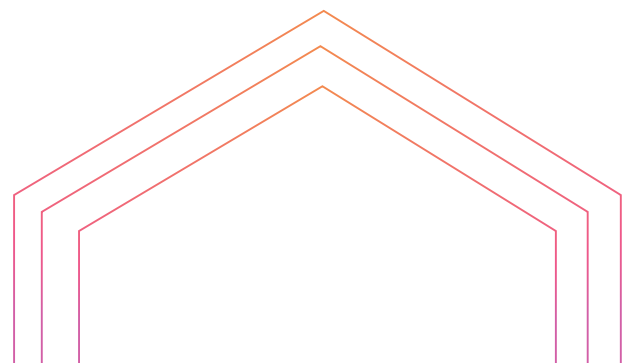
2. MANAGING GOALS & EXPECTATIONS

- How do you create white space for yourself, for things you want to incorporate into your life and achieve? (Check out "A Minute To Think" by Juliet Funt.)
 - Think: If a genie could grant you three wishes for your career, what would it be?
- When setting goals, resist the temptation to focus solely on the tactical details and "how-to" steps.
 - Keep the big goal in mind, then you hone into the smaller tactical goals.
 - Don't get weighed so down in your to do list, that you're not able to come up for air.
 - Remember, "we're human beings not human do-ings".
- Release the self-judgment tied to achieving—or not achieving—specific goals. The outcome is only part of the story.
 - Embrace the journey of what you learned and how you can apply it to next year.
 - Grant yourself the grace to accept when circumstances beyond your control affect your progress. Goals are a guide, not a measure of your worth.

Seth

1. PTTOW! NXT: YOUR SECRET INGREDIENT

- Prioritize a people-first, friendship-first approach to building connections; avoid initiating conversations with the intent of securing a sale or partnership immediately.
 - Don't be afraid to reach out to the PTTOW! team to ask for more information if you found a conversation, mainstage moment or person interesting.
- If you're going to invest in sending people to an event like this, you have to take time when you get back to debrief about it.
 - While it may be challenging to pause regular work to reflect, failing to share key takeaways promptly risks losing valuable momentum and diminishing ROI.
- Approach PTTOW! NXT as a tool to support the achievement of broader personal and professional goals, not as a goal in itself.
 - How does what you learned fit into our strategy and make our strategy/plans better?
 - Avoid pursuing flashy ideas or initiatives that may not align with your organization's needs.
- "Shoot for the stars and miss, and you still hit the moon."
 - Embrace the mindset of aiming high to progress and achieve continuous improvement.



TRIVIA MOMENT

QUESTION:

What's your goal planning process like?

- A. **Super Committed** - I set goals, write them down & follow them (18% voted)
- B. **Thinking Over Doing** - I do plan and think about my goals but would like to do more (37% voted)
- C. **Somewhat Into It** - I think about them a lot but don't always action (37% voted)
- D. **I'm out of practice** - I used to plan more and would like to get back to it (5% voted)
- E. **Not my jam** - I don't set time aside for this, maybe I should?! (3% voted)

**READY TO WATCH
THE REPLAY?**

CLOSE OUT THE YEAR WITH THE
PTTOW!NEXT
Family!

**CLICK
HERE!**

