Expo+ Agenda
San Jose, CA | April 3-5, 2019

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**TITLE SPONSORS**

**PRESENTING SPONSORS**

**SOLUTIONS TRACK**

- **Digitally Transforming CX - Meeting Clients at Their Moment of Need**
  - Matt Feindrich, Global Director, Product Marketing, Pitney Bowes

- **Solving The Stack: Building A MarTech Portfolio That Transforms Your Marketing**
  - Brian McWhirter, General Manager, North America, Magnolia

- **Marketing Technology Today and Tomorrow: Pipe Dreams and Boiled Oceans**
  - Matthew Babica, Chief Technology Officer, Merkle

- **Inspiring a Data-First Culture Through Internal Activism**
  - Dave Lucas, Head of Data, Fracture

- **The Truth About Personalization - Using a CDP to Personalize Marketing**
  - Erick Archer Smith, Director of Customer Data, Arm Treasure Data

- **ABM And Modern B2B Advertising: Reaching The Buying Committee At Your Target Accounts**
  - Peter Van Horn, CMO, Demandbase

- **Take the Leap: Moving from Random Acts to Impactful Marketing ROI - Allocadia**
  - Marcia Trask, Director of Business Operations - Marketing, New Relic

- **Solving the Content Crisis: Unlocking the True Power of Big Content in Omnichannel Marketing**
  - StyleLabs, a SiteCore Company

- **Intelligently Activating Your Customer Data with AI**
  - Andrew Yukna, Director of Marketing Technology Research, The Agora Companies

- **The Five Tensions of Marketing Orchestration**
  - Lynne Conner, CMO, Acquia

- **Closing the CX Gap: Making Sense of MarTech Sprawl**
  - Joa Higlett, CMO & CIO, Acquia

- **Forget B2B and B2C; The Future of Marketing is P2P**
  - Jon Higlett, CMO & CIO, Acquia

**DISCOVER MARTECH THEATER**

**The New Omni-Channel Stack - Real Story Group**

- **The Secret to More Effective Marketing**
  - David Johnston, Sales Engineer at Workfront

- **The Right Way to Buy Marketing Technology**
  - Tony Byrne, Founder, Real Story Group

- **How Marketing Technology Helped Lands' End Double Revenue And Streamline Marketing Processes**
  - Dan Roussin, Sr. Director, Channel Strategy, Lands' End

- **Inspiring a Data-First Culture Through Internal Activism**
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