Branding For An Impatient World
Workshop Stage – Level LL, Stage 10

How to design a brand to capture the imagination of today’s choice-rich, attention-poor consumer.
In this opening session, Richard Sunderland, CEO of global branding agency Heavenly, shares tips on creating own able, shareable ideas to cut through the chaos.

Richard Sunderland (with Heavenly)

Creating Truly Connected Experiences
Ad Shapers Stage – Level 2, Stage 3

The media environment is no longer a linear model, but rather a decentralized, dynamic matrix that demands new ways of thinking. This session will focus on how certain collaborative models can streamline overall brand strategy and create a seamless consumer experience in a multichannel marketing world.

Jason Kuperman (SVP, Chief Product Experience Officer)
Other speakers: Eric Ashworth (Executive VP of Product and Market Strategy – Quad), Judith Hammerman (Head of Americas Sales, Adobe Experience Platform/Adobe Audience Manager – Adobe), Liz Ross (CEO – Periscope)
The issue of transparency has been a complicated one for decades on our industry. It covers the spectrum of issues from placement to platform fees to partnerships. In this session, we will uncover how we got to this point and what the ultimate solution is to operate fair and open marketplaces for publishers, advertisers and ultimately consumers.

**Andy Sriubas (Chief Commercial Officer – OUTFRONT Media)**
Other Speakers: **Thomas Pasquet** (Co-Founder & CEO, Ogury)  
**Erin “Mack” McKelvey** (Managing Partner, CEO SalientMG)  
**Joe Malaragno** (Head of Agency Development Samsung Ads)

---

**It’s Never Too Late To Innovate**
Ad Shapers Stage - Level 2, Stage 3

With the shift in consumption behaviors, advertisers now need to reshape their relationships with consumers across platforms & devices. Hear from innovators on the front lines of how they execute while maintaining an authentic connection.

**Stephanie Gutnik (Consultant, Digital Transformation OUTFRONT Media)**
Other Speakers: **Ali Miller** (Group Product Manager, YouTube Ads)  
**Geoffrey Colon** (Head of Brand Studio, Microsoft Advertising),  
**Kumar Doshi** (VP, Marketing Lucid, LLC),  
**Gabriela McCoy** (Director NAM Portfolio Strategy, Insights and Analytics Bacardi),  
**Colleen Stauffer** (Head of Global Business Marketing, Pinterest)

---

**Digital Meets the Real World**
Culture Builders Stage – Level 2, Stage 8

GenZ wants to take their nose out of their phones, and experience, change and embrace the world around them. Understanding this, what’s the best approach? Hear from the client, agency and OOH perspective on how to reach this demographic of real people, craving the real world.

**Jodi Senese (Chief Marketing Officer – OUTFRONT Media)**
Other Speakers: **Erik Bottema** (CRO Rouge Media)  
**Marcy Samet** (Global Chief Marketing Officer MRM McCann)