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OCT 25

# CKGSB Knowledge Series Gold Event: Global Branding in a Digital Era with Mo...

by Cheung Kong Graduate School of Business (New York)



Free



CKGSB Knowledge Series Gold Event: Global Branding...

Wed, October 25, 2017, 6:00 PM – 8:00 PM EDT

Free

REGISTER



**DATE AND TIME**

Wed, October 25, 2017  
6:00 PM – 8:00 PM EDT  
[Add to Calendar](#)



**LOCATION**

CKGSB New York Office  
601 Lexington Avenue  
14th Floor, Executive Conference Center Room N  
New York, NY 10022  
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**FRIENDS ATTENDING**



**FRIENDS ATTENDING**

None yet



**DESCRIPTION**



**CKGSB Knowledge Series Gold Event: Global Branding in a Digital Era**

2017-10-25 · New York

*A CKGSB Knowledge Series Event in Partnership with Yale School of Management and WPP*

Join us for a special evening engaging with today’s global branding leaders, featuring Morgan Stanley Global Chief Marketing Officer **Mr. Mandell Crawley**. This CKGSB Knowledge Series event is embedded into our [Global Branding in the Digital Era](#) Executive Education program in collaboration with Yale School of Management and WPP.

Gold events in the CKGSB (Americas) Knowledge Series are designed to allow smaller groups of the brightest minds in the CKGSB community to engage directly with our world-class speakers.

We hope you can attend this complimentary event.

## ABOUT THE SPEAKER

### **Mr. Mandell Crawley**

*Global Chief Marketing Officer, Morgan Stanley*



Mr. Mandell Crawley is the Global Chief Marketing Officer for Morgan Stanley. In this role, Mr. Crawley is responsible for defining, creating, and delivering a marketing strategy that reflects the diversity and strength of one of the world's most admired financial brands. This includes shaping and refining how Morgan Stanley's brand is positioned across business units and geographies.

Prior to this position, Mr. Crawley was the Head of National Business Development and Talent Management for Morgan Stanley's Wealth Management division. In that role, Mr. Crawley was responsible for driving revenue and asset growth among a diverse group of financial advisors, sales support, and field leadership talent.

Mr. Crawley is proud to have spent more than 20 years at Morgan Stanley, beginning in 1992 as a high school intern. Over the years, he has had the privilege of working across the wide variety of businesses that the firm covers, including Capital Markets group, where he oversaw a large fixed income coverage team specializing in interest rates, structured products and municipal bonds.

Mr. Crawley received an MBA with honors from Fordham University and a BA in Economics from Northeastern Illinois University. A proud native of Chicago, he is also active in multicultural and mentorship opportunities that support the growth of future talent both within Morgan Stanley and society at large.

### **CKGSB KNOWLEDGE SERIES:**

## Disseminating deep ideas for China success

Ideas are the currency of our age. And in an age when China's global significance is growing, CKGSB Americas' Knowledge Series is the U.S. and Americas executive's go-to source for a stream of provocative notions that can beneficially affect the way he or she thinks about building and expanding a China business.

Held in our state-of-the-art New York learning center in the heart of one of the world's great financial hubs, our Knowledge Series lectures and discussions are an opportunity to learn from the world's brightest minds as they focus on the topics and trends that are most pertinent to your specific China business goals.

Among other themes, Knowledge Series events have examined China's financial turbulence and what it means for investors; business to business buying: how it has changed, and how we need to change with it; solar power's future in the U.S. and China; new consumption trends in China and their implication for companies in China's global supplier network; doing business with a changing China; and where China is and where it is headed.

Regardless of your China interest, Knowledge Series events are your gateway to acquiring critical insight on macro trends, emerging opportunities, collaboration and competition with Chinese companies, cross-cultural competencies and how to best position China within your own organization.

In an era when ideas matter, the CKGSB Americas Knowledge Series is the authoritative generator of China ideas.

