



Marketing Analytics & Data Science

Fueled by the Content Marketing Institute

2023 Agenda Coming Soon!

The Marketing Analytics & Data Science conference program is packed with expert advice from the industry's brightest minds and actionable takeaways on current and emerging trends. We're hard at work developing the 2023 agenda and we'll have it posted soon.

Interested in speaking at our 2023 event? Our call for speakers is currently open! [Submit a proposal](#) by April 30, 2023.

Below you'll find the 2022 conference program to help you learn more about the event.

► KEYNOTE

The Data Driven Way to Win Customers' Hearts

- [Neil Hoyne](#) (Chief Measurement Strategist at Google)

Keynote: How Personalized Data will Change the Way We Experience the World and Why Not to Fear It

- [Dr. Poppy Crum](#) (Neuroscientist, Technologist and Chief Scientist, Dolby Laboratories)

Keynote: Control Your Success & Be the Ultimate Adaptive Player

- [Emmitt Smith](#) (#1 NFL Leading Rusher, 3x Super Bowl Champion, Best-Selling Author, NFL Hall of Famer & co-owner NASCAR)

Bittersweet: The Surprising Key to Creativity, Connection, and Authenticity

- [Susan Cain](#) (Best-Selling Author, BITTERSWEET)

Disrupting from the Inside Out

- [Stephan Gans](#) (Chief Consumer Insights & Analytics Officer, PepsiCo.)

► DATA & CULTURE

Lessons from growing data science discipline from scratch

- [Fan Zhang](#) (Growth Data Science Lead, Square)

From Good to Great: The Evolution and Innovation of Social Listening at Fetch

- [Amanda Jeppson](#) (Senior Marketing Manager, Research & Insights, Fetch Rewards)

You've Convinced the C-Suite that Data is Important. Now What?

- [June Dershewitz](#) (Data Strategist, Major Music Streaming and Ecommerce Platform, Seattle, WA)

If you Simplify it, Your Customers Will Come (Workshop)

- [Tania Shershin](#) (Vice President, Growth Marketing, Expedia Group)
[Emma Hamilton](#) (Optimization Analyst, Expedia Group)

Max Metadata vs. Spencer Spreadsheet

- [Michael Shearer](#) (Sr. Director Digital Innovation & Strategy, Claravine)

Building a Better Data Culture Post Pandemic

- [James Newswanger](#) (Senior Research Manager of the Corporate Social Analytics, IBM)

Inside Claravine's Platform

- [Travis Caldwell](#) (Sr. Sales Engineer, Claravine)

► PERSONALIZATION

A Modern Approach to Scaling Cross-Channel Personalization

- [Dave Smith](#) (Senior Director, Solutions, MessageGears)

Strategies to Optimize Consumer Interaction through Personalization (Panel)

- [Sunny Zhu](#) (Data Analytics & Operations, Indeed)
- [Pranav Patil](#) (Independent)
- [Abbie Ding](#) (Head of Marketing Intelligence, Earner, U4B, and Customer Support, Uber)
- [Sona Abaryan](#) (Senior Manager & Retail Lead, Ekimetrics)

Unlocking Data-Driven Marketing with Automated Predictive Modeling

- [Justin Burke](#) (Senior Director of Enterprise Solutions, Pecan AI)

Customer Attribution & Predictive Revenue in Subscriptions

- [Paul Jarrett](#) (CEO, Bulu)

Leveraging Data and a User-centric Approach to Drive Sustainable, Mission-based Action

- [Vicky Kelberer](#) (Research & Strategy Group Manager, Vanguard Charitable)

Connecting with Generation Z: A Value Proposition to America's Largest and Most Ethnically Diverse Audience

- [Dan Duplessis](#) (Chief, Research and Innovation Branch, U.S. Army)

AI and Humanizing Technology

- **Camila Manera** (Chief Data Officer, Libredepases)

Web Data and Its Many Revelations to Curve Your Business Path with Certainty

- **Asaf Dekel** (Director North America, Bright Data)

► MEASUREMENT & MODELING

Why short-term responsiveness to market volatility requires long-term vision

- **Neville Irani** (Chief Revenue Officer, Ekimetrics)
- **Sona Abaryan** (Senior Manager & Retail Lead, Ekimetrics)

Feedback is Fuel: Use Insights to Supercharge Your Marketing Strategy

- **Laura Wronski** (Director of Research, Momentive)
- **Liwen Xu** (Product Marketing Manager, Momentive)

The Web Data Revolution – At Our Service

- **Omri Orgad** (Chief Customer Officer, Bright Data)

Get the Facts with Sisu

- **Anmol Singh** (Sales Engineer, Sisu)

Churn, Growth, and the Paradox of Corporate Goals

- **Michael Bagalman** (Vice President, Business Intelligence and Data Science, STARZ)

Measurement and modeling frameworks to enable a compelling customer experience

- **Anu Sundaram** (Vice President, Business Analytics, Rue Gilt Groupe)

Creating Effective Sales Models that Drive Results - A Life Insurance case study

- **Ling Cui** (Head of Marketing Analytics, Research and Technology, MassMutual)

Discover the easiest way to operationalize ML models at scale

- **Brendan McKenna** (Field Engineer, Continual)

Making the Case for Marketing: How to Demonstrate Marketing Impact when Budgets Are on the Line

- **Matt Hertig** (CEO & Co-Founder, ChannelMix)

From Numbers to Narrative - Visualizing and articulating an effective data story

- **Bill Shander** (LinkedIn Learning Instructor & Lecturer at University of Vermont, LinkedIn)

► DRIVING GROWTH

Driving Growth from Strategy to Execution

- **Aarti Gupta** (Head of Data and Analytics, Intuit)

Product Innovation Using Data Science in Ad Tech

- **Chris Whitely** (Sr. Director, Product Management (Data Science), Freewheel)

10 things I wish I knew before I built a data team

- **Scott Breitenother** (Founder, Brooklyn Data Co.)
- **Michelle Ballen-Griffin** (Head of Analytics, Future)

The Composable Customer Data Platform: Right Tools, Right Choice

- **James Hunt** (Principal Consultant, Vivanti)

Wanted: Research & Analytics leaders who will power digital transformation agendas

- **Shardul Wartikar** (Vice President & Global Analytic Lead, North America, Kantar)
- **David Terebessy** (Sr. Manager, Americas Market Intelligence, Nissan Motor Corporation)

Ask the Expert – Scott Breitenother

- **Scott Breitenother** (Founder, Brooklyn Data Co.)

Examining The Evolution Of Analytics & Data Science Spend & Trends (Panel)

- **Michelle Ballen-Griffin** (Head of Analytics, Future)
- **Anu Sundaram** (Vice President, Business Analytics, Rue Gilt Groupe)
- **Sona Abaryan** (Senior Manager & Retail Lead, Ekimetrics)

Building Analytics Teams that Thrive (Workshop)

- **Serena Huang** (Global Head of People Analytics, Visualization & HR Technology, PayPal)

