

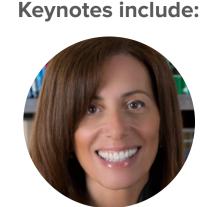
# MarTech® Conference Agenda At A Glance San Jose, CA | April 3-5, 2019



**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 **Marketoonist** 

#### **MARKETING**

The New Era of V-Commerce: What Marketers Need to Know about Alexa, Siri and the Al 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

### riverbed

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

**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** Siara Nazir, Head of Digital Marketing, Autodesk



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

David Raab, Founder, CDP Institute

Customer Data Management 2020

CUSTOMER DATA PLATFORM INSTITUTE -

When Stacks Collide: Rationalizing the Marketing Stack in a Merger & Acquisition **Environment** 

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

Digi-Capital

#### Marketing Data Science and Your Data Strategy

Jason Mestrits, Senior Manager Data Science & Analytics, Nordstrom

NORDSTROM

Personalizing User Experiences: Beyond A/B Testina

Aaron Wroblewski, Al Software Engineering Manager, Zillow

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### **MANAGEMENT**

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

**Linked** in

The New York Times

**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 Hork Times

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

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Don't be a Packrat: Tips to Clean House and Manage Your Martech Stack More **Efficiently** 

Alana Hill, Manager, Marketing Applications IT, Zendesk

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 docker 🖶

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

JPMORGAN CHASE & CO.

The Secrets to a High-Performing

Martech Team Patty Spiller, Sr Director, Growth Marketing, Livongo

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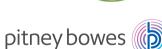
























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 How To Leverage Your Web Team To Drive Agile Marketing **Transformation** 

A Marketer's Guide to the California Consumer Privacy Act (CCPA)

- Solving The Stack: Building A MarTech Portfolio That Transforms Your
- Marketing Technology Today and Tomorrow: Pipe Dreams and Boiled Oceans.
- The Truth About Personalization Using a CDP to Personalize
- Inspiring a Data-First Culture Through Internal Activism
- **Target Accounts**

ABM & Modern B2B Advertising: Reaching The Buying Committee At

- **Marketing Processes** Webify Everything: How to Gain More Control Over Your Customer
- Driving Growth with Al-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

The Right Way to Buy Marketing Technology

PRE-CONFERENCE WORKSHOPS (additional fee applies)

Real Story
MAKE BETTER GROUP

Tony Byrne, Founder, Real Story Group

**Creating Connected Experiences** 

Jeff Cram, Chief Strategy Officer and Co-Founder, Connective DX

CONNECTIVE DX

Agile Marketing Advantage



David Raab, Founder, CDP Institute CUSTOMER DATA PLATFORM

Using CDP to Make the Most of Your Customer Data

INSTITUTE

Drew Fortin, Vice President of Sales & Marketing, The Predictive Index

**Building a Badass Marketing Team with Talent Optimization** 



Erica Seidel, Founder, The Connective Good



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