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MARKETING

Build Customer Conversations (NOT Impressions): A Keurig Green Mountain Digital Success Story

Ryan Scott, VP Digital Operations & Innovation, Keurig Green Mountain



How Staples Used Martech to Transform Marketing and the Enterprise

Mark Pickett, Sr. Director, Customer Analytics, Staples  
Frank Bifulco, CMO, Staples



Old Mag, New Tricks: The Economist Drives Relevancy & Results Using Data Science & Persistent Profiles

Steve Lok, Head of Martech & Ops, The Economist



From Prospect to Reference Customer: Maximize Lifetime Value with Martech

Anuj Agrawal, CMO, Earth Networks



How Philips Developed a Comprehensive Marketing Technology Strategy that Immediately Increased E-commerce Sales

Randy Delgado, Sr. Director and Global Lead of Strategy, CMG  
Bertrand Vandewiele, Sr. Director of Marketing, Philips NA




GoDaddy Rebuilds Its Marketing Stack to Enable a New Go-to-Market Framework

Ryan Kelly, VP, Marketing Platform, GoDaddy  
TBD (engineer), GoDaddy




How Boston Private Built a Pipeline Martech Stack from Scratch in Under 3 Months

Steve Gogolak, VP, Digital Marketing & Client Experience, Boston Private




Creating Superaudiences: Personalizing the Customer Experience

Kyle Duford, Global VP of Digital & Ecommerce, Dr. Martens



Tracing the Constellation: Your Customer Journey Data Trail

Donna Sammander, Director of Marketing Technology, Sharecare  
Genevieve Longtin, Director of Email Marketing and Engagement, Sharecare



Getting Personal — The Rise of The Personal Data Economy and Me2B Marketing & Business Models

Michael Becker, Managing Partner, mCordis



TECHNOLOGY

Self-Driving Campaigns: What's Real vs. Hype vs. Next

David Raab, Founder, CDP Institute



The Right Way to Select Marketing Technology

Tony Byrne, Founder, Real Story Group



Blockchain and the CMO: The Next Era of Marketing

Jeremy Epstein, CEO, Never Stop Marketing



Intelligent Agents – From Queries to Conversations to Actions, How AI is Changing the Face of Marketing

Steve Sirich, General Manager, Bing Ads, Microsoft



Next Tech for Marketing

Gerry Murray, Research Director, Marketing and Sales Technology, IDC



Insights from Inside the Marketing Stacks of Red Wing Shoe Co., iCrossing and Entuity

Anita Brearton, CEO, CabinetM  
Laurie Azaria Klausner, VP Worldwide Marketing, Entuity  
Shiva Vannavada, CTO, iCrossing  
Jeff Harvey, Director of Marketing Technology, Red Wing Shoe Co.



Creating Next Level Customer Experiences: Why Good AI Requires Great IA

Shawn Goodin, CTO Marketing, JPMorgan Chase

JPMORGAN CHASE & CO.

Digital Marketing and Cybercrime: What Every Marketer Should Know

Holly Rollo, CMO, RSA Security



The AI Marketing Machine

Dave Edwards, Co-Editor, Quartz AI  
Helen Edwards, Co-Editor, Quartz AI



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MANAGEMENT

How a \$1B Startup Runs Marketing to Lead Digital Transformation

Neenu Sharma, VP of Marketing Strategy & Operations, GE Digital  
Sam Melnick, VP, Marketing, Allocadia




A CMO, CIO, and CMT0 Walk into a Bar: Who Orders, Who Drinks, and Who Pays?

Justin Sharaf, Director, Marketing Technology & Operations, LogMeIn



Predicting The Turn: The High Stakes Game of Business Between Startups & Blue Chips

Dave Knox, Managing Director, WPP Ventures




How to Implement Best-in-Class Processes, the Foundation of Your Marketing Operations

Laura Patterson, President, VisionEdge Marketing



Making the Leap from Chief Martech to Chief of Marketing

Cynthia Gumbert, Head of Marketing, Markforged



Why Mad Men Now Have a Seat at the Table: Proving Marketing ROI

Clay Stobaugh, EVP & CMO, John Wiley & Sons



Inside the Search for a Martech Unicorn: How Healthgrades Attracted and Landed Top Martech Talent

Erica Seidel, Founder & Executive Recruiter, The Connective Good  
Jay Wilson, SVP, Marketing Platforms & Services, Healthgrades




Mergers and Martech: The Newell Brands Experience

Victor Misawa, SVP Marketing Global, Newell Brands  
Olaf Lenzmann, CTO, Market Logic Software



The 0 to 100 Effect

Shawn Kanungo, Senior Manager, Deloitte



What Would MIT Do? Marketing As System Dynamics

Jeff Eckman, Founder & CEO, Blue Green  
Sai Ravela, Principal Research Scientist, MIT, Department of Atmospheric and Planetary Sciences

