

Agenda as of 1/18/2020, sessions are subject to change

8:00 AM	REGISTRATION	HOSTED BY THROTTLE
8:00 AM	NETWORKING BREAKFAST	
9:00 AM	Welcome Zach Rodgers, Executive Editor, AdExchanger	
9:05 AM	The State Of Commerce Scott Galloway, Professor of Marketing at NYU Stern; Founder of Section4, Red Envelope, and Prophet; Bestselling Author; Cohost Pivot Podcast	
9:45 AM	CMO Panel: New Retail Realities Bibie Wu, CMO, Del Monte Foods; Charisse Hughes, CMO, Pandora Americas; MODERATOR: Joanna O'Connell , VP, Principal Analyst, Forrester	
10:15 AM	The Cookieless Web & The Future Of The DMP Martin Kihn, SVP Product Strategy, Salesforce Marketing Cloud	PRESENTED BY 
10:35 AM	NETWORKING BREAK	
11:00 AM	The Future Of TV Laura Martin, CFA & CMT Managing Director, Needham & Company, LLC	
11:25 AM	The Coming Year At Google Sissie Hsiao, VP of Display, Video, App Advertising, Google; INTERVIEWER: Sarah Sluis , Senior Editor, AdExchanger	
11:50 AM	The Future Of Streaming TV Will Be Ad-Supported Mark Zagorski, CEO, Telaria	PRESENTED BY 
12:05 PM	Xandr In 2020 Brian Lesser, CEO, Xandr; INTERVIEWER: Zach Rodgers , Executive Editor, AdExchanger	
12:30 PM	LUNCH	
1:30 PM	Business Transformation Through M&A In 2020 - Or Any Year Brian Andersen, Partner, LUMA	
1:50 PM	Gen-Z Rising Ziad Ahmed, Co-Founder/CEO, JÜV Consulting	
2:05 PM	Special Presentation From Tubi Tyler Fitch, VP of Ad Partnerships, Tubi	PRESENTED BY tubi
2:25 PM	The FTC In 2020 Andrew Smith, Director of the Bureau of Consumer Protection, Federal Trade Commission; INTERVIEWER: Allison Schiff , Senior Editor, AdExchanger	
2:50 PM	NETWORKING BREAK	
3:10 PM	Reaching The Unreachables Walker Jacobs, Chief Revenue Officer, Twitch; David Roter , VP, Global Agency & Brand Partnerships, Snap; MODERATOR: Tanya Dua , Senior Reporter, Business Insider	
3:40 PM	From Big Tech To Direct Connect Tim Armstrong, Founder & CEO, the dtx company; INTERVIEWER: Betty Liu , CEO, Intercontinental Exchange & Executive Vice Chairman, NYSE Group	
4:05 PM	How The NHL Is Engaging The Next Generation Of Fans Heidi Browning, Chief Marketing Officer, NHL; INTERVIEWER: Kevin Mannion , Chief Strategy Officer, Advertiser Perceptions	
4:30 PM	The New WPP Mark Read, CEO, WPP; INTERVIEWER: Alison Weissbrot , Reporter, AdExchanger	
4:55 PM	WELCOME PARTY Join your fellow attendee for cocktails, refreshments and light fare. Complimentary admission for all Industry Preview ticket holders.	

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9:00 AM	Welcome Zach Rodgers, Executive Editor, AdExchanger	
9:05 AM	Valerie Jarrett And Kelly Ayotte In Conversation Kelly Ayotte, Former Senator of New Hampshire (2011-2017) and former member of the Homeland Security and Governmental Affairs Committees; Valerie Jarrett, Author and Senior advisor to the Obama Foundation; MODERATOR: Krystal Ball , News Anchor, The Hill	
9:50 AM	Special Fireside Chat With Nielsen Karthik Rao, Chief Product, Technology & Operations Officer - Global Media, Nielsen; INTERVIEWER: Ryan Joe , Managing Editor, AdExchanger	PRESENTED BY nielsen
10:10 AM	NETWORKING BREAK	
10:30 AM	What The World Can Learn From China's Advanced AI Anindya Ghose, Heinz Riehl Chair Professor of Technology and Marketing, NYU Stern School of Business	
10:50 AM	Special Sponsor Presentation Details to come.	
11:05 AM	Building A Self-Reliant Marketing Org Ed Macri, Chief Product & Marketing Officer, Wayfair; INTERVIEWER: James Hercher , Senior Editor, AdExchanger	
11:30 AM	Facebook And The Future Mark D'Arcy, VP Global Business Marketing & Chief Creative Officer, Facebook INTERVIEWER: Allison Schiff , Senior Editor, AdExchanger	
11:50 AM	LUNCH	
12:50 PM	CMO Panel: The Evolution Of Attention Jennifer Breithaupt, Global Consumer CMO, Citi; Frank Cooper III, Global Chief Marketing Officer, BlackRock; MODERATOR: Anda Gansca , CEO & Co-Founder, Knotch	
1:25 PM	The Chrome Conundrum Special Guest; Sarah Sluis, Senior Editor, AdExchanger; Ryan Joe , Managing Editor, AdExchanger	
1:40 PM	Media Next Guru Gowrappan, CEO, Verizon Media Group; INTERVIEWER: Sarah Sluis , Senior Editor, AdExchanger	
2:00 PM	Digital Media In 2020 Rich Antoniello, CEO, Complex Networks; Ben Lerer , CEO, Group Nine Media; Pam Wasserstein, President, Vox Media; MODERATOR: Sara Fischer , Media Reporter, Axios	
2:35 PM	NETWORKING BREAK	
2:55 PM	Ask The Oracle Rob Tarkoff, Executive Vice President, Oracle CX and Oracle Data Cloud, Oracle; INTERVIEWER: James Hercher , Senior Editor, AdExchanger	
3:15 PM	How Amazon Grows Colleen Aubrey, Global Media Officer, Amazon; INTERVIEWER: Ryan Joe , Managing Editor, AdExchanger	
3:35 PM	Investor Perspective: New Companies, New Ideas Tom Chavez, Co-Founder, super{set}; Lisa Gersh , Executive Partner, Attention Capital; MODERATOR: Elgin Thompson , Managing Director, Technology Investment Banking, JMP Securities LLC	
4:00 PM	Six Big Trends For 2020 Geoff Ramsey, Chief Innovation Officer & Co-Founder, eMarketer	
4:25 PM	HAPPY HOUR	

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