

TUESDAY, APRIL 30, 2019

6:00 am-7:00 am | Morning Charity Run & Walk with Back on My Feet

Meet in the Lobby of The Logan Hotel

BARNES FOUNDATION

8:00 am-9:00 am | Registration, Breakfast & Networking

Lobby & Annenberg Court

9:15 am-10:00 am | Welcome & Opening Remarks

Main Stage

Major-life purchases (MLP) are big-ticket items that entail a complex buying decision with a high degree of financial and emotional risk. This session will introduce current and evolving trends in MLP marketing that are creating opportunities to maximize customer lifetime value.

Speakers: Ross Shanken, CEO & Founder, Jornaya; Matt Lohman, CRO, Jornaya; Eli Schwarz, VP, Data Strategy, Jornaya; and Cody Boyte, Head of Marketing, Jornaya

10:00 am-11:00 am | Keynote: Seth Godin, Entrepreneur, Best-Selling Author

Main Stage

Seth's keynote will inspire you to build trust and permission with your target market. His message will help set the tone for our discussions around generating new customers more effectively in ways they actually enjoy.

11:00 am-11:30 am | Networking Break, Meet & Greet with Seth Godin

Main Stage

11:30 am-12:15 pm | Industry Leaders Session: People-Based Marketing and the Future of Customer Generation

Main Stage

You'll hear from industry veterans who are leaders for major marketing technology and data companies. They will share stories, best practices, and personal experiences helping marketers solve the challenges of striking a balance between productivity and shiny things.

Moderator: Lauren Dickstein, VP Product, Jornaya

Panelists: Dave Helmreich, Group Vice President, Oracle Marketing Cloud; David Yaffe, Strategic Advisor & Former COO, LiveRamp; and Kiki Burton, Senior Director, Growth Technology, Credit Karma, Inc.

12:15 pm-1:15 pm | Lunch

Annenberg Court

1:25 pm-2:00 pm | Getting a Wider View of Your Customers' Journey With Jornaya

Main Stage

In this session, the Jornaya team will share how we use our unique view of MLP markets we serve to develop and deliver solutions.

Speakers: Lauren Dickstein, VP Product, Jornaya; and Mike Lukaszevich, SVP, Engineering, Jornaya

2:00 pm-2:45 pm | Modern Marketer Success Stories in Major-Life Purchase Industries

Main Stage

Successful modern marketers will talk about their experiences, share stories, and offer advice for succeeding as a major-life purchase marketer. Panelists will focus on the role of people, process, strategy, data, technology, and more!

Moderator: Justina Allen, Head of Customer Success, Jornaya

Panelists: Eric Pearch, Senior Director of Performance Marketing, Quicken Loans; and Patrick Kaiser, Associate Vice President Digital Marketing, Nationwide

2:45 pm-3:05 pm | Networking Break & Product Lounge

Join the Jornaya Product Team on the lower level for coffee and brainstorming.

3:05 pm-3:45 pm | BREAKOUT SESSIONS, BLOCK 1

Identity: Do You Even Know Who I Am? *Auditorium, Lower Level*

If you want to market to people, you need an identity strategy that allows you to resolve disparate identifiers to the right person. This session will focus on leading practices for creating a foundational identity resolution capability within your organization.

Moderator: Eli Schwarz, VP Data Strategy, Jornaya

Panelists: Paul Chacko, CEO, Throttle; Jeff Beard, COO, Infutor; and Joe Doran, Chief Identity Officer, Signal

Marketing with Privacy in Mind: How to Operate in Safe Spaces *Garden Room, Upper Level*

How do you pay attention to evolving privacy legislation and do what's best for your customers and prospects? This session will focus on doing what's in the best interest of your customers.

Panelists: Matt Dumiak, Director of Privacy Services, CompliancePoint; and Marty Collins, SVP, Legal, Compliance & Corporate Development, QuinStreet

How Lead Generation is Evolving to Customer Generation *Seminar A, Lower Level*

By working together, brands and their partners are now focusing on "value beyond the lead" to optimize acquisition, retention, and growth. In this session, hear from brands and their performance marketing partners on how they are driving this type of success.

Moderator: Paul Ford, President, DataLot

Panelists: Tue Pham, Director of Marketing, Lead Management, eFinancial; Matt Tillman, President, RateMarketplace; and Kamran Bakhtiari, VP Marketing, LoanDepot

3:45 pm-4:05 pm | Networking Break & Product Lounge

Join the Jornaya Product Team on the lower level for coffee and brainstorming.

4:05 pm-4:45 pm | BREAKOUT SESSIONS, BLOCK 2

Marketing Execution: Treat Me Like a Person! *Auditorium, Lower Level*

Hear from marketers and technology experts who have successfully leveraged data and technology to create customer-centric experiences that outperform traditionally, siloed marketing campaigns.

Moderator: Matt Dowd, VP, Product Management, Ellie Mae

Panelists: Greg Holzwarth, Senior Vice President of Customer Analytics, Umpqua Bank; Travis Cameron, Senior Director, America's Strategic Partnership, Tealium; and Dave Koehler, Director, Lead Management & Optimization, Mutual of Omaha

TCPA: Current State of Compliance *Garden Room, Upper Level*

This session will provide strategies for navigating the ever-evolving requirements for compliance with the Telephone Consumer Protection Act (TCPA).

Panelists: Tery Gonsalves, Partner, Alston & Bird LLP; and Deborah Solmor, General Counsel, TCS Education System

A Marketers Survival Guide to Data Science *Seminar A, Lower Level*

This will be an educational session reviewing the fundamentals of data science in practice at many of our customers and partners.

Speaker: Chris Snyder, Data Science Manager, Jornaya; and Cody Boyte, Head of Marketing, Jornaya

5:00 pm-5:30 pm | Awards & Closing Remarks *Main Stage*

5:30 pm-7:00 pm | Cocktail Reception & Art Gallery Tours