

		PROGRAMMATIC I/O BUY-SIDE	PROGRAMMATIC I/O SELL-SIDE	PROGRAMMATIC I/O OPS TALKS
AM	8:00	<b>BREAKFAST AND REGISTRATION</b>		
	9:00	<b>Putting Ghost Ads To Work: Measuring Incrementality At Scale</b> Garrett Johnson, Assistant Professor, Questrom School of Business, Boston University	<b>How to Make Data More Accessible Across Company Channels</b> Karthic Bala, Chief Data Officer Conde Nast	<b>How To Use Blockchain To Keep Your Supply Chain Clean</b> Will Luttrell, Founder & CEO, Amino Payments; Rachel Mervis, Programmatic Lead, Digital Media Team, Sales and eBusiness Unit, Nestlé
	9:30	<b>Special Presentation by Teads</b> Jim Daily, Global President, Teads	<b>Special Presentation by Quantcast</b>	<b>Best Practices For B2B Advertisers: Business Identity</b> James Beveridge, Director Product for Audience Solutions, Dun & Bradstreet; Anudit Vikram, SVP, Audience Solutions, Dun & Bradstreet
	10:00	<b>Using A CDP To Maximize Your Data Assets</b> Yannis Kotziagkouridis, Global Chief Analytics Officer, Wunderman; Abhi Patil, Sr. Director, Customer Analytics and Loyalty Data Management, Air Canada	<b>Programmatic And Publishers: The Latest US Programmatic Forecast</b> Lauren Fisher, Principal Analyst, eMarketer	<b>Streamlining The Ad Tech Stack, For OTT And Beyond</b> Amit Chaturvedi, EVP, Revenue Operations & Product Management, Turner
	10:30	<b>NETWORKING BREAK</b>		
	10:55	<b>What Marketer Problems Does A DSP Solve — And Who Does It Best?</b> Kevin Mannion, Chief Strategy Officer, Advertiser Perceptions	<b>The State of Programmatic CPMs</b> Matthew Goldstein, Advisor & Consultant, .msg	<b>Optimizing The Programmatic Auction For User Experience, Speed And Revenue</b> John Potter, CTO, Purch
	11:25	<b>How To Supercharge Your Programmatic Video With Accurate Data And Advanced Creative</b> Abbey Thomas, CMO, Tremor Video DSP	<b>'Not Fraud' Is Not Enough: The Evolution Of Inventory Quality</b> Jaan Janes, Regional VP Customer Success, PubMatic	<b>Getting Your House In Order: Building Data Infrastructure To Solve Business Challenges</b> Michael Chock, EVP, US, MiQ
	11:55	<b>Best Practices For Programmatic Brand Building</b> Sarah Warner, Digital Investment Lead, Programmatic and Video, GroupM	<b>Uncovering The Middle</b> Jana Meron, Senior Vice President Programmatic & Data Strategy at Insider Inc.; Liane Nadeau, VP/ Director, Programmatic Media, Digitas	<b>Bridging The Data Gap Between Media And Marketing</b> Angelina Eng, Executive Director, Marketing, Data Solutions, Morgan Stanley
PM	12:25	<b>LUNCH</b>		
	1:30	<b>Choose Your Own Adventure: In-House Version</b> Josh Palau, VP Digital Strategy and Platforms at Bayer Consumer Health	<b>The New Ways Of Agencies</b> Sara Badler, Head of Programmatic Revenue and Strategy, Dotdash	<b>Ads.txt And, Now, Ads.cert - What's The Latest?</b> Neal Richter, CTO, Rakuten
	1:50		<b>Special Sell-Side Presentation</b> Details to come.	
	2:00	<b>Where Do You Fall On The Spectrum Of Control?</b> Pete Kim, CEO, MightyHive		<b>Targeting Audiences More Efficiently With Multi-Screen</b> Nicholas Rongione, VP, Engineering, a4; Wael Sabra, VP, Product Development, a4
	2:20		<b>Speeding the Plow: Persuasion and Selling for Programmatic Media and Tech Teams</b> Doug Weaver, Founder & CEO, Upstream Group, Inc.	
