



**Northwestern University
Transportation Center**

CCITT

Center for the Commercialization of
Innovative Transportation Technology

Industry Technical Workshop

**MAKING THE CUSTOMER HAPPY
INNOVATION & BEST PRACTICES**

WEDNESDAY, OCT. 18TH @ 1:30PM

JAMES ALLEN CENTER [MCCORMICK AUDITORIUM] - 2169 CAMPUS DRIVE, EVANSTON

Industry Technical Workshop

FALL 2017

MAKING THE CUSTOMER HAPPY INNOVATION & BEST PRACTICES

Northwestern University Transportation Center (NUTC) and Center for the Commercialization of Innovative Transportation Technology (CCITT) are co-hosting the Fall 2017 Industry Workshop—*Making the Customer Happy: Innovation & Best Practices*—on October 18th, to examine and investigate innovations and best practices in customer service, customer experience and customer loyalty in travel and transportation. Speakers from Northwestern University and the industry will engage the audience through case study presentations and a panel discussion.

EVENT CO-CHAIRS

Hani S. Mahmassani

William A. Patterson Distinguished Professor of Transportation; Director, NUTC

Breton Johnson

Associate Director, NUTC; Director, CCITT

ABOUT NUTC

Northwestern University Transportation Center (NUTC) is one of the world's leading interdisciplinary education and research institutions, serving industry, government and the public sectors. Founded in 1954 to generate substantive and enduring contributions for the better movement of materials, people, energy, and information, NUTC stands at the forefront of transportation research and education. NUTC brings together academic researchers, students and business affiliates in a joint open exploration of transportation and supply chain operations. NUTC aims to influence national and international transportation policy, management and technological developments, with the goal of making transportation and supply chain operations more productive, efficient, safe, secure, environmentally friendly and socially beneficial.

ABOUT CCITT

Center for the Commercialization of Innovative Transportation Technology (CCITT) fosters the implementation of innovative technologies for all modes of surface transportation, including but not limited to railways, mass transit, highways and waterways.

Workshop Agenda

WEDNESDAY, OCTOBER 18, 2017

1:30 PM **WELCOME**

Hani Mahmassani - Director, NUTC

1:35 PM **OPENING REMARKS**

Frank Bush - Analytic Business Consulting Practice Director, Travel & Transportation, Teradata

1:45 PM **SESSION 1**

Owning The End-To-End Customer Experience with Internet-of-Things (IOT)

Julius Jung - Managing Director, FeedbackNow USA

There's a customer engagement eco system. Does it inform you today?

Tom Collinger - Associate Professor & Executive Director, Medill IMC Spiegel Digital & Database Research Center, Northwestern

The digital transformation of customer experience in the travel industry

Thomas O'Toole - Clinical Professor of Marketing, Senior Fellow, Kellogg School of Management, Northwestern

3:00 PM **NETWORKING BREAK**

3:20 PM **SESSION 2**

Aspirational Design Drives Consumption

Walter Herbst - Charles Deering McCormick Distinguished Clinical Professor; Director, Master of Product Development Program, Northwestern

Customer, I Hear You! Do You Hear Me?

Jodi Navta - Chief Marketing Officer, Coyote Logistics, A UPS Company

4:00 PM **PANEL DISCUSSION**

Speaker Bios

FRANK BUSH

Lead Consultant - Teradata

Frank Bush joined Teradata in 2007 as Senior Travel Industry Consultant. Frank has over 20 years of experience in the airline, travel, travel distribution and technology industries. Following graduate school, Frank worked for American Airlines in a variety of roles, including Revenue Management and Pricing Strategy, Marketing Planning and Corporate Finance. Frank then joined Sabre Inc., working in Operations Planning, Finance, Corporate Strategic Planning and Data Services roles.

