

MARTECH MarTech San Francisco 2017 Agenda at a Glance

MARKETING. TECHNOLOGY. MANAGEMENT.

San Francisco, CA | May 9-11, 2017

Keynotes include:  Spotify  chiefmartec.com  Sapient razorfish  marketoonist   mongoDB.

EXECUTIVE

Delivering Business Results with Marketing Technology
Jennifer Chick, *VP Marketing Execution & Operations, Hilton Worldwide*
Praveen Palepu, *Director, Microsoft US Marketing & Sales Operations, Microsoft*
Scott Harris, *Senior Director, Enterprise Marketing, Adobe*
Liam O'Connor, *Principal, Lenati*



How Today's Chief Marketers Are Transforming Their Teams and Talent to Meet New Customer Demands
Nadine Dietz, *Contributor, Marketing Land*
Kieran Hannon, *CMO, Belkin*
Lara Hood Balazs, *SVP of North America, Visa*
Erica Seidel, *CEO, The Connective Good*
Cory Treffietti, *Vice President, Marketing, Oracle Data Cloud*



Investing in the Future of Martech
Roger Lee, *General Partner, Battery Ventures*
Scott Brinker, *Conference Chair, MarTech & Editor, chiefmartec.com*
Ashu Garg, *General Partner, Foundation Capital*
Doug Pepper, *Managing Director, Shasta Ventures*



Turning Your Marketing Team Into A Profit Center: Case Study With Sears' Chief Digital and Analytics Officer
Kerem Tomak, *Chief Digital Marketing and Analytics Officer, Sears Holdings Corporation*



The 4 Cornerstones to Become a Universal (Marketing) Soldier in 2017
Paul Gottsegen, *Chief Marketing & Strategy Officer, Mindtree Ltd.*



DIGITAL TRANSFORMATION

Designing Customer Experiences by Leveraging Data and Analytics
Gaurav Bhatia, *VP, Digital Strategy, AARP*



Sprint's Pre-Paid Digital Transformation: Using Machine Learning & Multi-Armed Bandit Experimentation to Optimize Every Interaction Across the Customer Journey
Oly Downs, *CEO, Amplerio*
Angela Sigley-Rittgers, *CMO, Sprint Prepaid Brands*



Martech Transformation: From Aspiration to Roadmap
Tony Byrne, *Founder, Real Story Group*



From Separate Silos to End-to-End Collaborators: How Martech Bridged the Sales-Marketing Gap for SAP
Vance Faulks, *Senior Director of Digital Business Services Marketing, SAP*
James Regan, *CMO, MRP*



How Microsoft is Driving Stronger Customer Experience and Business Results Through a Highly-Scaled Martech Ecosystem and Tight Integration of Marketing to Sales
Payal Gupta Tiwana, *Director, Marketing Technology and Operations, Microsoft*
Todd Wells, *VP/General Marketing, Marketing IT, Microsoft*



The Connected Marketer: A Unifying Approach for Understanding & Managing Digital Transformation
Michael Becker, *Managing Partner, mCordis & The Connected Marketer Institute*




How Artificial Intelligence is Transforming Customer Acquisition
Falon Fatemi, *CEO, Node.io*
Joseph Sandler, *VP Sales Strategy & Operations, BlueJeans Network*




OPERATIONS & TECHNOLOGY


Insights from Inside the Marketing Stack
Anita Brearton, *Founder/CEO, CabinetM, @abrearton*
Mark Pickett, *Sr. Director, Customer Analytics, Data Science and BI, Staples*




Getting the "Full Stack Advantage"
Todd McMurtrey, *Global Digital Lead, Medtronic*



Aligning Marketing Operations & Technology with Sales - How Bit Stew Systems Did It
Zak Pines, *VP Marketing, Bedrock Data*
Luque Wang, *Senior Manager, Marketing Operations, Bit Stew Systems, from GE Digital*



5 Steps to Operationalize Your Customer Journey
Michel Feaster, *CEO & Founder, Usermind*
Isaac Wyatt, *Sr. Director, GTM Strategy & Ops.*



How to Wrangle MarTech Spend in a Large, Rapidly Growing Business (and Survive!)
Sean Hiss, *Director of Marketing Strategy & Operations, Equinix*
James Thomas, *CMO, Allocadia*




Surprisingly Simple Techniques for Building System Requirements that Meet IT & Business Needs
Samantha Stone, *Founder & CMO, Marketing Advisory Network*



How to Build a Martech Stack That Fits Your Company's Needs
Daryl Hemeon, *Marketing Technologist, Unum*




How IBM Re-Platformed the Core of Its Martech Stack
Tom Hannigan, *Director Global Marketing Programs, IBM*




ADTECH & SOCIAL

Intelligent Bidding Using Non-SEM Sources
Pravin Thampi, *Global Product Manager, Search Marketing, Groupon Inc.*




Orchestrating an ABM Campaign with Advertising, Content & Direct Mail
Sangram Vajre, *CMO & Co-Founder, Terminus*
Nate Hurst, *Manager of Account-Based Marketing, Domo*



Implementing an ABM Strategy
Beth McCullough, *Director of Demand Generation, WhiteHat Security*
WhiteHat Security
Erin Peterson, *VP of Customer Success & Salesforce User Group Leader, Mintigo*



The Convergence of Adtech & Martech Within Enterprise Platforms
Katie Cowie, *Digital Media Manager, Lowes Companies Inc.*
Liam Doyle, *VP, Advertising Products, Salesforce*
Louis Moynihan, *MarTech Partnerships, Facebook*



Pinterest and the Marketing Technology Ecosystem: Connecting the Dots From Inspiration to Purchase
Alex Guttler, *Partner Manager, Pinterest Marketing Partnerships, Pinterest*