### FOR QUESTIONS, PLEASE CONTACT:

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DATE AND TIME

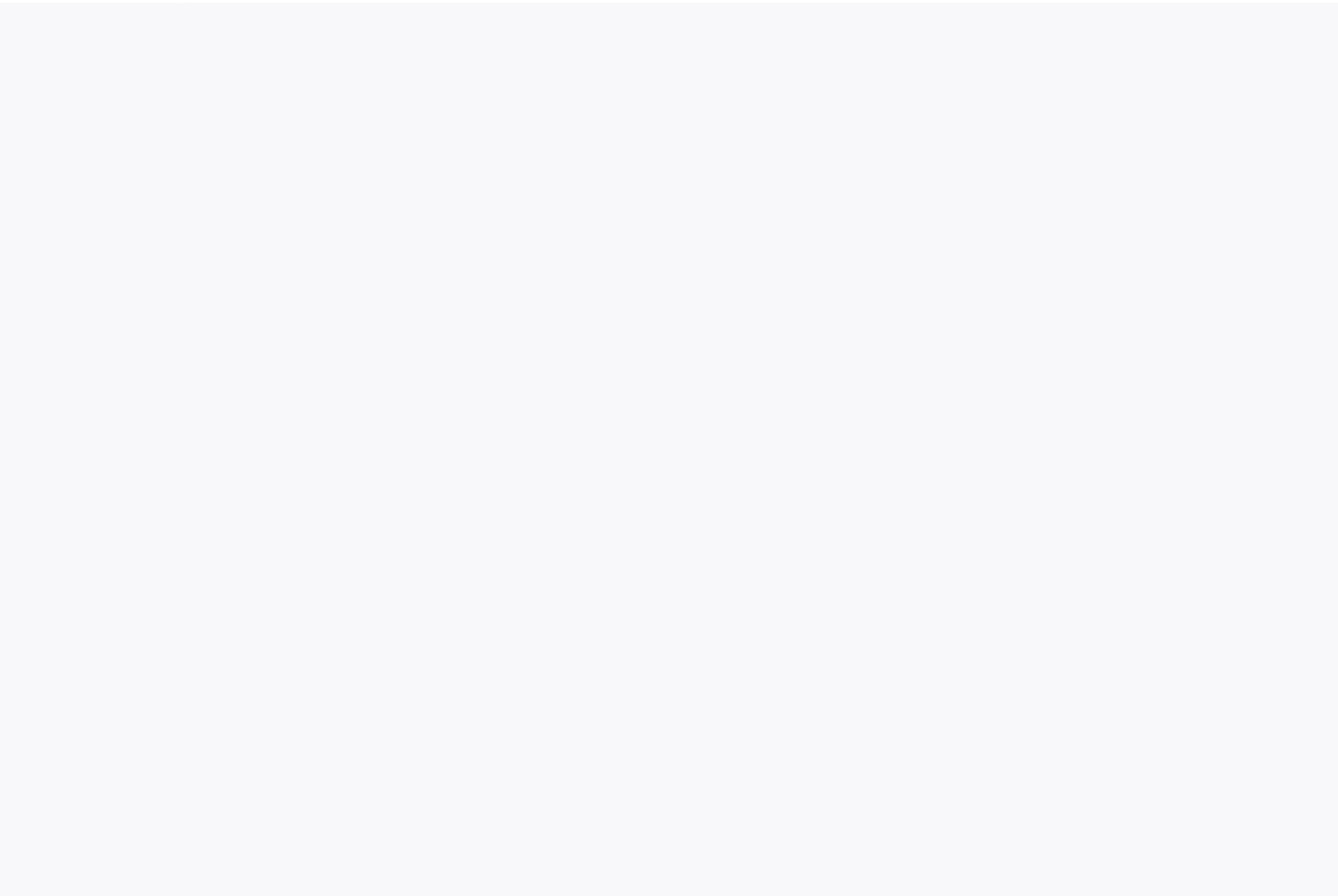
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## **Cheung Kong Graduate School of Business (New York)**

Organizer of CKGSB Knowledge Series Gold Event: Global Branding in a Digital Era with Morgan Stanley CMO Mandell Crawley

With China set to become the world's largest economy within a decade, it's an imperative for business leaders around the world to develop a sound understanding of the country.

Recognizing this growing need for authoritative knowledge on China, CKGSB has established a representative office in the heart of New York City.

Our New York presence enables American executives to access our faculty's unique insights on business in China. It also facilitates cross-cultural networking opportunities with our distinguished Chinese alumni during their visits to the United States.

Conveniently located inside the Citigroup Center in Midtown Manhattan, CKGSB's New York facility includes a multi-function classroom featuring state-of-the-art equipment and simultaneous translation capabilities.

At this facility, as well as at partner institutions in the United States and South America, CKGSB will conduct innovative executive programs, seminars and events on doing business with China – specifically designed for American audiences.

[PROFILE](#)

[CONTACT](#)

### More Events From This Organizer



TUE, SEP 26 6:00 PM  
**CKGSB Knowledge Series: A Silicon Valley Perspective on Leading Entrepreneurship & Innovation**  
CKGSB New York Office, New York

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TUE, OCT 10 6:00 PM  
**CKGSB Knowledge Series: Bitcoin, Blockchain and ICO / 比特币, 区块链, 和ICO (CONDUCTED IN CHINESE)**  
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THU, OCT 12 6:00 PM  
**CKGSB Knowledge Series: Bitcoin, Blockchain and ICO / 比特币, 区块链, 和ICO (CONDUCTED IN ENGLISH)**  
CKGSB New York Office, New York

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FRI, OCT 20 8:30 AM

**Communications Week Wrap Up  
Session: "The Role of PR and..."**

LMHQ, New York

TUE, OCT 3 6:00 PM

**Practical Social Selling Strategies**

Russell Tobin, New York

TUE, NOV 7 10:00 AM

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