

Keynotes include:



**Scott Brinker**  
Editor  
Chiefmartec



**Jeff Eckman**  
CEO  
Blue Green Brands



**Ann Lewnes**  
CMO  
Adobe



**Terence Kawaja**  
CEO  
LUMA Partners



**Mayur Gupta**  
CMO  
Freshly



**Shauna Shapiro**  
Professor  
Santa Clara University



**Matthew Lieberman**  
CMO  
PwC



**Kathleen Schaub**  
VP, CMO Advisory  
IDC



**Tom Fishburne**  
Founder & CEO  
Marketooinist

**MARKETING**

**The New Era of V-Commerce: What Marketers Need to Know about Alexa, Siri and the AI Revolution**  
Meg Goldthwaite, CMO, NPR

**Combining Marketing Operations and Sales Operations for Customer Magic**  
Debbie Qaqish, Chief Strategy Officer, The Pedowitz Group

**NextGen Marketing: How Artificial Intelligence Is Accelerating Marketing Performance**  
Brian Kardon, CMO, Fuze

**The Cure for Shiny Object Syndrome: Human-Centered Digital Strategies**  
Subbu Iyer, CMO, Riverbed Technology

**What's Cookin' in Citizen Technology: Sub-Zero's Journey Toward Decentralized Marketing**  
Cyndi Marty, CRM & Marketing Automation Manager, Sub-Zero  
Alexandre Pelletier, CEO, Perkuto

**Marketing in the Age of Assistants**  
Tricia DelGaudio, Strategy Director, Epsilon

**Reimagining Customer Communications**  
Shiva Mirhosseini, VP, Marketing Technology and Digital Experience, Aetna

**TECHNOLOGY**

**The Data Dimension of Digital Transformation: How Autodesk Instrumented Its Customer Journey**  
Siera Nazir, Head of Digital Marketing, Autodesk

**Quasi Experimentation at Netflix**  
Mike Pow, Senior Product Manager, Experimentation Platform, Netflix

**Customer Data Management 2020**  
David Raab, Founder, CDP Institute

**When Stacks Collide: Rationalizing the Marketing Stack**  
Sheryl Schultz, COO, CabinetM  
Justin Sharaf, Director, Marketing Technology and Operations, LogMeIn  
Zack Alves, Senior Manager, Marketing Technology and Operations, Plantronics

**Marketing ROI Growth Using Mobile AR**  
Isabelle Hierholtz, User Strategy Director, Digi-Capital  
Tim Merel, Managing Director, Digi-Capital

**Marketing Data Science and Your Data Strategy**  
Jason Mestrits, Senior Manager Data Science & Analytics, Nordstrom

**Personalizing User Experiences: Beyond A/B Testing**  
Aaron Wroblewski, AI Software Engineering Manager, Zillow

**MANAGEMENT**

**Measure What Matters: Data Strategy to Drive Results**  
Jennifer Brett, Head of Americas Insights, LinkedIn

**Applying Product Management to Martech at The New York Times**  
Pamela Della Motta, Director of Product, Marketing Technology, The New York Times  
Kristian Kristensen, VP Engineering, E-Commerce, The New York Times

**Year One: Building a Marketing Ops Team From the Ground Up**  
Rachel Beck, Global Manager, Marketing Ops, Cisco Meraki

**Don't be a Packrat: Tips to Clean House and Manage Your Martech Stack More Efficiently**  
Alana Hill, Manager, Marketing Applications IT, Zendesk

**Maximize Efficiency and Scalability with the Right Team Structure, Data and Stack**  
Kelly Horton, Senior Engineer, Marketing Technologies, Docker  
Brian Donaldson, Manager, Development Engineering, Docker  
Chris Borkenhagen, CIO, Docker

**How Martech Empowers (or Absorbs) Five Modern "Chiefs" in Marketing**  
Shawn Goodin, Marketing CTO, JP Morgan Chase & Co

**The Secrets to a High-Performing Martech Team**  
Patty Spiller, Sr Director, Growth Marketing, Livongo

**ADDITIONAL SOLUTIONS PRESENTATIONS FROM SPONSORS**



- A Marketer's Guide to the California Consumer Privacy Act (CCPA)
- How To Leverage Your Web Team To Drive Agile Marketing Transformation
- Solving The Stack: Building A MarTech Portfolio That Transforms Your Marketing
- Marketing Technology Today and Tomorrow: Pipe Dreams and Boiled Oceans
- Inspiring a Data-First Culture Through Internal Activism
- The Truth About Personalization — Using a CDP to Personalize Marketing
- ABM & Modern B2B Advertising: Reaching The Buying Committee At Target Accounts
- How Martec Helped Lands' End Double Revenue & Streamline Marketing Processes
- Webify Everything: How to Gain More Control Over Your Customer Journey
- Driving Growth with AI-driven Segmentation, Personalization, and Optimization
- B2B Account Based Tactics at Enterprise Scale
- The Day Marketing Held Sales Accountable
- Take the Leap: Moving from Random Acts to Impactful Marketing ROI
- Transform into a Modern B2B Marketing Powerhouse

**PRE-CONFERENCE WORKSHOPS (additional fee applies)**

**The Right Way to Buy Marketing Technology**  
Tony Byrne, Founder, Real Story Group

**Creating Connected Experiences**  
Jeff Cram, Chief Strategy Officer and Co-Founder, Connective DX

**Agile Marketing Advantage**  
Andrea Fryrear, President and Lead Trainer, AgileSherpas

**Using CDP to Make the Most of Your Customer Data**  
David Raab, Founder, CDP Institute

**Building a Badass Marketing Team with Talent Optimization**  
Erica Seidel, Founder, The Connective Good  
Drew Fortin, Vice President of Sales & Marketing, The Predictive Index

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