



THE
Chief Digital Officer
GLOBAL FORUM

THE
STATE
OF THE
CONNECTED
CONSUMER

NOV. 20-22, 2013 | ROSEWOOD SAND HILL | MENLO PARK, CALIFORNIA



LETTER FROM THE FOUNDER

Welcome to the inaugural Chief Digital Officer Global Forum. When we started this crazy adventure just 90 short days ago, I really did not know what to expect. As many of you know, I have spent nearly twenty years in digital including the last seven as a producer of digital conferences, and I, more than anyone, understand that the last thing the world needs is another generalist digital conference so I set-out to build something a bit different and we certainly seemed to have struck a nerve as the response has truly exceeded my expectations and I am so grateful to each of you for being a charter attendee of this event.

As we looked out at today's landscape, we kept reading about the well-chronicled tensions between the CMO and the CIO but, what we also saw happening was that more "Chief Digital Officers" were entering the ever-expanding C-suite as well and we actively wonder what will be the evolving role of the Chief Digital Officer? Are they being hired to help relieve the CMO-CIO tensions or will they ultimately engage in their own turf and budget battles and how will the CDO's relationships evolve, over time, with the CIO, the CMO and, ultimately, the CEO-CFO decision-making tandem? And what of Chief Data Officers, Marketing Innovation Officers, and what happens to the CTO? This marks the beginning of a very interesting time as the C-Suite itself evolves in what we would now consider to be a post-digital world.

In short, there is plenty to talk about and this event has a balance of content including fantastic keynotes, interview, and roundtables about current and emerging industry trends and best practices as

well as our CDX Academy track which is designed to help you manage and lead more effectively within your organization. We will point out straight away that this agenda is packed. It is a lot of content but we have designed the conference agenda, and the layout at the Rosewood, in such a way where we encourage you to come-and-go as you please and split your time attending the sessions that are most relevant to you while also catching up with old colleagues and meeting new contacts in our Delegate Lounge (where you can also recharge and have a quiet place to relax during the day) or taking a stroll on the beautiful grounds during a late Fall day in California. We have plenty of networking time in the evenings and very much look forward to the Thursday-night keynote dinner interview between Marc Andreessen, the Co-Founder and Partner at Andreessen Horowitz and my good friend, Pete Blackshaw, the Global Head of Digital and Social Media at Nestle.

Finally, and most importantly, I would like to thank our tireless staff (Meg, Kathy, Cameron, Hamlet, Beth, Rick, Masha, Josh, and Robert) and our supporting sponsors who put their faith in this inaugural event and have allowed this event to happen. Thank you.

More to come including taking the Forum to Singapore next year and we are now working hard to launch a companion CDX editorial property and we welcome your input, participation, and support moving forward. Please feel free to email me at drewianni@gmail.com anytime. Enjoy!

Kind Regards,

Drew Ianni
Founder and Event Chairman

“ THIS MARKS THE BEGINNING OF A VERY INTERESTING TIME AS THE C-SUITE ITSELF EVOLVES IN WHAT WE WOULD NOW CONSIDER TO BE A POST-DIGITAL WORLD. ”

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CDXAGENDA ▶

WEDNESDAY NOVEMBER 20 – ARRIVAL & OPENING RECEPTION

REGISTRATION OPENS	3:00 PM	DOWNSTAIRS FOYER
THE CDX FORUM OPENING RECEPTION: DRINKS WITH DREW & NBCUNIVERSAL	7:00 PM	ROSEWOOD BAR AND PATIO

THURSDAY NOVEMBER 21 – STRATEGY & PLATFORMS

BREAKFAST	7:45 AM	ROSEWOOD FOYER & BALLROOM
CDX ACADEMY: WHAT IS THE FUTURE OF THE CHIEF DIGITAL OFFICER? WHAT IS THEIR ROLE IN THE C-SUITE?	8:00 AM	ROSEWOOD BALLROOM
WELCOME AND INTRODUCTION FROM EVENT CHAIRMAN DREW IANNI	8:45 AM	ROSEWOOD BALLROOM
OPENING KEYNOTE: HOW UNILEVER CRAFTS BRANDS FOR LIFE IN A DIGITAL WORLD	8:45 AM	ROSEWOOD BALLROOM
BEYOND COOL: AN ANTHROPOLOGICAL LOOK AT DIGITAL	9:15 AM	ROSEWOOD BALLROOM
THE FORRESTER – CDX FORUM BRAND ROUNDTABLE	9:35 AM	ROSEWOOD BALLROOM
THE ROLE REVERSAL FEATURE INTERVIEW: NBC UNIVERSAL INTERVIEWS BRIAN WIESER AND BEN WINKLER	10:00 AM	ROSEWOOD BALLROOM
LES AGENTS PROVOCATEURS: EMBRACING THE ANALOG	10:25 AM	ROSEWOOD BALLROOM
DIGITAL ENGAGEMENT IN A SOCIAL & MOBILE WORLD: A CONVERSATION WITH FOURSQUARE AND AMERICAN EXPRESS	10:50 AM	ROSEWOOD BALLROOM
THE CDX FORUM GARAGE ELEVATOR PITCHES, PART I:	11:10 AM	ROSEWOOD BALLROOM
THE ART OF INNOVATION: LET THE CUSTOMER BE YOUR GUIDE	11:20 AM	ROSEWOOD BALLROOM
CDX FEATURE ROUNDTABLE: THE MASTERS OF MULTI-PLATFORM	11:45 AM	ROSEWOOD BALLROOM
A CONVERSATION WITH LENOVO: A GLOBAL PERSPECTIVE ON THE DIGITAL LANDSCAPE	12:10 PM	ROSEWOOD BALLROOM

CDXAGENDA ▶

THURSDAY NOVEMBER 21 – STRATEGY & PLATFORMS cont...

