

# Agenda



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Predictive Intelligence for  
Proactive Marketing

## Monday, September 15

- 4:30 PM Shuttle from downtown San Francisco to Cavallo Point
- 5:30 PM Welcome Reception
- 10:00 PM Shuttle back to city

## Tuesday, September 16

- 7:00 AM Shuttle from downtown San Francisco to Cavallo Point
- 7:30 AM Breakfast
- 8:15 AM **Marketing Transformation** - Aaron Goldman, CMO, Kenshoo
- 8:45 AM **Predicting the Future** - Yoav Izhar-Prato, CEO, Kenshoo
- 9:15 AM **Keynote: Changing the World with Big Data and Computational Models** - Pablos Holman, Inventor, Intellectual Ventures Lab
- 10:00 AM Coffee Break
- 10:15 AM **Kenshoo Product Vision and Client Success** - Ted Krantz, SVP Revenue, Kenshoo, Will Martin-Gill, SVP of Product, Kenshoo, Susane Berger, Managing Director of Client Excellence, Kenshoo
- 11:15 AM **Cross-Channel Excellence** - Q&A with Experian Consumer Services Digital Acquisition Team
- 11:30 AM **Client Presentation** - Infinity Award: Kenshoo Search - Keri Boerner, Account Leader, iProspect
- 11:45 AM **Client Presentation** - Infinity Award: Kenshoo Social - Gabriel Teixeira, Marketing Manager, Bomnegocio.com
- 12:00 PM Lunch
- 12:45 PM **Search + Social Synergy** - Rob Creekmore, Advertising Research Manager, Facebook and Doug Chavez, Head of Global Marketing Research and Content, Kenshoo
- 1:15 PM **Breakout Discussions and Video Challenge** on resort grounds
- 3:15 PM **Client Presentation** - Infinity Award: Kenshoo SmartPath - Karim Shalaby, Director, Marketing, Sears Holdings
- 3:30 PM **Mobile Tracking Panel** - Darryl Shaper, Hibu, Ty Martin, iCrossing, Dave Coburn, Invoca, John Busby, Marchex, Paul Wicker, Kenshoo Local
- 4:00 PM **Client Presentation** - Infinity Award: Kenshoo Local - Pedro Quinzaños, CEO, VirKet
- 4:15 PM **Video Presentations**
- 5:00 PM **Client Presentation** - Infinity Award: Kenshoo Halogen
- 5:15 PM **Closing Remarks** - Ted Krantz, SVP Revenue, Kenshoo
- 5:30 PM **Cocktail Networking Reception**
- 7:30 PM **Dinner and Live Music** featuring the Pop Rocks
- 9-11:00 PM Shuttles back to San Francisco