

**SCHEDULE - FRIDAY, MAY 8**

- 8:30 - 9:00 am**                      **Registration, Breakfast & Networking**
- 9:00 - 9:45 am**                      **Jean McLaren | Behavioral Economics & Social Media**  
President & CMO at MARC USA
- 9:50 - 10:35 am**                      **Rahim Poonja | Developing Digital Apps for Commerce (Relay)**  
Head of Strategy, Business Development & Marketing  
for Local Commerce at Sears Holdings
- 10:35 - 10:45 am**                      **BREAK**
- 10:45 - 11:30 am**                      **Teddy Brown & Curt Munk | FCB Digital Creative & Analytics**  
EVP GROUP CREATIVE DIRECTOR & SVP, Group Planning Director at FCB
- 11:35 am - 12:20 pm**                      **Jeremy Gold | Programmatic Buying**  
Sr. Director, Audience Sales at Yahoo!
- 12:20- 1:20 pm**                      **LUNCH & NETWORKING (Sponsored by Shapiro+Raj)**
- 1:25 - 2:10 pm**                      **Scott Jones | Finding Your Target Audience with Programmatic**  
Senior Product Manager at Maxpoint
- 2:15 - 3:00 pm**                      **Mark Tack| Mobile wallets will become marketing platforms**  
Vice President, Marketing at Vibes
- 3:00 pm**                                      **Closing Remarks and Evaluations**

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