

	PROGRAMMATIC ESSENTIALS BUY-SIDE	PROGRAMMATIC ESSENTIALS SELL-SIDE	PROGRAMMATIC OPS TALKS
AM	8:00 BREAKFAST AND REGISTRATION		
	9:00 DSPs, DMPs, CDPs: What Do Marketers Want From Their Lead Partners? Kevin Mannion, Chief Strategy Officer, Advertiser Perceptions		How Wrong Audience Targeting And AI-driven Campaigns Undermine Brand Growth Nico Neumann, Assistant Professor and Fellow, Centre for Business Analytics, Melbourne Business School
	9:30 Are Your Campaigns Really Using AI? 10 Questions To Ask Your DSP Yang Han, Co-Founder and CTO, StackAdapt <i>Presented by StackAdapt</i>		
	How Second-Party Data Improves Your Audience Targeting Strategy Brian Hogan, President, Programmatic, Fluent Brad Rosenhouse, GVP, Programmatic, Publicis Health Media <i>Presented by Fluent</i>		
	Automation Is The New Programmatic - An Agency Case Study Renée Harriman, Vice President, Media Director, VI Marketing and Branding Shawn Riegsecker, CEO, Centro <i>Presented by Centro</i>		
	10:00 US Programmatic Through 2021: The Numbers And Trends You Need To Know Lauren Fisher, Principal Analyst, eMarketer		Are You Getting The Most Out Of Your Instagram Campaigns? David Dweck, Partner, Group Director – Search & Social, Mindshare
	10:25 NETWORKING BREAK		
	11:00 How To Make The Most Of Your DMP With Programmatic And Beyond Sara Owens, Head of Data Sciences West Coast, Wavemaker Global		ABM In The Age Of Advanced Data Processing And Activation Jacob Beck, Associated Director Programmatic, DWA, A Merkle Company Krish Sailam, SVP, Global Programmatic Solutions, DWA, A Merkle Company
	How To Stand Up An In-House Programmatic Capability Ryenne Laredo, SVP of Client Services, Amobee Abby Teisch, VP, Marketing, Williams-Sonoma		
	11:30 Machine Learning's People Problem Jon Morra, Vice President of Data Science Product, Zefr Eran Metzger, Executive Director, Data and Marketing Technology, Hearts & Science <i>Presented by Zefr</i>		
	The B2B Approach On The Buy-Side Anudit Vikram, SVP, Chief Product Officer – Audience Solutions, Dun & Bradstreet <i>Presented by Dun & Bradstreet</i>		
	The Convergence Of Linear And Digital Advertising: Leveraging Unified Solutions Richard Nunn, Vice President & General Manager, Ad Platform, Comcast Technology Solutions <i>Presented by Comcast Technology Solutions</i>		
PM		How To Marry Paywalls And Programmatic Ads Stephanie Laysor, VP, Advertising Technology & Operations, News Corp	The 7 Questions To Ask Your Vendors Ana Milicevic, Co-Founder & Principal, Sparrow Advisers
	12:25 LUNCH		
		Help Me Help You: How Publishers Can Best Work With Tech Partners Laura Gaffney, VP Publisher & Technology Development, Prohaska Consulting; Matt Prohaska, CEO, Prohaska Consulting Rick Welch, Head of Programmatic Revenue & Operations, Flipboard	Understanding The Latest On User And Device IDs Nishant Desai, Director of Technology and Partnerships, Xaxis
	2:00 How To Match Programmatic Creative To The Media Matt Timothy, Chief Revenue Officer, Extreme Reach <i>Presented by Extreme Reach</i>		
	Driving Business Growth With Facebook Technology Vatsal Mehta, VP, Solutions Engineering & Partner Solutions, Facebook <i>Presented by Facebook</i>		
	Fact Vs Fiction In Machine Learning And AI Peter Day, CTO, Quantcast <i>Presented by Quantcast</i>		
		How To Work With Agencies. A Guide For Publishers Oscar Garza, Global Head of Media Activation, Essence	Unified Auctions In Mobile Apps Michael Brooks, SVP of Revenue, WeatherBug
	2:55 NETWORKING BREAK		
	3:15 How To Navigate Change - Approaches For Data, Tech And Talent Saquib Pasha, Director, Digital Media & Marketing, Norton & LifeLock, Symantec Corporation	Be Like Bezos: The Publisher Plan For The Next 3 Years Matthew Goldstein, Advisor & Consultant, .msg	The Future Of Video Ad Serving: An Update From The IAB Tech Lab Amit Shetty, Senior Director, Video & Audio Products, IAB Tech Lab
	3:45 Advanced In-Housing: Tips And Best Practices Tyler Abbott, Director, Ad Technology and Customer Intelligence, Wayfair	How To Harness The Momentum In Podcasting Tutuwa Ahwoi, Director, Spot Sales Operations, National Public Media	Connecting Programmatic To Content Ken Blom, SVP of Ad Operations and Branded Distribution, BuzzFeed
	4:15 CDP On A Budget Chris Kane, Founder, Jounce Media		How To Optimize Your Amazon Advertising Ryan Sullivan, Chief Strategy Officer, Performics
	4:45 WELCOME PARTY Enjoy great food and drink at the official PROGRAMMATIC I/O Welcome Party. Complimentary admission for all PROGRAMMATIC I/O ticket holders. <i>Hosted by MightyHive</i>		

