

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



**Scott Brinker Editor** Chiefmartec



Jeff Eckman CEO **Blue Green Brands** 



**Keynotes include:** 

Ann Lewnes CMO Adobe



Terence Kawaja **CEO LUMA Partners** 



**Mayur Gupta** CMO



**Shauna Shapiro Professor** Santa Clara University



**Matthew Leiberman CMO PwC** 



**Kathleen Schaub VP, CMO Advisory IDC** 



**Tom Fishburne** Founder & CEO **Marketoonist** 

**MANAGEMENT** 

**Linked** in

The New York Times

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

Kristian Kristensen, VP Engineering, E-Commerce,

Year One: Building a Marketing Ops

Rachel Beck, Global Manager, Marketing Ops, Cisco Meraki

Pamela Della Motta, Director of Product,

The New Hork Times

Team From the Ground Up

Marketing Technology, The New York Times

#### **MARKETING**

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

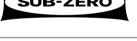


The Cure for Shiny Object Syndrome: **Human-Centered Digital Strategies** Subbu Iyer, CMO, Riverbed Technology

#### 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





SUB-ZERO

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** Siara 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

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

Strategy

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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



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

JPMORGAN CHASE & CO.

**EPSILON** 

Jason Mestrits, Senior Manager Data Science & Analytics, Nordstrom

Marketing Data Science and Your Data

NORDSTROM

Personalizing User Experiences: Beyond A/B Testina

Aaron Wroblewski, Al Software Engineering Manager, Zillow



### Martech Team

The Secrets to a High-Performing

Patty Spiller, Sr Director, Growth Marketing, Livongo

Livongo®

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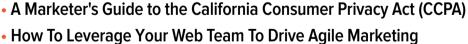












- **Transformation** Solving The Stack: Building A MarTech Portfolio That Transforms Your
- Marketing Technology Today and Tomorrow: Pipe Dreams and Boiled
- Inspiring a Data-First Culture Through Internal Activism The Truth About Personalization — Using a CDP to Personalize

ABM & Modern B2B Advertising: Reaching The Buying Committee At

- Oceans.
- **Marketing Processes** Webify Everything: How to Gain More Control Over Your Customer
- Journey 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

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



David Raab, Founder, CDP Institute CUSTOMER DATA PLATFORM

Using CDP to Make the Most of Your Customer Data

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



**Creating Connected Experiences** 

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





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