

## POSTBACK 2016 AGENDA - JULY 21ST

8:00am Yoga

9:00am Breakfast and meetings

9:30am Welcome from Peter Hamilton, CEO, TUNE

10:00am - [Connecting the world](#)

Connecting with consumers across online and offline worlds is a challenge; and consumers are at the core of everything you do. As such, an omni-channel experience needs to begin with a change in your entire marketing strategy. You need to start thinking about the services you provide and what your customers' experiences are from the outside-in versus the traditional inside-out approach. A focus needs to be placed on building a unified experience that is consistent, seamless and secure no matter when, where, how or why customers are engaged.

Zach Barkus, Sr. Manager, Mobile Marketing at Walgreens  
 Brian Kim, VP of Media & Acquisition at Dollar Shave Club  
 Gwen Murray, Mobile Marketing Lead, Staples  
 Michael Ritter, SVP Business Development, SGN  
 Interviewed by Allison Schiff, Editor at AdExchanger

10:45am - [Seizing the mobile moment: Google & WIRED](#)

Hear from Google's Director of Emerging Ad Products describe a world of where every marketer has the capability to recognize the mobile moments and create the best customer experiences.

Brendon Kraham, Director, Emerging Ad Products at Google  
 Interviewed by Spencer Reiss, WIRED

11:15am - [The playbook for navigating traffic quality: Expedia](#)

About 40% of paid marketing is at risk of some kind of poor quality or fraud. Hear how Expedia is thinking about the problem, the steps they've taken, what they've learned so far, the general industry issues making it such a hard problem to solve, and who they think should fix which problems in the industry.

Speaker: Jon Guljord, Senior Director, Mobile Marketing at Expedia

11:30am - [Attention! This is how you get it.](#)

John Parides, Head of User Acquisition, Glu Mobile

11:45am - [CMO Connect](#)

More than ever before, today's marketing leaders must be connected. Connected to consumers, fans, coworkers, content, partners, technology, creativity. Hear how these CMOs tune their marketing strategy to stay ahead of the curve in our mobile economy.

Ville Heijari, Chief Marketing Officer at Rovio  
 Ian Fliflet, VP of Marketing at Offer Up  
 Adam Jaffe, Director of Marketing Communications at ABA English  
 Interviewed by Jennifer Wong

12:15pm - [Lunch and Meetings](#)

2:00pm [Transparency and Openness with Mark Rosner, CRO at Applovin](#)

Cameron Stewart, General Manager HasOffers at TUNE

2:30pm [Gaming the market with Electronic Arts \(EA\) - Nicole Ramos, Mobile User Acquisition Manager](#)

3:00am - [How to scale with Ketchapp - Christian Calderon, Chief Revenue Officer](#)

3:15pm [The future role of the digital agency](#)

Agencies have the advantage of working with multiple brands, always pushing the boundaries of new technology and storytelling. What's catching the attention of agencies next?

Craig Weinberg, VP Mobile Strategy, 3Q Digital  
 Eric Mugnier, Senior Vice President North America, M&C Saatchi Mobile  
 Benjamin Bring, VP, Mobile Media Director at Ansible  
 Stephanie Emmanouel, General Manager, Somo  
 Interviewed by Alex Kozloff, Director of Marketing, IAB UK

**4:15pm Keynote: Ray Kurzweil**

One of the world's leading inventor, thinker, and futurist Ray Kurzweil hit the stage as our first keynote speaker for Postback. Ray, in an onstage interview with TUNE's CEO Peter Hamilton, will share his latest thoughts on where we are in reaching the tipping point of singularity.

**5:15pm Closing: Peter Hamilton, CEO, TUNE****5:30pm Happy hour on the promenade****9:30pm Surprise headline artist at Experience Music Project****POSTBACK 2016 AGENDA - JULY 22ND****8:00am Breakfast and meetings****9:00am Keynote: Jennifer Wise, Senior Analyst, Forrester**

Jenny's research focuses on emerging marketing tactics, with a primary emphasis on mobile marketing, mobile advertising, and gamification strategies. Her research examines the consumer adoption and usage of devices and features including the organizational maturity, strategic frameworks, and vendor partnerships and technologies required to successfully deploy mobile marketing tactics. Jenny joins Postback to share her view on the future of the mobile economy.

**9:30am Global Mobile Tipping Point**

In the past year, 800 million people joined the smartphone club, bringing us to almost 50% smartphone ownership globally. By 2020, it'll be 80%, and 6.4 billion people will have a supercomputer in their pockets. This changes everything.

Dmitry Zevelev, Director of Advertising Technology at Mail.ru

Charles Xi, Senior VP at Mobvista

Interviewed by John Koetsier, Mobile Economist, TUNE

**10:00am - Marketing + technology is the future of app marketing**

It's clear that the future of marketing is in mobile apps, and there is tremendous amount of room to grow. Hear from the technology leaders that are building new tools to help connect the world of apps.

Michael Katz, CEO and Co-founder, mParticle

Mike Dudas, CRO and Co-founder, Button

Jim Payne, CEO and Co-founder, MoLabs

Interviewed by Stewart Rogers, Director, Marketing Technology, VentureBeat

**10:45am - The mobile marketing funnel**

While mobile marketing is still Marketing, there are important differences you need to understand to be truly effective.

Sarah Bidnick, VP of Marketing, TodayTix

James Peng, Head of User Acquisition, Match

Nick Quan, Performance Marketing Manager

Raquel Alexander, Director of Mobile Strategy at Shutterfly

Interviewed by Sandi MacPherson, Founder at Quibb

**11:15am - Mobile First, Not Mobile Only with Fetch - James Connolly, Chief Executive Officer****11:30pm - Making technology influence people**

Connect and influence your audience, marketers and brands have had to embrace technology in order to stay relevant.

Kevin Jonas, Co-CEO, The Blu Market

Interviewed by David Murphy, Editor, Mobile Marketing Magazine

[11:45am - The new marketing frontier: convergence of web and app](#)

With apps becoming as accessible as web browsing and the mobile web becoming as experiential as apps, what impact will this have on marketers' engagement with their consumers and how must their strategy evolve?

Scott Stanchak, Managing Dir, Mobile Mrkt Strategy, Beta & Emerging Platforms at The New York Times

Ian Sefferman, General Manager TUNE Marketing Console at TUNE

Interviewed by Doug Zanger, North America Editor At Large at The Drum

[12:45pm - Closing: Peter Hamilton, CEO, TUNE](#)

[1:00pm Boats, lawn games, and lunch](#)

Postback is not over yet. Head over to MOHAI to jump on boats for a cruise around Lake Union and a party in the park.