NATIVE ADVERTISING SPOTLIGHT: PRESENTED BY THE ONLINE PUBLISHERS ASSOCIATION	12:30 PM	ROSEWOOD BALLROOM
THE DIGITAL NATIVE ASCENDS: HOW AN EMERGING AND DIGITAL LENS APPLIED TO ALL MEDIA ADVANCES AND DISRUPTS	12:55 PM	ROSEWOOD BALLROOM
CDX LUNCH KEYNOTE: WHAT MARKETERS CAN LEARN FROM OBAMA FOR AMERICA	1:15 PM	ROSEWOOD BALLROOM
AFTERNOON KEYNOTE: A CONVERSATION WITH CONDE NAST	2:15 PM	ROSEWOOD BALLROOM
IT’S NOT ABOUT BIG DATA – IT’S ABOUT SMART DATA!	2:35 PM	ROSEWOOD BALLROOM
BUILDING THE SOCIAL ENTERPRISE	3:00 PM	ROSEWOOD BALLROOM
MANAGING YOUR MOST VALUABLE ASSET: YOUR PEOPLE (PRESENTED BY KORN FERRY)	3:20 PM	ROSEWOOD BALLROOM
THE FUTURE OF MEDIA: ARE THE ROBOTS KILLING CREATIVITY?	3:40 PM	ROSEWOOD BALLROOM
THE CDX SPOTLIGHT: GLOBAL PERSPECTIVES	4:05 PM	ROSEWOOD BALLROOM
THE GARAGE ELEVATOR PITCH SESSIONS, PART II:	4:30 PM	ROSEWOOD BALLROOM
ROUNDTABLE DISCUSSIONS & NETWORKING (HOSTED BY SEAN FINNEGAN)	4:45 PM	ROSEWOOD BALLROOM
ROUNDTABLE DISCUSSION: TABLE 1: LEVERAGING FIRST-PARTY DATA TO DRIVE REAL-TIME ENGAGEMENT AND LIFETIME CUSTOMER VALUE	4:45/5:15 PM	ROSEWOOD BALLROOM
ROUNDTABLE DISCUSSION, TABLE #2: WELCOME TO THUNDERDOME! NATIVE APPS VS. THE MOBILE WEB	4:45/5:15 PM	ROSEWOOD BALLROOM
ROUNDTABLE DISCUSSION #3: THE RISE OF PROGRAMMATIC: IT’S THE FUTURE – WHAT DOES THAT MEAN?	4:45/5:15 PM	ROSEWOOD BALLROOM
NETWORKING / FREE TIME	5:45 PM	
HAPPY HOUR AND PRE-DINNER RECEPTION (HOSTED BY GOOGLE)	6:30 PM	ROSEWOOD BALLROOM FOYER
THE CDX FORUM DINNER: MARC ANDREESSEN INTERVIEWS NESTLE’S PETE BLACKSHAW	7:30 PM	ROSEWOOD BALLROOM

CDXAGENDA ▶

FRIDAY NOVEMBER 22 – MOBILE & EMERGING

BREAKFAST	7:15 AM	ROSEWOOD BALLROOM FOYER
CDX ACADEMY: GETTING TO TOMORROW’S DISRUPTORS BEFORE THEY GET TO YOU	7:30 AM	ROSEWOOD BALLROOM
CDX ACADEMY: THE THEORY OF THE BUSINESS: WHAT BUSINESS ARE YOU IN?	8:00 AM	ROSEWOOD BALLROOM
OPENING KEYNOTE: A CONVERSATION WITH TWITTER	8:45 AM	ROSEWOOD BALLROOM
CDX SPOTLIGHT SERIES: THE STATE OF APPNATION	9:15 AM	ROSEWOOD BALLROOM
THE CDX FEATURE INTERVIEW: A CONVERSATION WITH NIKE	9:30 AM	ROSEWOOD BALLROOM
BUILDING THE AUDIENCE OPERATING SYSTEM WITH ACXIOM CEO SCOTT HOWE	9:55 AM	ROSEWOOD BALLROOM
10 GOOD MINUTES: ASIA IS NOT A COUNTRY! DISCUSS.	10:15 AM	ROSEWOOD BALLROOM
THE MOBILE PLATFORM WARS: SO MANY PLATFORMS, SO LITTLE TIME	10:25 AM	ROSEWOOD BALLROOM
10 (MORE) GOOD MINUTES WITH YEXT CEO, HOWARD LERMAN	10:50 AM	ROSEWOOD BALLROOM
WHY DIGITAL WILL SAVE RETAIL: A CONVERSATION WITH PINTEREST AND WALMART	11:00 AM	ROSEWOOD BALLROOM
CDX SPOTLIGHT: A CONVERSATION WITH THE NEW YORK TIMES	11:25 AM	ROSEWOOD BALLROOM
FOLLOW THE MONEY: DRIVING MORE DOLLARS TO MOBILE (PRESENTED BY THE IAB AND SESSIONM)	11:45 AM	ROSEWOOD BALLROOM
CDX SPOTLIGHT SERIES: MOBILE-FIRST RE-ENGINEERING A CONVERSATION WITH GANNETT	12:10 PM	ROSEWOOD BALLROOM
THE POWER OF APIs AND APPS: A CONVERSATION WITH APIGEE	12:30 PM	ROSEWOOD BALLROOM
10 GOOD MINUTES: THE HOME SCREEN: THE EPIC BATTLE YET TO BE FOUGHT	12:50 PM	ROSEWOOD BALLROOM
POSTCARDS FROM THE EDGE: THE FUTURE OF TELEVISION	1:00 PM	ROSEWOOD BALLROOM



7:30a ▶ NOV21



MARTHA RUSSELL
EXECUTIVE DIRECTOR
MEDIAX @ STANFORD
UNIVERSITY



DAVID ARMANO
GLOBAL DIRECTOR,
KEY ACCOUNTS,
EDELMAN

CDX ACADEMY: GETTING TO
TOMORROW’S DISRUPTORS
BEFORE THEY GET TO YOU

ABOUT THE
SESSION

ROSEWOOD
BALLROOM

If you are a hotel owner, you are starting to look over your shoulder at the AirBnB’s of the world. A car service company—Uber. Some call this the collaborative economy and it’s being built by the kinds of people who have attended universities like Stanford. Over ten percent of Stanford’s student body is involved in creating or supporting a new business endeavor – in addition to their studies! University–business collaborations feed business issues into university research and give leaders advance notice of transformative innovations. Edelman and mediaX at Stanford University discuss how these relationships shift the mindsets of current employees and attract the best and the brightest new employees.