Since joining Teradata, Frank has assisted Teradata customers across hospitality, travel and travel distribution in realizing the value of their data environment. He has built out targeted business impact evaluations in areas such as baggage handling, marketing programs, customer analytics, and web analytics. Frank led the team that conducted the initial business impact evaluation that helped Hertz Corp. identify and quantify business opportunities that could result from an integrated data environment. Frank has also lead engagements to establish Program & Data Governance programs as well as projects that link customer's corporate strategy to their analytic capabilities required to execute that strategy, as well as Analytic Road Map engagements.

Frank is a frequent speaker at a variety of industry events, including PhoCusWright and Teradata's annual Partners Conference on topics including: AA's Governance program development, Delta's development of the PNR Warehouse, Airline Merchandising and Customer decision making, Next Generation Dash Boards, linking strategy to analytics, Omni Channel for Travel and Transportation.

Frank earned his MBA in Finance and Statistics from University of Chicago, Booth School of Business and his Bachelor of Arts in Economics / Econometrics from University of California, San Diego.

TOM COLLINGER

Associate Professor & Executive Director, Medill IMC Spiegel Digital & Database
Research Center - Northwestern

Tom Collinger is Executive Director of the Medill IMC Spiegel Digital & Database Research Center, and most recently Senior Director of the Medill Distance

Learning programs, as well as an Associate Professor. He is the former Associate Dean and Chairman of the Integrated Marketing Communications programs at Medill. He is a widely recognized expert and speaker in the areas of customer engagement, integrated marketing communications, direct, database and e-commerce marketing management, customer loyalty, customer relationship management, and channel integration.

Under his leadership, Medill launched Northwestern Medill's IMC Undergraduate Certificate program, the IMC Online graduate program, and the Spiegel Center. Collinger is also the president of The TC Group, a marketing strategy consulting firm. Some of his clients have included: Wells Fargo Advisors, Discover Card, Doubleclick/Google, Benesse Corp./Japan, Performics, Publics Media Group, Sony, and Walt Disney Attractions. He's an advisor to 4C Insights, and a member of the board of directors of SkyZone.

He has been on the editorial advisory board for the Journal of Consumer Marketing; a former senior vice president of Leo Burnett Company; and former vice president and general manager of Ogilvy & Mather Direct. He also served as Chairman of the board of directors for The Cancer Wellness Center in Northbrook, Illinois.

WALTER HERBST

**Charles Deering McCormick Distinguished Clinical Professor; Clinical Professor of Mechanical Engineering; Director, Master of Product Development Program
- Northwestern**

Professor Herbst holds over 125 patents in hardware, houseware and medical products. He is listed in "Who's Who of American Inventors", as well as other "Who's Who" publications, and is a frequent contributor of articles in various trade journals. An expert in his field, he is frequently invited to speak at national and international industry trade shows and events. In addition, he was a recipient of the "Design of the Decade" award from the Industrial Design Society of America for his work with Gillette in the spring of 2001.

Walter Herbst founded in 1962, Herbst LaZar Bell Inc. The firm grew to one of the three largest independently owned product design and development firms in the country. His specific research and expertise culminated in HLB being recognized as "Experts in the Process of Product Development". Following his transferring ownership of the company to the employees under an ESOP plan he became a founder and partner in Herbst Produkt. The firm specializes in innovation and "edgy" design work. <http://herbstprodukt.com/>

BRET JOHNSON

Associate Director - NUTC

Bret Johnson is the Associate Director of the Northwestern University Transportation Center, and the Director of the Center for the Commercialization of Innovative Transportation Technology at Northwestern. Bret leads the development of industry partnerships and strategic research collaborations with industry and public sector partners. In this role, he also helps nurture, grow, and develop programming for the Transportation Center's Business Advisory Council. Bret also conducts primary market and industry research for freight research projects and serves as a project manager for the same.

Prior to joining Northwestern, Bret held senior engineering and project management positions at 3COM, Grayhill, Northrop-Grumman, and GE Aerospace. He received an M.A. in Science, Technology and Public Policy from The George Washington University, an M.S. in Aeronautics and Astronautics from Stanford University, and a B.S. in Mechanical Engineering from Rensselaer Polytechnic Institute.

