



Recently Confirmed Speakers

John Bitzer



EY—Global Director of Digital Content

John Bitzer leads a team of over 40 digital editors and writers around the world, across multiple languages and sites, and is responsible for all content on the firm's flagship website, ey.com. He also plays a leading role in setting the firm's global content strategy in the firm's marketing division.

Tim Carr



Lift Agency—Chief Lifter

A pioneer in direct marketing solutions, Tim Carr has more than 15 years of experience directing top-performing marketing campaigns. As Chief Lifter at Lift Agency, he has dedicated his career to driving response through effective strategy and creative.

Tim started Creative Lift in 2003. Since then, Lift has grown to a team of over 40 results-focused "brand champions" with a diverse client list that includes: Facebook, AOL, Charter Spectrum, Proactiv, Snapfish, and more.

John Deighton



Harvard Business School—Professor

John Deighton is the Harold M. Brierley Professor of Business Administration at Harvard Business School. He is an authority on consumer behavior and marketing, with a focus on digital and direct marketing. He initiated and has led the HBS Executive Education program in digital marketing and taught the elective MBA course, Digital Marketing Strategy.

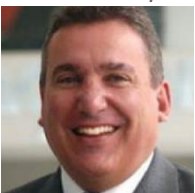
Brooks Dobbs



Wunderman- Chief Privacy Officer

Brooks Dobbs is Chief Privacy officer for Wunderman and Y&R Group, where he is responsible for privacy compliance worldwide across member companies. Prior to his current role, Dobbs was the Chief Privacy Officer for the behavioral advertising company Phorm, and prior to that, served as the VP of Government Affairs and Data Protection at DoubleClick.

Drew May



Acxiom Corporation- Group Vice President, Marketing Services, Consumer Sales Group

Drew is responsible for Acxiom's Consumer Sales Group, supporting clients in the retail, consumer packaged goods (CPG), and travel markets. In this client-facing role, Drew provides overall leadership for key areas of sales including client engagement, growth and strategic directives.



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Don Smith



Brierley+Partners—Senior Vice President, Chief Analytics Officer

At Brierley, Don specializes in building econometric models and creating segmentation schemes, with an emphasis on marrying customer engagement data to shopping and purchasing patterns. He also lead the program design practice, where his team develops offerings which balance compelling value propositions with components that deepen customer brand engagement. His current client list includes 7-Eleven, Essilor, Express, GameStop, Hertz, MoneyGram and Wendy's.

Erika Tang



PMX Agency— Manager, Dashboards and Reporting Performance Management

Erika Tang is a data visualization specialist in the marketing field. She attended Carnegie Mellon University - studying Economics and Business Administration. She spends most days deep in the world of big data where she translates user engagement with marketing campaigns into digestible insights for business stakeholders.

Brian Wong



Kiip—Founder and CEO

Kiip (pronounced "keep") redefines how brands connect with consumers through a rewards platform that targets "achievement moments" in mobile games and apps. Kiip has been recognized by Forbes as one of the "4 Hot Online Ad Companies to Put on Your Watch List," named on the Dow Jones "FasTech50," and listed on Fast Company's "50 Most Innovative Companies." Brian has been recognized with many awards for his accomplishments and leadership, including: Forbes' "30 under 30" for three years, Business Insider's "Top 25 Under 25 in Silicon Valley," AdAge's "Creativity Top 50," and more!

Stay on the lookout for more speakers to come!