CO-PRESENTER: MARTHA RUSSELL, EXECUTIVE DIRECTOR, MEDIAX @ STANFORD UNIVERSITY

CO-PRESENTER: DAVID ARMANO, GLOBAL DIRECTOR, KEY ACCOUNTS, EDELMAN

Conference Agenda

8:00a ▶



CDX ACADEMY: WHAT IS THE FUTURE OF THE CHIEF DIGITAL OFFICER? WHAT IS THEIR ROLE IN THE C-SUITE?

CHAN SUH

SENIOR PARTNER & CHIEF DIGITAL OFFICER, PROPHET



TROY YOUNG

PRESIDENT, DIGITAL MEDIA, HEARST

ABOUT THE SESSION

ROSEWOOD BALLROOM

As more C-level titles are added to the mix, there is a need for clearly defined roles and responsibilities. And this includes the Chief Digital Officer position which seems to be appearing more in the C-Suite. In this session, Chan Suh, Senior Partner and Chief Digital Officer of Prophet and recently appointed Hearst Magazines President of Digital Media, Troy Young, will discuss the growing number of CDOs and what their roles and responsibilities should be. He'll leverage firsthand accounts from CDOs and CMOs in the field to answer the following questions:

- What is the role of a CDO?
- What do CMOs and others in the C-Suite want from a CDO?
- How does this affect the role of the CMO?
- What is the CDOs ideal relationship with the rest of the C-Suite?

FEATURED PRESENTER: CHAN SUH, SENIOR PARTNER & CHIEF DIGITAL OFFICER, PROPHET

FEATURED PRESENTER: TROY YOUNG, PRESIDENT, DIGITAL MEDIA, HEARST MAGAZINES



LUIS DI COMO

SVP, GLOBAL MEDIA, UNILEVER

OPENING KEYNOTE: HOW UNILEVER CRAFTS BRANDS FOR LIFE IN A DIGITAL WORLD

ABOUT THE SESSION

ROSEWOOD BALLROOM

INTRODUCTION: DREW IANNI, FOUNDER AND EVENT CHAIRMAN, THE CHIEF DIGITAL OFFICER GLOBAL FORUM

FEATURE KEYNOTE: LUIS DI COMO, SENIOR VICE PRESIDENT, MEDIA, UNILEVER

NOV21

8:45a ▶

Conference Agenda

9:15a ▶



ABIGAIL POSNER

HEAD OF STRATEGIC PLANNING, AGENCY DEVELOPMENT, GOOGLE

BEYOND COOL: AN ANTHROPOLOGICAL LOOK AT DIGITAL

ABOUT THE SESSION

ROSEWOOD BALLROOM

Sure, technology is cool, shiny and ever-present in all of our lives. But why? Google's Head of Strategic Planning Abigail Posner will reveal Google-led anthropological research that uncovers the "why" behind the behaviors fueling today's digital culture including how those digital natives known as the Millennials and Generation Z also show a proclivity towards being drawn to the tactile and analog. We'll discover the meaning behind our attachment and, sometimes, our aversion to digital technologies, and how it taps deep-seated human needs and desires in formerly impossible ways.

PRESENTED BY: ABIGAIL POSNER, HEAD OF STRATEGIC PLANNING, GOOGLE

9:35a ▶



THE FORRESTER - CDX FORUM BRAND ROUNDTABLE



ABOUT THE SESSION

ROSEWOOD BALLROOM

This session, led by Forrester Principal Analyst, Nigel Fenwick, brings together a diverse group of digital executives from leading brands to talk about the rapidly evolving, complex, and increasingly fragmented digital landscape and how they manage their staff, their agencies, their partners, and their daily lives in order to effectively take advantage of the opportunities and tackle the challenges that lie ahead for their businesses and industries in a post-digital age. We'll get their thoughts on the burgeoning mobile revolution, marketing in a multi-platform universe, and, most importantly, how they are reaching, engaging with and expanding the lifetime customer value of the increasingly elusive connected consumer.

MODERATOR: NIGEL FENWICK, VICE PRESIDENT, PRINCIPAL ANALYST, FORRESTER RESEARCH

DENISE WARREN, EVP, DIGITAL PRODUCTS & SERVICES, THE NEW YORK TIMES

MICHAEL DONNELLY, SVP, GROUP HEAD, GLOBAL DIGITAL MEDIA, MASTERCARD

DAN ROSSOMONDO, SVP, GLOBAL MARKETING PARTNERSHIPS, THE NATIONAL BASKETBALL ASSOCIATION

NOV21

Conference Agenda

10:00a ▶

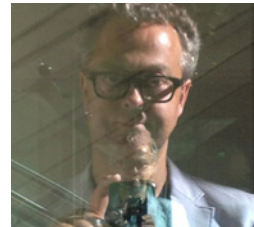
NBCUniversal
Digital MediaTHE ROLE REVERSAL FEATURE
INTERVIEW: NBCUNIVERSAL
INTERVIEWS BRIAN WIESER
AND BEN WINKLERABOUT THE
SESSIONROSEWOOD
BALLROOM

As many of you know, Brian Wieser of Pivotal Research is one of our industry's sharpest analysts and Ben Winkler leads the digital charge at OMD so we thought we'd turn-the-tables a bit and have digital media veteran Scott Schiller from NBCUniversal (our Founding Partner) interview Brian and Ben to get their thoughts on the emerging connected consumer and cross-platform monetization. We've assembled 50 years+ of digital media, marketing, sales and research on-stage for this compelling, role reversal interview. You won't want to miss it.

**INTRODUCTION: DREW IANNI, FOUNDER AND EVENT
CHAIRMAN, THE CHIEF DIGITAL OFFICER GLOBAL FORUM****SESSION LEADER: SCOTT SCHILLER, EVP,
DIGITAL MEDIA SALES, NBCUNIVERSAL****BRIAN WIESER, SENIOR RESEARCH ANALYST,
PIVOTAL RESEARCH****BEN WINKLER, CHIEF DIGITAL OFFICER, OMD****COFFEE SERVICE
PROVIDED BY:** **NBCUniversal**
Digital Media

10:25a ▶

NOV21

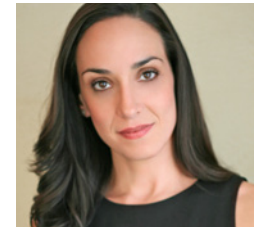
LES AGENTS PROVOCATEURS:
EMBRACING THE ANALOGPAUL
WOOLMINGTONABOUT THE
SESSIONROSEWOOD
BALLROOMFRANK
ROSE

Embracing the ANALOG? At a Chief Digital Officer Summit? Sacre bleu! Who are these provocateurs? It turns out that as we spend ever more time in the digital world, what's becoming increasingly valued is the time we do NOT spend online or in front of a screen—the time we spend with real people and real things. As JWT observed in its recent Trends Report, "people are fetishizing the physical and the tactile." It's not that we're abandoning digital—far from it. But as we buy ever more apps and ebooks and downloads, as digital screens become our default interface with the world, we seem increasingly to seek out physical objects and experiences. To find out why, Frank Rose, WIRED contributor and Author of "The Art of Immersion" and JWT Intelligence designed a study to assess the emotional value we attach to physical objects as opposed to their digital or virtual counterparts and then measure and value the unconscious emotional reactions we have to various things—including books, music, photographs, and other people—in physical and digital form. Long live analog!