How to Align Your Marketing Automation with Social Ads
Sahil Jain, *CEO and Co-founder, AdStage Inc.*
Amanda Westwood, *Digital Marketing Manager, Zendesk*




Taming the Social Media Beast: How Spotify Delivers Amazing Experiences to Millions of Customers
Chug Abramowitz, *VP, Global Customer Support & Social Media, Spotify*
Katy Keim, *Chief Marketing Officer & General Manager, Lithium*



EMERGING & MOBILE


Marketing in a Blockchain World
Jeremy Epstein, *CEO, Never Stop Marketing*



Cognitive Marketing: How AI Will Change Marketing Forever
Christopher Penn, *Vice President of Marketing Technology, SHIFT Communications*



A Scientific Look at B2B Buying in the Age of AI
Gord Hotchkiss, *President, Giro Vacations Inc. and Author*
Raviv Turner, *CEO, CaliberMind*



Step up Your Mobile Engagement Strategy with Geolocation
Meghan Ryan, *Director of Digital & Social Marketing, San Francisco 49ers*
Josh Todd, *CMO, Localytics*



Understanding consumer dynamics in connected environments
Gareth Jude, *Retail Industry Executive, Telstra*
Anil Mathews, *Founder & CEO, Near*



The Rise of Conversational AI - A Marketer's Guide to Chatbots
Ashu Garg, *General Partner, Foundation Capital*



Marketing Tech's Next Game Changer: Bot-to-Bot Marketing
Adam Fingerman, *Co-founder and Chief Experience Officer, ArcTouch*




A Tour of Virtual Reality and Augmented Reality Applications That Deliver Immersive Customer Experiences
Jon Baker, *Executive Vice President Technology, Wire Stone*




AGILE & HUMAN

Agile Marketing in the Enterprise: Case Studies and Discussion
Russ Lange, *Partner, CMG Partners, LLC*
Gavin McKelvey, *VP, North America Marketing, Level 3 Communications*
Chad Weiner, *Senior Director of Marketing Operations, Mozilla*



Putting the Right Conditions in Place for Martech Success
Rohit Prabhakar, *Head of Digital Marketing and Tech, McKesson*



Human Factors in Marketing Ops and Technology
Justin Dunham, *Director, Digital Acquisition & Marketing Ops, Urban Airship*



The State of Agile Marketing
Roland Smart, *VP Marketing, Oracle*



Exploring Scrumban: Why Combining Methodologies May be the Agile Marketing Magic Bullet
Andrea Fryrear, *Chief Content Officer, The Agile Marketer*

The Agile Marketer

Adventures in Agile: How Hootsuite Broke Down Silos to Make Innovative Campaigns
Kate Chalmers, *Director of Marketing Operations, Hootsuite*
Andrew Filev, *CEO and Founder, Wrike*



How The Campbell Soup Company Democratized Marketing Data to Support Agile Decision Making
Marci Raible, *Director, Global Media, Campbell Soup Company*
Jennifer Zeszut, *CEO, Beckon, Inc.*




EXPERIENCE

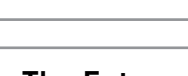
Personalization at Scale: It's Possible Today
Jason Heller, *Global Lead of Digital Marketing Operations, McKinsey & Company*




Redefining Personalization From Product Inception Through Customer Marketing
Amy Heidersbach, *VP, Marketing Digital Division, Capital One*
Kendall Morris, *Partner, Strategy, Authentic*



CX Appeal: Technology to Keep Your Customers Coming Back for More
Gerry Murray, *Research Manager, IDC*



The Future of Customer Experiences and Emerging Technology: Moving from Silos to Connected Ecosystems
Julie Ask, *Vice President, Principal Analyst, Forrester*




Beyond CRO Basics: How to Use Psychological Principles to Improve Your Customer Experience & Increase Conversions
Chris Goward, *CEO & Founder, WiderFunnel*
Harper Grubbs, *Director of Digital Marketing, Heifer International*




Using Data Science to Personalize Experiences Across Channels
Steve Lok, *Head of Marketing and Technology for Global Digital Acquisition, The Economist*



Ubernomics: Fault Lines in the Economy of Now
Sheldon Monteiro, *CTO, SapientRazorfish*



The Future of Conversational UI
Nick Pandolfi, *Product Partnerships, Google*




DATA & ANALYTICS


A Legendary Approach: Disrupting Hollywood with Analytics, Paradigms and Analytics
Matt Marolda, *Chief Analytics Officer, Legendary Entertainment*



Marketing with Data During the Digital Revolution
Katrin Ribant, *Co-founder & Chief Solutions Officer, Datorama, Inc.*
Glenn White, *Director of Marketing Infrastructure, Electronic Arts*



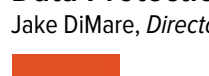
How Pandora Leveraged Marketing Analytics to Make Real-Time Decisions that Drive Results
Mike Driscoll, *CEO & Founder, Metamarkets*
Lisa Sullivan-Cross, *VP Brand and Growth Marketing, Pandora*



Tales from the Trenches: Data Disasters and How to Avoid Them
Michele Kiss, *Senior Partner, Analytics Demystified*




7 KPIs That Every Business Should be Reporting on, Analyzing and Forecasting
Justin Sharaf, *Director, Marketing Operations, LogMeIn*



The Meaning and Impact of Emerging Data Protection Regulations
Jake DiMare, *Director of Marketing, Digital Clarity Group*



The Identity Resolution Imperative: Building the Foundation for Marketing in a Post-Digital World
Joe Stanhope, *Vice President and Principal Analyst, Forrester Research*



Singing the Customer Data Platform Blues
David Raab, *Principal, Raab & Associates*



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