

PTTOW!

FUTURE FORUM

2023 KICKOFF: STAY INSPIRED, NAVIGATE UNCERTAINTY & GET THE MOST FROM YOUR SPEND

For our first virtual session of 2023, we had an off-the-record conversation around navigating uncertainty and getting the most from your spend (whether ESG or consumer strategy) with our friends from **NASA**, **PayPal**, **AMC** and **World Health Organization**. They discussed the importance of long-term planning (especially in the face of short-term volatility) plus how to stay inspired and keep your teams fired up along the way!

Check out this toolkit for a recap, key-learnings and the replay link!

Featured Experts:

Leanne Sheraton // CMO // **PayPal**

Eliot Hamlich // CMO // **AMC Theatres**

Anil Soni // CEO // **WHO Foundation (World Health Organization)**

Tom Hoffman // Project Manager, Mars Insight Mission // **NASA**

Dr. Amy Mainzer // Principal Investigator, Near-Earth Object Survey Explorer Mission // **NASA**

SPEAKER BIOS

Leanne Sheraton // CMO

Leanne is a global business leader and passionate global citizen, having worked in and led commercial teams in multinational businesses across the world. She has over 30 years Marketing, Sales and General Management experience and has specialized in taking on change management roles in businesses at the tipping point of technology and customer behavior-driven change. Leanne has held leadership positions for Nestle, Yahoo!, Qantas, General Pants, PayPal and has run her own marketing change management consultancy, a-Ha! Marketing.

In her role as CMO, Leanne is responsible for leading a team of marketers across the globe to unlock new sources of growth for PayPal and Venmo through inspiring consumers and businesses with new and innovative ways to grow their participation in the global digital economy.

Eliot Hamlich // CMO

Eliot Hamlich serves as CMO of AMC Entertainment Holdings, Inc., the world's largest theatrical exhibition company and an industry leader in innovation and operational excellence. Prior to joining AMC, Hamlich served as EVP, Loyalty and Revenue Optimization at Wyndham Hotels & Resorts, the world's largest hotel franchising company with 9,000+ hotels across nearly 100 countries and 22 iconic brands. Earlier in his career, Hamlich held several strategic planning, business development and customer engagement positions with Starwood Hotels & Resorts, Deloitte Consulting and American Express Company. Hamlich graduated magna cum laude from Harvard University and received his Master's in Business Administration from Harvard Business School.

Anil Soni // CEO

Anil Soni is the CEO at the WHO Foundation. A proven innovator in global health, he has worked for 20 years in the public, private, and nonprofit sectors to expand healthcare access in low and middle-income countries. Before joining the WHO Foundation, he was Head of Global Infectious Diseases at Viatrix, working across the pharmaceutical company to accelerate availability of new treatments.

Anil was closely involved in the early years of the Global Fund to Fight AIDS, Tuberculosis and Malaria, serving as the Advisor to the Executive Director and then Founding Executive Director of Friends of the Global Fight. He later served as CEO of the Clinton Health Access Initiative, where he oversaw the rapid expansion of the organization.

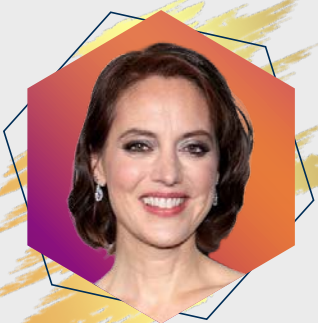


SPEAKER BIOS



Tom Hoffman // Project Manager, Mars Insight Mission

Tom Hoffman is currently the Project Manager for the Near-Earth Object Surveyor mission. This mission is a NASA project assigned to the Jet Propulsion Laboratory in Pasadena. The mission will identify and characterize objects in Earth's orbit which are potentially hazardous for humans. Tom has been in leadership roles for a variety of NASA mission including the InSight mission to Mars, the GRAIL moon mission, Voyager, Cassini mission to Saturn, Stardust which returned the first comet samples to the Earth, Spirit/Opportunity Mars rovers (renamed Spirit and Opportunity) and several Earth science missions including those on the International Space Station.



Dr. Amy Mainzer // Principal Investigator, Near-Earth Object Survey Explorer Mission

Dr. Amy Mainzer is a Professor in the Lunar and Planetary Laboratory at the University of Arizona and one of the world's leading scientists in asteroid detection and planetary defense. As principal investigator of NASA's Near-Earth Object Wide-field Infrared Survey Explorer (NEOWISE) mission, Mainzer has overseen the largest space-based asteroid-hunting project in history. Dr. Mainzer's research focuses on characterizing the populations of asteroids and comets through statistical measurements of their sizes, orbits, albedos, and rotational states; she also has studied brown dwarfs, ice giant planets, and star forming regions.