LES AGENTS PROVOCATEURS:**PAUL WOOLMINGTON, FOUNDER/INVESTOR/ADVISOR,
NAKED COMMUNICATIONS, AMERICAS****FRANK ROSE, AUTHOR, "THE ART OF IMMERSION"**

Strategy & Platforms

10:50a ▶

DIGITAL ENGAGEMENT IN A
SOCIAL & MOBILE WORLD:
A CONVERSATION WITH
FOURSQUARE AND
AMERICAN EXPRESSABOUT THE
SESSIONROSEWOOD
BALLROOM

foursquare

The Chief Digital Officer Global Forum is pleased to welcome two consistently innovative companies represented by two digital industry veterans to the stage to talk about how current and emerging social and mobile technologies and media are driving a new form of digital engagement and fundamentally impacting consumer behavior. Join American Express SVP of Digital Partnerships, Leslie Berland and digital media and advertising veteran Steven Rosenblatt for an engaging conversation about their expanding digital marketing arsenal and the business opportunities and management challenges that accompany an environment of "so many platforms, so little time".

**INTRODUCTION: DREW IANNI, EVENT CHAIRMAN,
THE CHIEF DIGITAL OFFICER FORUM****FEATURED SPEAKER: LESLIE BERLAND, SVP,
DIGITAL PARTNERSHIPS, AMERICAN EXPRESS****FEATURED SPEAKER: STEVEN ROSENBLATT,
CHIEF REVENUE OFFICER, FOURSQUARE**

11:10a ▶

NOV21

KITESMTHE CDX FORUM GARAGE
ELEVATOR PITCHES, PART I:ABOUT THE
SESSIONROSEWOOD
BALLROOM

\ UNBOUND \

The Chief Digital Officer Forum is pleased to showcase 9 compelling, innovative start-up companies that we have pre-screened and believe many of you will find compelling and relevant. Each of these companies will be in the Ballroom pre-function foyer area from 11am-5pm on Thursday, November 21 and, over the course of the conference, each company will also get 2 minutes of "elevator pitch" time on our main stage. This is the first pitch segment and it will include 3 of our CDX Forum Garage start-ups. If you're interested in learning more, the contact information for principals of each of these start-ups is listed in your event guide or simply feel free to introduce yourself to them here at The Forum:

PRESENTING COMPANY 1 : KITE**PRESENTING COMPANY 2: NETCHANGE****PRESENTING COMPANY 3: UNBOUND**

Conference Agenda

11:20a ▶



THE ART OF INNOVATION:
LET THE CUSTOMER
BE YOUR GUIDE



ABOUT THE
SESSION

ROSEWOOD
BALLROOM



Many of our friends and colleagues with "digital DNA" are now finding themselves in executive-level marketing innovation positions at a wide range of national and global brands. And while we know digital has fully transformed the discipline of marketing communications, what is the remit of the emerging marketing innovation executive? We are pleased to welcome one of our leading national brand executives, Mark Silva, CEO of Kite, to ask this group of leading marketing innovation executives how they define marketing innovation and how are they going about driving impactful marketing innovation both internally and externally. Innovation can be an empty, trendy buzzword but, in this session, we'll present a group of world-class, forward-thinking marketing executives and have them share how they are mastering the art of innovation and positively impacting the brand and the bottom line.

**INTRODUCTION: PAUL WOOLMINGTON, CO-CHAIR,
THE CHIEF DIGITAL OFFICER GLOBAL FORUM**

SESSION LEADER: MARK SILVA, CEO, KITE

**BALAJI GOPINATH, VP, EMERGING TECHNOLOGY,
TURNER BROADCASTING**

**CHRISTOPHER MILLER, DIVISIONAL VP,
GLOBAL BRAND STRATEGY & INNOVATION, ABBOTT**

**WINSTON WANG, GLOBAL DIRECTOR,
STRATEGIC INNOVATION, ANHEUSER-BUSCH InBev**

11:45a ▶

NOV21



CDX FEATURE ROUNDTABLE:
THE MASTERS OF
MULTI-PLATFORM



ABOUT THE
SESSION

ROSEWOOD
BALLROOM



From mobile phones and tablets to connected TVs to gaming platforms to native and mobile web apps, content producers and owners are now faced with a myriad of distribution options. Can (should) media and content companies afford to put their content across every digital device and platform? Will the mobile web ultimately replace or complement native app platforms? Will tablets ultimately reach a mass market audience and what impact will that have on media distribution and advertising? Will Connected TVs and emerging over-the-top (OTT) platforms fundamentally impact and disrupt television and its long-standing business model or will they actually enhance and expand the television industry as we know it? And where will advertising fit into this increasingly on-demand world?