JULIUS JUNG

Entrepreneur & Consultant

Julius Jung is an internationally experienced entrepreneur based in New York City. After his studies in Germany, the U.S. and Norway, Julius graduated in Business Engineering at the Karlsruhe Institute of Technology (KIT) University in Germany. In 2008, Julius started working as Consultant and Project Manager at Porsche Consulting, the consulting division of the car manufacturer Porsche AG, in both Europe and in the US. In 2015, Julius founded Jung Management Consulting LLC to consult businesses in digital strategy and manufacturing technology (Industry 4.0).

Simultaneously, Julius started the US-division of the start-up FeedbackNow, the global market leader in real-time customer feedback solutions. Julius heads the North American market focusing on client industries such as Airports & Transportation, Retail, Hospitality and Financial Services.

In his free time, Julius is engaged with the German American Chamber of Commerce, for which he acts as speaker, mentor for their start-up program and, since 2017, as ambassador for their Young Professional Network.

HANI MAHMASSANI

Director - NUTC

Hani S. Mahmassani is Director of the Transportation Center, and the William A. Patterson Distinguished Professor in Transportation at Northwestern University, which he joined on September 1, 2007, with joint appointments in the McCormick School of Engineering and the Kellogg School of Management. He previously served in endowed faculty positions at the University of Maryland and at the University of Texas at Austin. Dr. Mahmassani has over 32 years of experience as a researcher, scholar and professional in the transportation and logistics area.

Dr. Mahmassani is recognized nationally and internationally for a broad array of transportation research achievements; his applications span both passenger and freight, and he has been especially effective at connecting advanced models to emerging policy issues. He has pioneered the use of novel data sources and real-time data streams in transportation modeling and decision-making, including sensor data from intelligent transportation systems deployments, probe data from GPS and smartphones, transaction records from payment systems, and vehicle-based tracking systems. For the past few years, he has widely lectured on missed opportunities in agency and company data programs, and potential pitfalls in inappropriate data uses.

JODI NAVTA

Chief Marketing Officer - Coyote Logistics, A UPS Company

Jodi Navta is passionate about family, entrepreneurial spirit, moral citizenship, fostering creativity and teamwork, and the University of Michigan and Northwestern University. Jodi swam for the Wolverines while she was an undergrad, and earned Academic All-American and NCAA finalist status four years in a row.

After graduating from the University of Michigan and retiring from her 16-year swimming career, she started her career in media at *Sports Illustrated* magazine in New York City, then moved to Chicago to attend Northwestern University's Medill School of Journalism, where she earned a master's of science in journalism.

She most recently made her foray into the logistics industry in-house at Coyote Logistics, where she built the Marketing and Communications function

from the ground up using an Integrated Marketing and Communication (IMC) approach. Jodi is a member of the management team responsible for overseeing Coyote's growth from \$350M to \$2.2B in ~5 years and led the company through a recent acquisition by \$60B-publicly-traded, United Parcel Service (UPS).

She is at the helm of brand reputation, internal communications and culture, lead generation, business strategy, sales enablement, executive communication, and public relations. Jodi rapidly built a "disruptive" marketing organization at Coyote that drove innovation and significant revenue growth in a short period of time.

Before joining Coyote, Jodi held a number of operations, marketing and communications, and strategy positions as a four-time entrepreneur from 2000 to 2011. Her experience includes content marketing and product development during industry-shifting times for major brands like Discovery, *National Geographic*, Pearson Education, Houghton Mifflin Harcourt, and also marketing and communications strategy for startups in the tech and mobile fields.