	PROGRAMMATIC 101	SPOTLIGHT: TV & VIDEO
AM 8:00	BREAKFAST AND REGISTRATION	
9:00	Programmatic 101 Workshop - part 1 Chris Kane, Founder, Jounce Media Danielle Rind, Engagement Manager, Jounce Media	
10:00		How To Generate Programmatic Revenue From OTT Channels Jon Mansell, VP, Programmatic Solutions & Partnerships, Turner
10:25	NETWORKING BREAK	
11:00	Programmatic 101 Workshop - part 2 Chris Kane, Founder, Jounce Media Danielle Rind, Engagement Manager, Jounce Media	
PM 12:00		Best Practices For Omni-Channel Video Planning Jessica Lough, Associate Director, Programmatic, Digitas
12:25	LUNCH	
1:30		Best Practices For Connected TV/ OTT Ad Operations Sarah Rose, Vice President of Digital Ad Operations, IPG Mediabrands
2:30		Best Practices For Advanced TV Measurement Kat Evans, VP, Programmatic Trading North America, Havas
2:55	NETWORKING BREAK	
4:45	WELCOME PARTY Enjoy great food and drink at the official PROGRAMMATIC I/O Welcome Party. Complimentary admission for all PROGRAMMATIC I/O ticket holders. <i>Hosted by MightyLive</i>	



PROGRAMMATIC I/O

SAN FRANCISCO

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AM	8:00	BREAKFAST AND REGISTRATION
	9:00	Welcome John Ebbert, Founder & Publisher, AdExchanger
	9:05	The Big Story Live! Featuring The AdExchanger Team Ryan Joe, Managing Editor, AdExchanger; Allison Schiff, Senior Editor, AdExchanger; Sarah Sluis, Senior Editor, AdExchanger
	9:25	The Creative Renaissance Is Upon Us: The State Of Creative Advertising Technologies Joanna O'Connell, VP, Principal Analyst, Forrester Research
	9:45	The Fusion Of Creative, Media And Tech Pete Kim, CEO, MightyHive; Wesley ter Haar, Founder & COO, MediaMonks <i>Presented by MightyHive</i>
	10:05	Finding Your Voice In 2019 Will Mayo, CEO, SpokenLayer; Omar Tawakol, CEO, Voicea; Michael Weaver, SVP Business Development and Growth, Al Jazeera MODERATOR: Alison Weissbrot, Staff Reporter, AdExchanger
	10:40	NETWORKING BREAK
	11:10	Connecting TV Laura Nelson, SVP, Performance Advertising & Solutions, Disney Advertising Sales, Disney Media Group
	11:30	Betting On Programmatic Jayne Pimentel, Sr. Director, Growth Marketing, DraftKings
	11:50	Commerce Advertising In A 5G World Sadie Daryan, Global Head of Display and App Marketing, eBay; Missy Schnurstein, Head of Native Sales, Verizon Media <i>Presented by Verizon Media</i>
PM	12:10	A Conversation With Google Brad Bender, VP, Product Management, Google; Interviewer: Sarah Sluis, Senior Editor, AdExchanger
	12:30	LUNCH
	1:30	Big Time DTC Mary Carmen "MC" Gasco Buisson, Director & Consumer Health Space CEO, P&G Ventures; Jesse Horwitz, Co-CEO, Co-Founder, Hubble Contacts; Minjae Ormes, CMO, Visible; MODERATOR: James Hercher, Senior Editor, AdExchanger
	2:05	Can Branded Content Go Programmatic? Ari Lewine, Co-Founder & Chief Strategy Officer, TripleLift <i>Presented by TripleLift</i>
	2:20	The Data-Driven Publisher Mike Smith, Chief Data Officer, Hearst
	2:40	Cross-Platform Data: The Path To Better ROI Sachin Puri, Sr. Director, Head of Global Performance Marketing & Customer Acquisition, StubHub
	3:00	NETWORKING BREAK
	3:20	In-House Lessons Learned Freddie Liversidge, Director of Digital Activation, HP; Bennett Rosenblatt, Programmatic Display Lead, Uber; MODERATOR: Alison Weissbrot, Staff Reporter, AdExchanger
	3:40	Not Your Regularly Scheduled Program: The Changing TV Landscape Joshua Wepman, Managing Director, GCA Advisors
	4:00	The Agency Vision Megan Pagliuca, Chief Digital Officer, US, Hearts & Science; INTERVIEWER: Zach Rodgers, Executive Editor, AdExchanger
	4:30	HAPPY HOUR <i>Hosted by MightyHive</i>

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