**SESSION LEADER: MIKE BRINKER, PARTNER & NATIONAL
PRACTICE LEADER, DELOITTE DIGITAL**

**JOHN CANTARELLA, PRESIDENT, DIGITAL,
NEWS & SPORTS, TIME INC.**

**KEVIN DOERR, SENIOR VICE PRESIDENT, DIGITAL PRODUCT,
THE WEATHER COMPANY**

**ROB GELICK, SENIOR VICE PRESIDENT & GENERAL
MANAGER, DIGITAL PLATFORMS, CBS INTERACTIVE**



Strategy & Platforms

12:10p ▶



A CONVERSATION WITH
LENOVO: A GLOBAL
PERSPECTIVE ON THE DIGITAL
LANDSCAPE

BRETT
WILSON

CHIEF EXECUTIVE
OFFICER, TUBEMOGUL



GARY
MILNER

DIRECTOR, GLOBAL
DIGITAL MARKETING,
LENOVO

ABOUT THE
SESSION

ROSEWOOD
BALLROOM

With \$35B+ in projected revenue in 2013 and 35,000 employees across the globe, Lenovo has truly become a global behemoth and we welcome its Director of Global Digital Marketing, Gary Milner, to the stage to talk about his experiences and thoughts on emerging industry trends and how Lenovo is leveraging digital media and marketing platforms here in the United States and globally. We look forward to Mr. Milner's perspectives on what's working and what's not in digital media and advice on how to effectively manage and effectively execute truly global media and marketing campaigns. On stage to interview Mr. Milner is Brett Wilson, CEO of TubeMogul, a pioneer and market leader in the video advertising and marketing space with seven offices globally.

SESSION LEADER: BRETT WILSON, CEO, TUBEMOGUL

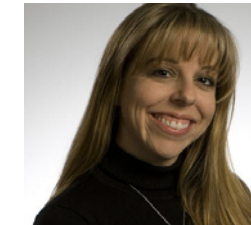
**FEATURED SPEAKER: GARY MILNER, DIRECTOR,
GLOBAL DIGITAL MARKETING, LENOVO**

12:30p ▶

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NATIVE ADVERTISING
SPOTLIGHT: PRESENTED BY
THE ONLINE PUBLISHERS
ASSOCIATION



ABOUT THE
SESSION

ROSEWOOD
BALLROOM



The Chief Digital Officer Global Forum is pleased to partner with the Online Publishers Association (OPA) and welcomes our good friend Pam Horan, President of the OPA, to lead a discussion on one of the hottest topics across the broader digital marketing landscape: Native Advertising. The OPA will present research and findings on the state of native advertising including buy-side and sell-sides perspectives on this emerging format, best practices, scalability and the ongoing debate about the line between editorial and "sponsored content". Pam will be joined by online advertising veteran, Michelle Denogean from Edmunds.com and McCann Chief Digital Officer, Mike Parker, and Fiksu's Spencer Scott who will share her unique perspective on native advertising and how it can be leveraged to offer a cross device solution to maximize audience reach

**MODERATOR: PAM HORAN, PRESIDENT,
THE ONLINE PUBLISHERS ASSOCIATION**

**MICHELLE DENOGEAN, VP, MARKETING & BUSINESS
OPERATIONS, EDMUNDS.COM**

MIKE PARKER, CHIEF DIGITAL OFFICER, McCANN

SPENCER SCOTT, SVP, SALES, FIKSU



Conference Agenda

12:55p ▶



THE DIGITAL NATIVE ASCENDS:
HOW AN EMERGING AND
DIGITAL LENS APPLIED TO
ALL MEDIA ADVANCES
AND DISRUPTS



ABOUT THE
SESSION

ROSEWOOD
BALLROOM

During this fireside chat, David Veneski, US Media Director for Intel will share his view on how his early focus on emerging media shaped his approach to digital planning, as well as his current responsibilities overseeing all media. Told from the perspective of Intel's marketing shifts spanning the last few years to the one ahead, David will outline how new media is inspiring change in our industry while also making arbitrary lines between digital vs. traditional or even media vs. creative a thing of the past. Ji-Young Kim, SVP of Creative Solutions from Ansible, joins him during this session to get his candid take on where his media and agency partners have added value along the way and what he will seek from his partners as he looks to the future.

**INTRODUCTION: PAUL WOOLMINGTON, CO-CHAIR,
THE CHIEF DIGITAL OFFICER GLOBAL FORUM**

**SESSION LEADER: JI-YOUNG KIM, SVP, STRATEGY,
ANSIBLE MOBILE (IPG)**

DAVID VENESKI, US MEDIA DIRECTOR, INTEL

**BABA SHETTY, CHIEF STRATEGY AND
MEDIA OFFICER, DIGITAS**

1:15p ▶

NOV21

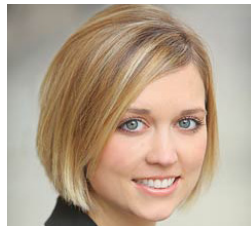


CDX LUNCH KEYNOTE: WHAT
MARKETERS CAN LEARN FROM
OBAMA FOR AMERICA



ABOUT THE
SESSION

ROSEWOOD
BALLROOM



LUNCH PROVIDED BY:

mojiva
moceanmobile

**LUNCH HOST & INTRODUCTION: CARRIE COFFEE, VP,
NATIONAL SALES, MOJIVA & MOCEAN MOBILE**

**TOM BEDECARRE, CHAIRMAN, AKQA & PRESIDENT, WPP
VENTURES**

**JOE ROSPARS, CEO, BLUE STATE DIGITAL & DIGITAL STRATEGY
DIRECTOR, OBAMA FOR AMERICA 2008 & 2012**

TIM CRONIN, SVP SALES, MOCEAN MOBILE

The Chief Digital Officer Global Forum is thrilled to welcome two digital pioneers and trailblazers for this keynote interview as Tom Bedecarre, the Chairman and long-time CEO of AKQA and current President of WPP Ventures and Joe Rospars, the Founding CEO of Blue State Digital and the Digital Strategy Director for the Obama For America 2008 and 2012 campaigns. We look forward to Tom and Joe's thoughts on the broader impact of digital on media and Presidential campaigns and how to effectively leverage mobile platforms and a cutting-edge data strategy to drive consumer and voter engagement. Tom Bedecarre helped build AKQA into a global, powerhouse digital marketing and services company and Joe Rospars helped plan and execute digital strategy for a set of political campaigns, the last of which represented arguably the largest mobile marketing and call-to-action initiative in the history of the platform. And thank you to our partners at Mojiva and mocean Mobile for providing lunch today.