Dr. Mainzer received the NASA Exceptional Public Service medal for her work on near-Earth asteroids in 2018, as well as the NASA Exceptional Scientific Achievement Medal (2012), NASA Exceptional Achievement Medal (2011), and NASA group achievement awards for her contributions to the Spitzer, WISE and NEOWISE missions. She is Chair of NASA's Planetary Science Advisory Committee (PAC) and Vice Chair of the American Astronomical Society's Division for Planetary Sciences (DPS) - the world's largest professional society for planetary scientists.

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KEY LEARNINGS

Leanne Sheraton (PayPal)

1. Consumer mindset and trends

- “Different trends are being driven from competing emotional and rational places right now.”
- Rational: There is no question that consumers are feeling the pinch, they’re looking to make money go further. There is currently an increase in:
 - Appetite for loyalty rewards and deals.
 - Savvy in money management.
- Emotional: Connected to the revenge spend coming out of COVID.
 - Consumers are reclaiming their experiences and getting back for the last few years. There have been immense spending increases in travel, entertainment, and live events in particular.
 - Despite the stress, we are seeing an all-time high in charitable donations and various forms of “giving”. There has been a heightened consciousness regarding the “collective good”.
- Consumer spending is leaning more towards “planned” as opposed to “spontaneous”.

2. Raising the bar on experiences

- The bar has been raised in regards to seamless experiences between digital and physical.
 - If going digital, consumers want as frictionless a journey as possible.
- How we can impact customer journeys while keeping in mind the current “save and treat” mindset?

Eliot Hamlich (AMC Theatres)

1. Focus on what you can control

- Remember that you can’t deliver everything to everyone.
- Keep in mind how to juxtapose consumer experiences from being on their couch, or even other pre-pandemic habits.
- Understand what matters most to the people experiencing your product.

2. A business within a business

- Look past the surface level and analyze what your core business is. For theaters specifically, the food and beverage is just as, if not more, important than ticket sales.

Anil Soni (WHO Foundation)

1. Thoughtfulness and intentionality

As there’s a lot of political volatility, people are looking for meaningful change. Companies must deliver, where governments haven’t.

2. Doing good, while doing well

- This notion is no longer meant to live in your CSR budget.
 - Companies must be involved and have a voice on social justice issues.
 - There's intentionality for companies to merge this into the core values of their business.

3. Competing for Gen Z consumers

- Gen Z is much more intentional with their spending compared to previous generations. Their values must be reflected in the brands they choose to support.
- “Corporate leaders recognize that they are trusted and that they have a role to play. There is a fight for talent and if you're trying to recruit and retain talent, they need to be associated with the values of what you're doing as an organization... If we're going to compete for Gen Z, millennial consumers we have to make sure that we can show them that we're aligned with their values.”

KEY LEARNINGS

Tom Hoffman (NASA)

1. Long-term planning + Short-term volatility

- Keep long term focus on the project “end goal” but don’t let it get lost in the chaos of day-to-day workload.
- Create milestones to meet every week or every month to motivate your team with visible, tangible progress.

2. Plan for the worst and hope for the best

- 90% of NASA/JPL proposals get rejected. Don’t let “failure” dissuade you.
- Communication is key – for space missions in particular, every person knows every issue, every step of the way.
 - Each team member knows what their exact role and contribution is on the team and on the mission at hand.
- Burnout is real - let your team recharge their batteries and you as well.
 - “Then I took a month off because at that point I was worn out... So I think it's important to let your team recharge their batteries. You need to recharge your batteries as the leader as well because, frankly, if you don't think you can do it, your team's never going to think you can do it.”

