

Marketing & Communications Watch

Leading Through Crisis with Clorox CEO Benno Dorer
June 24, 2020



Today's Presenters



Benno Dorer
Chief Executive
Officer
***The Clorox
Company***



Jake Beniflah, Ph.D.
Senior Fellow,
Marketing &
Communications Center
The Conference Board



Chiqui Cartagena
(Moderator)
Chief Marketing Officer &
Center Leader,
Marketing &
Communications
The Conference Board



Join Our Complimentary Webcast on July 22 @ 3pm ET:

Beyond COVID-19: John Chambers and Hampton Bridwell on Brand as the Ultimate Leadership Tool



John Chambers
Founder & CEO
JC2 Ventures
Former Chairman & CEO
Cisco



Hampton Bridwell
CEO and Managing Partner
Tenet Partners