Strategy & Platforms

2:15p ▶



AFTERNOON KEYNOTE:
A CONVERSATION WITH
CONDE NAST

DREW
SCHUTTE

CHIEF INTEGRATION
OFFICER, CONDE NAST



HOWARD
MITTMAN

PUBLISHER, WIRED

The Chief Digital Officer Global Forum afternoon keynote features a stimulating fireside chat between two leading executives from the Conde Nast family — Drew Schutte, the Chief Integration Officer at Conde Nast and Howard Mittman, the Publisher of *WIRED*. Conde Nast now features a portfolio of over 22 global magazines, produces 27 websites and now over 50 apps. While Conde Nast's consumers still like to curl up with one of their "glossies", the company has been a digital pioneer for nearly 20 years and is in full-embrace of the mobile revolution and the rapidly-emerging mobile-first consumer. Come here from one of our leading American content companies and publishers about how they believe that, despite the massive fragmentation of media and increasingly elusive connected consumer, we have entered a new golden age of publishing.

**INTRODUCTION: PAUL WOOLMINGTON, CO-CHAIR,
THE CHIEF DIGITAL OFFICER GLOBAL FORUM**

DREW SCHUTTE, CHIEF INTEGRATION OFFICER, CONDE NAST

HOWARD MITTMAN, PUBLISHER, WIRED

2:35p ▶

NOV21



IT'S NOT ABOUT BIG DATA –
IT'S ABOUT SMART DATA!



MATT
SPIEGEL

SVP & GM, AMERICAS
MEDIAMATH

ABOUT THE
SESSION

ROSEWOOD
BALLROOM

Everybody is talking about "big data". Companies already had big data to crunch before the rise of consumer mobility and, now, with the explosion of connected devices and private clouds, big data hardly seems, well,big enough. But when it comes down to it, "big data" in its raw form is a trendy, industry buzzword. What you want to know is how are leading companies taking these mass quantities of online, offline, and increasingly mobile and cross-platform data and leveraging the cloud and big data apps to integrate and convert it into smart data that helps you create competitive market advantages, stronger customer relationships, and incremental revenue and margin growth.

**SESSION LEADER: MATT SPIEGEL, SVP & GM,
AMERICAS, MEDIAMATH**

**STEPHEN BRODSKY, DISTINGUISHED ENGINEER &
TECHNICAL EXECUTIVE, BIG DATA, IBM**

**HEIDI BROWNING PEARSON, SVP,
STRATEGIC SOLUTIONS, PANDORA**

**MICHAEL ANDREW, EXECUTIVE DIRECTOR OF
DATA SCIENCE, AKQA**

Conference Agenda

3:00p ▶

JEANETTE
GIBSONVP, COMMUNITY
HOOTSUITEBUILDING THE SOCIAL
ENTERPRISEABOUT THE
SESSIONROSEWOOD
BALLROOM

What does it mean to have a smart, effective "social media strategy". We toss around the phrase "earned media" quite-a-bit and there certainly is great value in earning Facebook "likes", positive Tweets, and glowing Instagram posts. But are you truly monitoring and effectively analyzing commentary and public sentiment across the long-tail of social networks and what is bubbling-up next as the next trend-making or trend-killing platform? And those are just the external issues and strategies to master; What are you doing to convert your employees into powerful brand ambassadors and is your organization being sufficiently proactive in attempting to shape the social media and sentiment around your brand or products? Join Jeanette Gibson, the VP of Community at HootSuite and former Head of Global Social and Digital Marketing at Cisco and Marketo CMO, Sanjay Dholakia, to gain insights on how world-class brands must develop and execute on comprehensive world-class social media strategies that positively impact and empower your external and internal customers and employees.

SESSION LEADER: DREW IANNI, FOUNDER AND EVENT CHAIRMAN, THE CHIEF DIGITAL OFFICER GLOBAL FORUM

FEATURED PANELIST: JEANETTE GIBSON, VP, COMMUNITY, HOOTSUITE

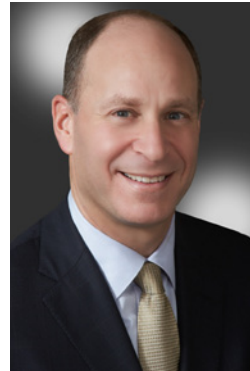
FEATURED PANELIST: SANJAY DHOLAKIA, CMO, MARKETO

SANJAY
DHOLAKIA

CMO, MARKETO

3:20p ▶

NOV21

MANAGING YOUR MOST
VALUABLE ASSET: YOUR
PEOPLE (PRESENTED BY
KORN FERRY)ABOUT THE
SESSIONROSEWOOD
BALLROOMDREW
LIPSHERSENIOR CLIENT
PARTNER, GLOBAL MEDIA
SECTOR KORN FERRY

Intellectual property. Uniquely compelling content. First-mover advantage. Powerful distribution networks. A strong brand— These are all critically valuable assets for any company but, often times, companies and senior managers don't take the time to align their talent goals with their business goals and ultimately devalue the most precious asset of all – talent. Join Drew Lipsher from Korn Ferry for a discussion with CDX Forum Founder and Event Chairman Drew Ianni about finding, retaining and nurturing great talent and what best practices are emerging in terms of realigning management and organizational structures to help drive organic, digital knowledge transfer throughout the enterprise.

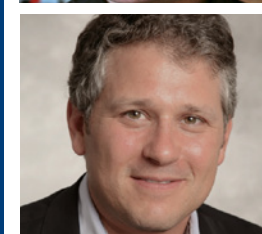
SESSION LEADER: DREW IANNI, FOUNDER AND EVENT CHAIRMAN, THE CHIEF DIGITAL OFFICER GLOBAL FORUM

FEATURED SPEAKER: DREW LIPSHER, SENIOR CLIENT PARTNER, GLOBAL MEDIA SECTOR, KORN FERRY INTERNATIONAL

COFFEE SERVICE
PROVIDED BY:

Strategy & Platforms

3:40p ▶

THE FUTURE OF MEDIA: ARE THE
ROBOTS KILLING CREATIVITY?ABOUT THE
SESSIONROSEWOOD
BALLROOM

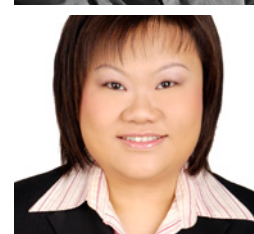
Programmatic buying, wherein ads are targeted to anonymous "personas" through tens of billions of real-time impressions each day across the Web, video, social and mobile, how can we keep messages relevant, personalized and cognizant of consumer behaviors? And as all inventory across all media is increasingly digital (even TV inventory), are we taking programmatic and "automated" media planning and buying solutions too far and sacrificing creativity and innovation? Are we at risk of letting the robots (or, worse yet, the traders!) takeover or is this all little cause for concern because the marketplace will ultimately settle itself and the savvy planners and buyers will leverage both automated, RTB-based solutions alongside emerging custom, premium solutions? Is programmatic killing creativity. This panel will explore how to anchor advertising in the fundamentals to keep the robots from taking over completely.