Dr. Amy Mainzer (NASA)

1. The Business of patience

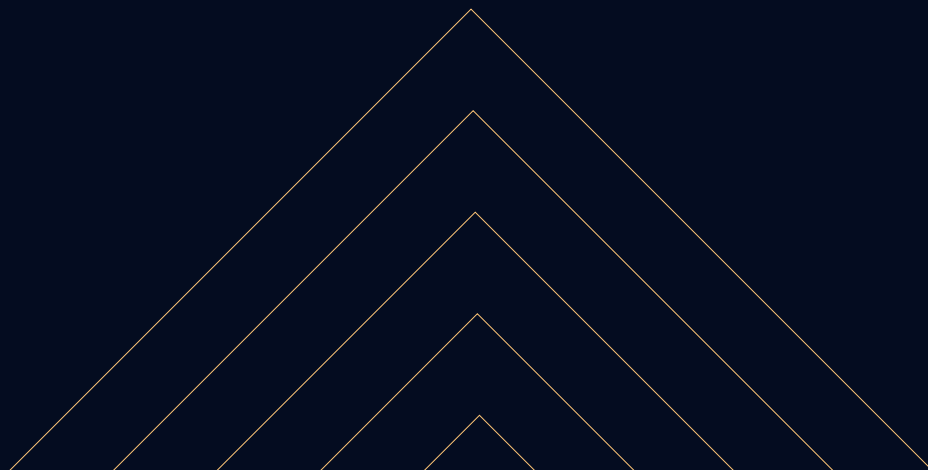
- It takes an inordinate amount of time for projects, across a range of disciplines, to get approved - sometimes over a decade.
 - It can take just as long, if not longer, to develop the technology needed for projects. Amy’s current project took 15 years to come to fruition.

2. Getting off the launch pad

- There is a lot of pressure to get off the launch pad and projects in progress get priority, both in funding and resources.
 - Amy and Tom’s project took major budget cuts as another project fell behind in their timeline.
- Due to the internal competition to raise funding from NASA, private sectors have stepped up immensely to pick up the tab and help fund essential projects.

3. Action against climate change

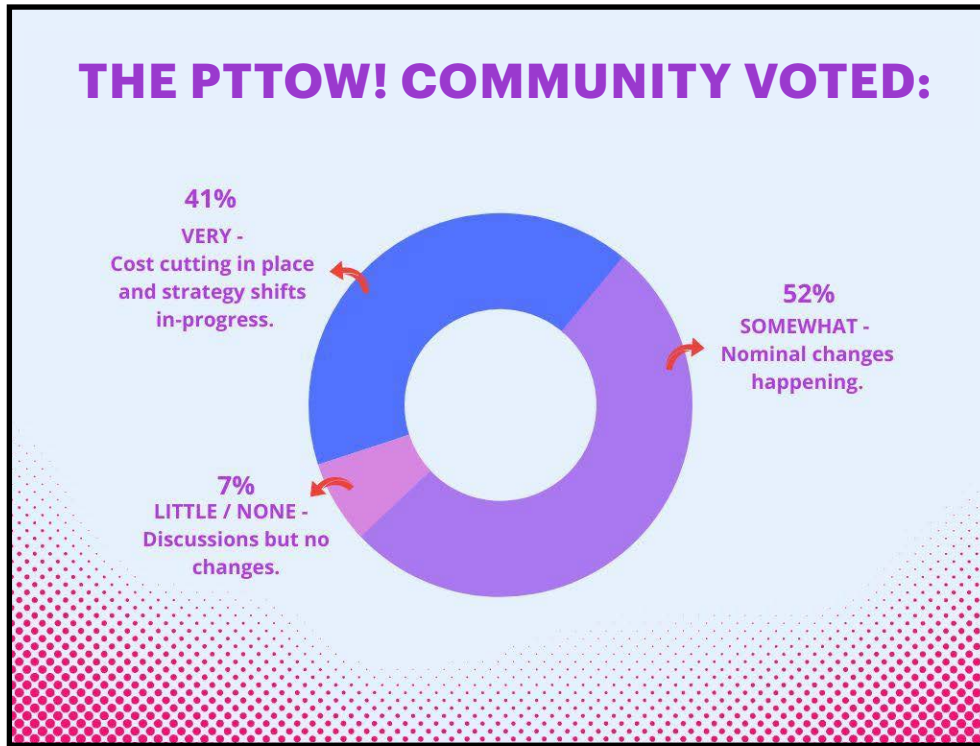
- Tasks such as battling climate change can feel daunting and impossible but contrary to popular belief, it is extremely solvable.
 - There are a myriad of solutions that “we,” as companies, non-profits, and as a collective, can do to make an impactful difference in the world.
- “Feeling like you’re doing something is the best remedy.”



POLL

QUESTION:

How significant are the changes you are making in reaction to the current economic climate?



READY TO WATCH THE **REPLAY?**



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