

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 Leiberman
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, National Public Radio (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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