INTRODUCTION: CHICK FOXGROVER, CHIEF DIGITAL OFFICER, THE 4A'S

SESSION LEADER: ERIC BADER, CMO, RADIUMONE
KEVIN WASSONG, CEO, LIN MOBILE
TEG GRENAGER, FOUNDER AND CHIEF PRODUCT OFFICER, ADAPT.TV
QUENTIN GEORGE, CO-FOUNDER & PRINCIPAL, UNBOUND

4:05p ▶

NOV21

THE CDX SPOTLIGHT:
GLOBAL PERSPECTIVESABOUT THE
SESSIONROSEWOOD
BALLROOM

We continue to our discussion about the emerging digital media, marketing, communications and commerce trends and ecosystems from across Europe and Asia as we feature a high-caliber group of senior executives from across the globe to share their unique wisdom and perspectives on the largest global regional consumer market as well as the rapidly evolving and uniquely different individual national mass markets that make up the region.

INTRODUCTION: PAUL WOOLMINGTON, CO-CHAIR, THE CHIEF DIGITAL OFFICER GLOBAL FORUM

MODERATOR: DARIN BROWN, PRESIDENT, EUROPE, CRISPIN PORTER + BOGUSKY

FEATURED PANELIST: ARLENE ANG, CEO, DIGITAL, OMNICOM MEDIA GROUP CHINA

FEATURED PANELIST: CHRIS REITERMANN, PRESIDENT, ASIA PACIFIC, OGILVY & MATHER

FEATURED PANELIST: ROBBIE HILLS, HEAD OF MEDIA TECHNOLOGIES, CHINA, INDIA & SE ASIA, GOOGLE

Conference Agenda

4:30p ▶

 pocketmath











THE GARAGE ELEVATOR PITCH SESSIONS, PART II

ABOUT THE SESSION

ROSEWOOD BALLROOM

The Chief Digital Officer Forum is pleased to showcase 9 compelling, innovative start-up companies that we have pre-screened and believe many of you will find compelling and relevant. Each of these companies will be in the Ballroom pre-function foyer area from 11am-5pm on Thursday, November 21 and, over the course of the conference, each company will also get 2 minutes of "elevator pitch" time on our main stage. This is the axons pitch segment and it will include four of our CDX Forum Garage start-ups. If you're interested in learning more, the contact information for principals of each of these start-ups is listed in your event guide or online at www.cdxforum.com/garage or simply feel free to introduce yourself to them here at The Forum:

PRESENTING COMPANY 4: POCKETMATH

PRESENTING COMPANY 5: SOCIAL DEVIANT

PRESENTING COMPANY 6: SHAPE

PRESENTING COMPANY 7: TRAILERPOP

PRESENTING COMPANY 8: GLYMPSE

PRESENTING COMPANY 9: INSTART LOGIC

4:45p ▶

NOV21



ROUNDTABLE DISCUSSIONS & NETWORKING (HOSTED BY SEAN FINNEGAN)

ABOUT THE SESSION

ROSEWOOD BALLROOM

SEAN FINNEGAN

FOUNDER & CEO
THE C4 GROUP

Please join our CDX Forum Guest Host and all-around digital pioneer, Sean Finnegan, for a series of intimate, roundtable discussions on some of the key topics and issues we have been, and will be, focusing on here at the inaugural Chief Digital Officer Global Forum. We will have three 30-minute roundtable discussions running concurrently and each will repeat one time so you can manage to attend 2 of the 3 discussions. Bring your opinions and perspectives and be ready to engage on issues and topics including first-party data, native app vs. the mobile web and the state of mobile advertising.

Strategy & Platforms

4:45p ▶

A D A R A



KIT SIMON

EVP & CRO,
ADARA MEDIA

ROUNDTABLE DISCUSSION:
TABLE 1: LEVERAGING FIRST-PARTY DATA TO DRIVE REAL-TIME ENGAGEMENT AND LIFETIME CUSTOMER VALUE

ABOUT THE SESSION

ROSEWOOD BALLROOM

TABLE 1: LEVERAGING FIRST PARTY-DATA TO DRIVE REAL-TIME ENGAGEMENT AND LIFETIME CUSTOMER VALUE*

TABLE 1 SESSION HOST: KIT SIMON, EVP & CRO, ADARA MEDIA

Brands are sitting on a treasure-trove of valuable, precious data yet many aren't leveraging it properly much less thinking of new and innovative ways to be able to capture valuable first-party data from proprietary sources, as well as from industry partners, that can be used, in turn, to drive brand preference and lifetime customer value. Join Kit Simon, EVP & CRO at Adara Media to discuss how leveraging first-party data is working for your brand and your clients.

*This session will repeat at 5:15pm

4:45p ▶

NOV21



DIRK RIENTS

SVP, MOBILE, DDB

ROUNDTABLE DISCUSSION,
TABLE 2: WELCOME TO THUNDERDOME! NATIVE APPS VS. THE MOBILE WEB

ABOUT THE SESSION

ROSEWOOD BALLROOM

TABLE #2: WELCOME TO THUNDERDOME! NATIVE APPS VS. THE MOBILE WEB

SESSION LEADER: DIRK RIENTS, SVP, MOBILE, DDB

Our sister conference, APPNATION, focuses on the burgeoning app economy and, from the beginning, a perennial "hot-topic" at APPNATION is the ongoing native app vs. mobile web discussion. This session, hosted by DDB's Head of Mobile, Dirk Rients, focuses on this debate which continues to rage and only seems to have intensified recently as HTML5 and the mobile web as a platform have made great strides but there is still great debate in regards to what consumers want and the value of each platform in regards to advertising effectiveness, content distribution, commerce, creative development, and analytics. Some believe it's all-or-nothing, zero-sum game while others believe we will live in a "hybrid" mobile-world platform for years-to-come. The battle has been engaged. Someone cue Tina Turner. It's Thunderdome!

