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• Marketing Technology Today and Tomorrow: Pipe Dreams and Boiled
• Solving The Stack: Building A MarTech Portfolio That Transforms Your
• How To Leverage Your Web Team To Drive Agile Marketing
• A Marketer’s Guide to the California Consumer Privacy Act (CCPA)

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Alex, Siri and the AI Revolution
What Marketers Need to Know about

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

Alexandre Pelletier, CEO, Perkuto
Automation Manager, Sub-Zero
Decentralized Marketing
Sub-Zero’s Journey Toward

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

Tricia DelGaudio, Strategy Director, Epsilon
Marketing in the Age of Assistants
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Alexandra Andrea Fryrear, President and Lead Trainer, AgileSherpas
Agile Marketing Advantage

Tony Byrne, Founder, Real Story Group
Marketing Performance Experience, Aetna
Reimagining Customer Communications

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

Ari Dickstein, Strategy Director, Epsilon
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Shawn Shapiro, Professor at Santa Clara University
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Ann Lewnes, CPO, Adobe
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Mayur Gupta, CEO, Freshly
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Matthew Leiberman, CPO, PwC
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Kathleen Schaub, VP, CMO Advisory, IDC
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Tom Fishburne, Founder & CEO, ContentMarketer.io
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Creating Connected Experiences
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CONNECTIVE IX

A Marketer’s Guide to the California Consumer Privacy Act (CCPA)
How to Leverage Your Web Team To Drive Agile Marketing

Using CDP to Make the Most of Your Customer Data

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