



**CONSUMER360**<sup>®</sup>

JUNE 6-8, 2018  
MARRIOTT MARQUIS - WASHINGTON, D.C.



## WEDNESDAY, JUNE 6

5:00 PM – 6:30 PM

### "The Actors Speak"

#### **Fireside Chat: "Representation"**

Ellen McGirt, Senior Editor, Fortune Magazine  
Riz Ahmed, Emmy Award Winning Actor and Golden Globe Nominee

#### **Fireside Chat: "Women in Hollywood"**

Jane Hanson, Emmy Award Winning Journalist  
Molly Ringwald, Actor, Author and Activist

6:30 PM – 7:30 PM

Welcome & Cocktail Reception

## THURSDAY, JUNE 7

7:00 AM – 8:15 AM

Breakfast

7:00 AM – 8:15 AM

### **Product Expo**

8:30 AM – 12:30 PM

### **General Session**

#### **Welcome**

Megan Clarken, President, Watch, Nielsen

#### **One Size Does Not Fit All: How Shifting Demographics are Changing Your Business**

*Panel Moderator:* Nita Song, President and Chief Momentum Officer, IW Group, Inc.

*Panelists:*

Edwin Wong, SVP of Research and Insights, BuzzFeed  
Grant Schneider, Chief Strategy Officer, GLAAD  
Lia Silkworth, SVP of Insights and Consumer Development, Telemundo  
Maya Peterson, Director, Creative Strategy, Viacom Velocity

--break--

#### **Special Keynote Conversation**

Dave Morgan, CEO and Founder, Simulmedia  
Marcien Jenckes, President, Advertising, Comcast

#### **The Revolution May Not Be Televised: How to Reach Consumers and Build Loyalty in the Age of Fragmentation**

*Panel Moderator:* James Cooper, Editorial Director, AdWeek

*Panelists:*

Ali Rana, Global Head of Measurement and Insight, Snap Inc.  
Kavita Vazirani, EVP of Strategic Insights and Analytics, NBCUniversal  
Peter McGuinness, Chief Marketing and Commercial Officer, Chobani  
Radha Subramanyam, EVP, Chief Research and Analytics Officer, CBS Television Network  
Ravi Dhar, George Rogers Clark Professor and Director, Yale Center for Customer Insights

#### **Guest Keynote: "The Power of Purpose"**

Jonathan Mildenhall, Co-Founder and CEO, TwentyFirstCenturyBrand and Former CMO, Airbnb



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- 12:30 PM – 1:45 PM Lunch
- 12:30 PM – 1:45 PM Network of Executive Women's Affinity Luncheon
- 12:30 PM – 6:00 PM **Product Expo**
- 2:00 PM – 5:30 PM **Breakout Sessions**
- 7:00 PM – 10:00 PM **Dinner & Entertainment**  
En Vogue

**FRIDAY, JUNE 8**

- 7:00 AM – 8:15 AM Breakfast
- 7:00 AM – 8:15 AM **Product Expo**
- 8:30 AM – 12:00 PM **General Session**

**Keeping Up with the Jetsons: What's Next in AI, Machine Learning and Data Management**

Mini Keynote: Rajen Sheth, Senior Director of Product Management (AI), Google Cloud

*Panel Moderator:* Brian Stempeck, Chief Client Officer, The Trade Desk

*Panelists:*

Damian Garbaccio, EVP, Advertiser Direct and Marketing Cloud, Nielsen

Jack Smith, Chief Product Officer, GroupM, North America

Mark Simpson, VP, Offering Management, Watson Marketing, IBM

Rajen Sheth, Senior Director of Product Management (AI), Google Cloud

--break--

**What's Next for Media Measurement**

Brad Smallwood, VP, Marketing Science, Facebook

David Poltrack, Chief Research Officer, CBS Corporation, President, CBS Vision

Jacob Weisberg, Chairman and Editor-in-Chief, The Slate Group

**What's Next for Advertisers**

Deanie Elsner, President, U.S. Snacks, Kellogg Company

**Programming and Advertising Business Models for the Next Five Years**

*Panel Moderator:* Kris Magel, Advertising Agency Leader

*Panelists:*

Jason Brown, VP, Head of National Sales, AT&T AdWorks

Marc DeBevoise, President and COO, CBS Interactive

Peter Naylor, SVP and Head of Advertising Sales, Hulu

Tara Walpert Levy, VP of Agency and Media Solutions, Google and YouTube

**Closing Keynote: "A New Norm"**

Carolyn Everson, VP Global Marketing Solutions, Facebook

- 12:00 PM Conference Concludes