	2:30	<b>Ethical Advertising In The Intelligent Era</b> Andrew Shebbeare, Co-Founder & Chief Product Officer, Essence		<b>Leveraging Revenue Data to Make Smarter Business Decisions</b> Stephanie Layser, VP, Advertising Technology & Operations, News Corp
	2:50		<b>How To Spin Up A Media Property Quickly</b> Kavata Mbondo, Global VP, Consumer Media, Getty Images	
	3:00	<b>NETWORKING BREAK</b>		
	3:15	<b>NETWORKING BREAK</b>		
	3:20	<b>How To Plan Media In An Era Of Banner Blindness</b> Justin Scarborough, Programmatic Media Director, PMG		<b>Best Practices For Data Integration</b> Katrin Ribant, CSO and Co-founder, Datorama
	3:35		<b>Best Practices for the Monetization and Measurement of Podcasts</b> Hernan Lopez, Founder & CEO, Wondery	
	3:40	<b>What's Going On? The Future Of Data-Driven Marketing</b> Martin Kihn, SVP Product Strategy, Salesforce Marketing Cloud		<b>How To Use A CDP For Smarter Email Campaigns, Better Customer Mapping And Attribution</b> Kent Salisbury, Sr. Director of Digital Marketing, Overstock
	4:00		<b>Better Header Bidding Through AI</b> Ash Dhupar, Chief Analytics Officer, Publishers Clearing House	
	4:10	<b>The Unabridged Atlas of Programmatic Supply</b> Chris Kane, Founder, Jounce Media		<b>Navigating Third Party Data</b> Thea Corona, Head of Data Operations, Thomson Reuters
	4:25		<b>Post-GDPR/ePrivacy/California Bill — What Regulations Now And Pending Mean For Pubs</b> Paul Cimino, Global Head of Data Strategy, Prohaska Consulting; Matt Prohaska, CEO & Principal, Prohaska Consulting	
	5:00	<b>WELCOME PARTY</b>		

		PROGRAMMATIC I/O 101
	8:00	<b>BREAKFAST AND REGISTRATION</b>
	9:00 - 10:25	Step up your programmatic expertise in this three-hour crash course. Chris Kane, founder of ad tech consultancy Jounce Media, will lead an interactive workshop that describes the "how it works" of programmatic advertising. <b>Chris Kane</b> , Founder, Jounce Media; <b>Danielle Rind</b> , Engagement Manager, Jounce Media
	12:30	<b>NETWORKING BREAK</b>
	10:55 - 12:25	This session will cover auction dynamics, data management and campaign optimization. Attendees will receive printed copies of Jounce Media's "Little Black Book of Ads." <b>Chris Kane</b> , Founder, Jounce Media; <b>Danielle Rind</b> , Engagement Manager, Jounce Media
	12:25	<b>LUNCH</b>
		<b>SPOTLIGHT: TV</b>
	1:30	<b>How To Review The "Full Funnel" Of TV Advertising</b> Ben Tatta, President & Co-founder, 605
	2:00	<b>Connecting The Dots For Over-The-Top</b> Justin Beere, Executive Director, Global DSP Partnerships, FreeWheel
	2:20	<b>Best Practices For Addressable Advertising In Cross-Screen TV</b> Jamie Power, COO, one2one Media
	2:50	<b>NETWORKING BREAK</b>
	3:10	<b>Beyond TV With Instagram Stories And Snapchat</b> Dakota Smith, Head of Growth & Business, Hopper
	3:40	<b>The Advanced TV Ecosystem Map</b> Emily Del Greco, Founder, Del Greco Solutions; Sr. Advisor, Consumer Tech & Media Practice, McKinsey; <b>Marc Broderson</b> , Partner, McKinsey & Company
