

Captify at Cannes

IN PARTNERSHIP WITH BRAND INNOVATORS



TUESDAY 18 JUNE | 9AM-4PM | BRAND INNOVATORS STAGE | CAPTIFY POOL PARTY & BBQ

Engage in lively debates & discover industry hot topics from world-leading brands & agencies, live on the Brand Innovators stage

9:00AM BREAKFAST & REGISTRATION

9:45AM WELCOME FROM THE BRAND INNOVATORS TEAM

10:00AM FIRESIDE CHAT: WHAT'S ON THE MIND OF AMERICAN AIRLINES' MARKETING TEAM?

Janelle Anderson, VP Marketing, American Airlines
Danielle Aldrich, President, Crispin Porter Bogusky
American Airlines Crispin Porter Bogusky®

10:25AM FIRESIDE CHAT: WHAT'S ON THE MIND OF PHILIPS' MARKETING TEAM?
PHILIPS
Blake Cahill, SVP Digital Marketing & eCommerce, Philips

10:50AM FIRESIDE CHAT: WHAT'S ON THE MIND OF GSK'S MARKETING TEAM?
Amardeep Kahlon, CMO, GSK

11:15AM SHAPING THE FUTURE OF TV ADVERTISING
Mike Shaw, VP International, dataxu
dataxu.

11:30AM FIRESIDE CHAT: WHAT'S ON THE MIND OF AARP'S MARKETING TEAM?
Martha Boudreau, Chief Marketing Officer, AARP

11:50AM THE INTEGRATED MEDIA STRATEGY OF THE FUTURE
Rich Britton, Partner – Digital & Data MediaCom London
Marissa Curcuru, Head of Global Media, Bose
MODERATOR: Mike Shaw, VP International, dataxu
MEDIACOM dataxu.

12:15AM LUNCH POWER HOUR: BUSINESS OF MEDIA
Tom Rogers, Chairman, Captify
Bruce Rogers, Reporter, Forbes
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1:00PM NO HOLDING BACK: A C-SUITE DISCUSSION ABOUT THE STATE OF PROGRAMMATIC
Wayne Blodwell, CEO & Founder, The Programmatic Advisory
Dom Joseph, CEO & Co-Founder, Captify
Pete Kim, CEO, MightyHive
Ari Paparo, CEO, Beeswax

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2:00PM YOUTH MARKETING: BUILDING RELATIONSHIPS WITH MILLENNIALS & GEN Z
Ryan Anderson, VP Global Marketing, Marriott International
Gi-Gi Downs, Managing Director, Planning & Strategy, Edelman
Tim Leake, CMO, RPA
Dooley Tombras, President, The Tombras Group
MODERATOR: Mike Shaw, VP International, dataxu

dataxu.

2:30PM FIRESIDE CHAT: WHAT'S ON THE MIND OF VERIZON'S MARKETING TEAM?
Andrew McKechnie, Chief Creative Officer, Verizon
verizon✓

2:50PM FIRESIDE CHAT: WHAT'S ON THE MIND OF TIVITYHEALTH'S MARKETING TEAM?
Arra Yerganian, Chief Marketing Officer, TivityHealth
tivity
HEALTH

3:15PM BUILDING THE MARKETING ORG OF THE FUTURE
Josep Hernandez, Senior Director, Media & Total Connections Planning, PepsiCo ESSA
Jackson Hitchon, Head of Marketing, Canada, The Hershey Company
Angela Johnson, US Head of Account Management, DentsuAegisNetwork
Todd Kaplan, VP Marketing, Pepsi™, PepsiCo
Andrew McKechnie, Chief Creative Officer, Verizon
Zak Treuhافت, President, Hearts & Science
Julie Yufe, VP Marketing, Europe, Anheuser Busch
Gowthaman Ragothaman, Global Client Lead, WPP & Global Blockchain Solutions Lead, GroupM
MODERATOR: Viacom

verizon✓

Captify on the Croisette

MONDAY 17 JUNE – WEDNESDAY 19 JUNE | THE CROISSETTE

Hear from Captify & other stellar speakers as they join Whalar & Pandora live from the beach

WHALAR STAGE ON THE BEACH

MONDAY | 3:00PM

CONSUMERS ARE READY FOR VOICE. BRANDS, ARE YOU?
Dom Joseph, CEO & Co-Founder, Captify
Will Mayo, Founder & CEO, SpokenLayer
Mike Bevans, Global VP of Product, Xaxis
Jorma Kresmer, Global Media Manager, Bose

MODERATOR: Alison Weissbrott, Reporter, AdExchanger

WEDNESDAY | 3:00PM

BE THE CHANGE: NOT ANOTHER GENDER EQUALITY PANEL. REAL TALK AND MORE ACTION LIVE AT CANNES

Sara Robertson, VP Product Engineering, Xaxis
Laura Pleasants, Global Director of PR & Marketing, Captify
Sarah Helppi, Director of Marketing Performance & Loyalty, eBay
Emma Harman, MD EMEA, Whalar

MODERATOR: Sue Unerman, Chief Transformation Officer, MediaCom

BRAND INNOVATORS STAGE @ PANDORA CABANA

WEDNESDAY | 4:00PM

THE FUTURE OF MEDIA: CONNECTING WITH CONSUMER THROUGH EMERGING CHANNELS, PLATFORMS & DEVICES

Armin Molavi, VP Media, Hilton
Dom Joseph, CEO & Co-Founder, Captify
Megan Tweed, EVP, Assembly
Ben Steele, Chief Marketing & Customer Officer, REI
Jordan Atlas, Executive Creative Director, Edelman
Marissa Curcuru, Head of Global Media, Bose
Bridget Davies, VP of Advertising & Marketing Activation, eBay
Karima Zmerli, US Chief Chief Data Sciences Officer, WavemakerGlobal