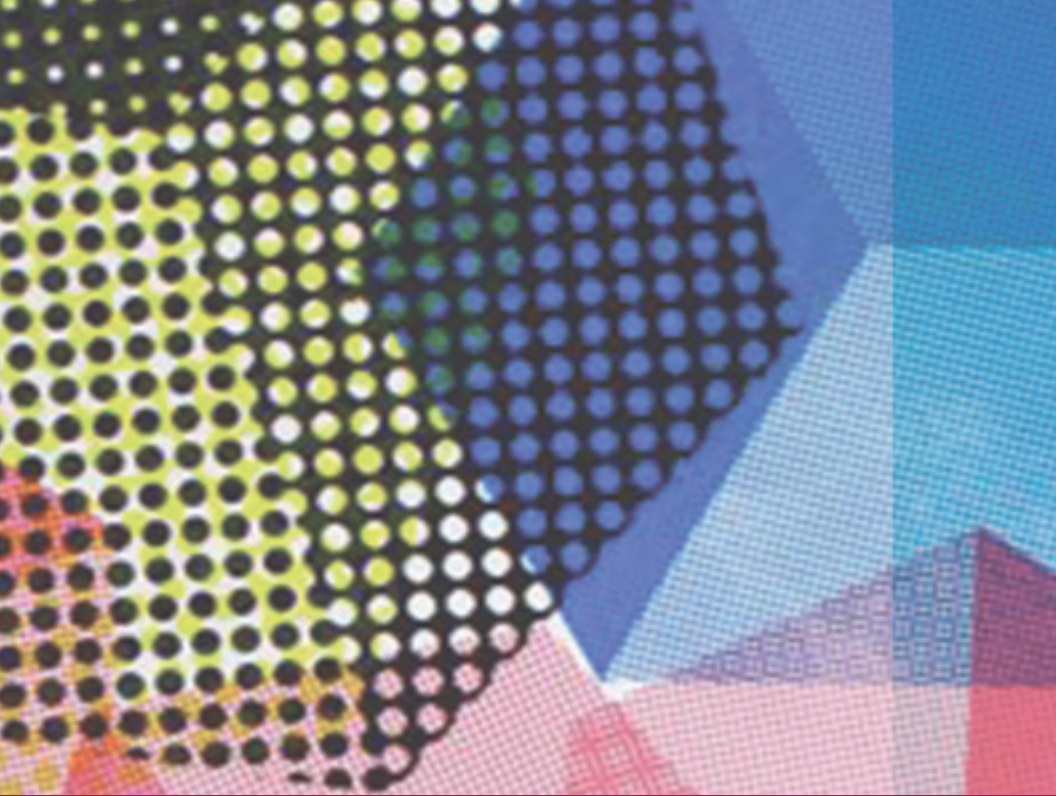
THOMAS O'TOOLE

Clinical Professor, Marketing; Senior Fellow, Kellogg School of Management - Northwestern

Thomas F. O'Toole is Clinical Professor of Marketing and Senior Fellow at the Kellogg School of Management of Northwestern University. At Kellogg, he focuses on subjects including: connecting data analytics to business outcomes, digital enterprise transformation, the emergent structure of marketing and customer loyalty. He is teaching a new MBA course on Customer Loyalty strategy in Fall, 2017. His teaching includes programs on: Big Data and Analytics, The Customer-Focused Organization: Leading Transformation in the Digital Age and The CMO Program.

O'Toole serves as a Senior Advisor for McKinsey and Company. Until his retirement in late 2016, O'Toole was Chief Marketing Officer, Senior Vice President and President, MileagePlus of United Airlines. Before United, O'Toole was Chief Marketing Officer and Chief Information Officer for Hyatt Hotels Corporation, where he was responsible for Hyatt's marketing, loyalty program, distribution, information technology and related functions worldwide. O'Toole currently serves on the Boards of Directors of Alliant Energy (NYSE: LNT), LSC Communications (NYSE: LKSD), Extended Stay America (NYSE: STAY), and the Corporation for Travel Promotion (dba Brand USA).

O'Toole holds the degrees of Master of Applied Communication Theory and Methodology and Bachelor of Arts with concentration in communication research from the Cleveland State University. In 2013, he was named the Distinguished Alumnus of the College of Liberal Arts and Social Sciences there.



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