	4:10	<b>How To Incorporate Connected TV In Media Planning FreeWheel Executive</b> Jasme Bantens, Managing Partner, Audience Science Lead, Wavemaker; <b>Joan FitzGerald</b> , SVP Advanced TV Global Partnerships, PremiumMedia360; <b>Nicole Whitesel</b> , SVP of Enterprise Strategy, Publicis Media; <b>MODERATOR: James Hercher</b> , Reporter, AdExchanger

AM	8:00	<b>BREAKFAST AND REGISTRATION</b>
	9:00	<b>Welcome</b> John Ebbert, CEO & Founder, AdExchanger
	9:05	<b>Advertiser Opportunities And Challenges Within Programmatic</b> Oliver Maletz, Head of International Communication and Media Planning VMP, Volkswagen AGr
	9:25	<b>Building The Publishing Platform Of The Future</b> Chip Schenck, VP, Data & Programmatic Solutions, Meredith Digital
	9:45	<b>Special Fireside Chat With Google</b> Jonathan Bellack, Director of Product Management, Google INTERVIEWED BY: Sarah Sluis, Senior Editor, AdExchanger
	10:05	<b>Untangling Video Measurement</b> Krishan Bhatia, EVP, Business Operations & Strategy, NBCUniversal; Peter Bradbury, EVP, National Media Client Services, Nielsen; Pooja Midha, President, true(x); Bryan Wiener, CEO, Comscore; MODERATOR: Ryan Joe, Managing Editor, AdExchanger
	10:40	<b>NETWORKING BREAK</b>
	11:10	<b>How GDPR, Blockchain, and the Trust Crisis Are Shaping Ad Tech's Next Wave</b> Chip Schenck, VP, Data & Programmatic Solutions, Meredith Digital
	11:30	<b>Artificial Intelligence: How We Got Here, Where We Are &amp; What Comes Next</b> Jordan Bitterman, VP, Digital Strategy & Sales, IBM
	11:50	<b>A To Z With Amazon</b> Tim Craycroft, VP Multichannel Advertising, Amazon; INTERVIEWED BY: Ryan Joe, Managing Editor, AdExchanger
PM	12:10	<b>The Disney Audience Platform</b> Travis Howe, SVP, Audience Solutions Senior Vice President, Platform Ad Sales Strategy & Global Operations, ESPN; Laura Nelson, SVP, Audience Solutions, Disney ABC Sales
	12:25	<b>LUNCH</b>
	1:30	<b>Brand Safe Or Cheap. Take Your Pick?</b> Coleen Kuehn, Chief Media Officer, Merkle; Josh Lowcock, Chief Digital & Innovation Officer / Global Brand Safety Office, UM Worldwide; Brandon Miller, Digital Marketing Manager, Land O Lakes; Paul Wallace, VP Media Solutions, Vice Media; MODERATOR: James Herscher, Reporter, AdExchanger
	2:05	<b>Special Presentation by Oath</b> Jay Seideman, VP, Advertiser Platforms, Oath
	2:20	<b>Brand View: Advancing The Art Of Attribution</b> Brad Stamulis, Director Digital Marketing, Dish Network
	2:40	<b>The New School Of In-Housing</b> Nemr Elsofary, Lead, Global Digital Media, AirBnB; Kari Marshall, VP, Media, T-Mobile; MODERATOR: Alison Weissbrot, Reporter, AdExchanger
	3:10	<b>NETWORKING BREAK</b>
	3:35	<b>Problematic I/O - A Study Of The Investment Market For Ad Tech</b> Terence Kawaja, Founder & CEO, Luma Partners
	3:55	<b>The FTC's View</b> Mary Engle, Associate Director for Advertising Practices Bureau of Consumer Protection, Federal Trade Commission; INTERVIEWED BY: Zach Rodgers, Executive Editor, AdExchanger
	4:05	<b>Closing Agency Fireside</b> INTERVIEWED BY: Ryan Joe, Managing Editor, AdExchanger
	4:25	<b>HAPPY HOUR</b>

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