*This session will repeat at 5:15pm

Conference Agenda

4:45p ▶



ROUNDTABLE DISCUSSION #3:
THE RISE OF PROGRAMMATIC:
IT'S THE FUTURE –
WHAT DOES THAT MEAN?



MATT
SPIEGEL

SVP & GM, AMERICAS
MEDIAMATH

ABOUT THE
SESSION

ROSEWOOD
BALLROOM

**ROUNDTABLE DISCUSSION #3:
THE RISE OF PROGRAMMATIC: IT'S THE FUTURE –
WHAT DOES THAT MEAN?**

**ROUNDTABLE # 3 SESSION HOST: MATT SPIEGEL, SVP, GM,
AMERICAS, MEDIAMATH**

According to eMarketer, worldwide programmatic ad spending has increased to hit \$12 billion this year, five years since its introduction. Up until now, however, only marketers and agencies at the forefront of the rapidly evolving marketing industry have employed it. This growth indicates that marketers better understand its value -- the ability to leverage the power of data through technology -- for their buys -- from display to social to video to mobile -- and given the increasing adoption, it's not too long before it drives television and digital-out-of-home. Matt Spiegel, SVP, GM Americas of MediaMath, will kick off the roundtable sharing use cases of clients who have successfully implemented programmatic strategies.

*This session will repeat at 5:15pm

6:30p ▶

NOV21

HAPPY HOUR AND PRE-DINNER RECEPTION
(HOSTED BY GOOGLE)

Google

ABOUT THE
SESSION

ROSEWOOD
BALLROOM
FOYER

All attendees are welcome to join us for cocktails in the Rosewood Ballroom foyer and accompanying patio and deck for the official opening reception of the inaugural Chief Digital Officer Global Forum. The official Chief Digital Officer Global Forum Opening Reception is hosted by Google.

Strategy & Platforms

7:30p ▶

NOV21



MARC
ANDREESSEN

FOUNDER & PARTNER,
ANDREESSEN
HOROWITZ

THE CDX FORUM DINNER:
MARC ANDREESSEN
INTERVIEWS NESTLE'S
PETE BLACKSHAW

ABOUT THE
SESSION

ROSEWOOD
BALLROOM

**MARC ANDREESSEN, FOUNDER AND PARTNER,
ANDREESSEN HOROWITZ**

- INTERVIEWS -

**PETE BLACKSHAW, GLOBAL HEAD OF DIGITAL
AND SOCIAL MEDIA, NESTLE**



PETE
BLACKSHAW

GLOBAL HEAD
OF DIGITAL &
SOCIAL MEDIA, NESTLE

APPNATION



DECEMBER 3-4, 2013
MOSCONE WEST
SAN FRANCISCO



LOOK FOR DETAILS AT
APPNATIONCONFERENCE.COM

Conference Agenda

8:00a ▶

Columbia
Journalism
School ADAM
KLEINPRESIDENT,
MEDIALEADER LLC &
ADJUNCT PROFESSOR,
COLUMBIA UNIVERSITYCDX ACADEMY: THE THEORY OF
THE BUSINESS: WHAT BUSINESS
ARE YOU IN?ABOUT THE
SESSIONROSEWOOD
BALLROOM

The fundamental changes digital service drives in consumer expectations and company's competitive dynamics requires a fundamental review of exactly what business you are now really engaged in, and where is it leading you.

John Temple was the executive editor of the legendary Rocky Mountain News when it was closed in 2009 –serving the Denver area since 1859. He delivered a speech at Google in September of that year in which he offered his Ten Lessons he believes led to that newspaper's demise. Reading this extremely well written 'mea-culpa' speech will be your 'homework assignment' before coming to class!

Using this as the backdrop, and engaging thoughts from business guru's such as Peter Drucker, this discussion will explore lessons beyond just newspapers, but into all media, service and industrial sectors affected by digital opportunities, or, depending on your perspective, disruptions.

PRESENTED BY: ADAM KLEIN, PRESIDENT, MEDIALEADER LLC & ADJUNCT PROFESSOR, COLUMBIA UNIVERSITY SCHOOL OF JOURNALISM

8:45a ▶

NOV22

OPENING KEYNOTE: A
CONVERSATION WITH TWITTERADAM
BAINPRESIDENT,
GLOBAL REVENUE,
TWITTERABOUT THE
SESSIONROSEWOOD
BALLROOM

The Chief Digital Officer Global Forum is thrilled to welcome Adam Bain, President of Global Revenue at Twitter, to our keynote stage to talk about Twitter's evolution as "mobile-first" platform and their views on mobile and broader cross-platform monetization. We look forward to hearing about Twitter's perspectives on the rapidly evolving mobile-first consumer and how social media and the overarching Twitter platform impacts the new purchase funnel across a range of products categories from media and entertainment to mobile apps to product sales and even Presidential elections. And we also look forward to learning more about Twitter's recent foray into the "television industrial complex" as it seems to be creating its own category within the television ecosystem that combines analytics expertise and "programming influence" simultaneously. Never have 140 characters impacted so much.

INTRODUCTION: DREW IANNI, EVENT CHAIRMAN, THE CHIEF DIGITAL OFFICER GLOBAL FORUM

FEATURE KEYNOTE: ADAM BAIN, PRESIDENT, GLOBAL REVENUE TWITTER

Mobile & Emerging

9:15a ▶

CDX SPOTLIGHT SERIES:
THE STATE OF APPNATIONSIMON
KHALAF

CEO, FLURRY

ABOUT THE
SESSIONROSEWOOD
BALLROOM

For our State of APPNATION CDX Spotlight session we are thrilled to welcome Simon Khalaf, CEO of Flurry, to our stage to offer Flurry's engaging and insightful overview of The State of APPNATION. Flurry is the leading, global app analytics company for developers of all shapes-and-sizes and currently tracks app activity on 1 Billion unique devices globally tracks over 1 TRILLION app events per month and, not surprisingly, his strategic market and ecosystem insights are always illuminating and eye-opening.

INTRODUCTION: DREW IANNI, EVENT CHAIRMAN, THE CHIEF DIGITAL OFFICER GLOBAL FORUM

PRESENTED BY: SIMON KHALAF, CEO, FLURRY

9:30a ▶

NOV22

THE CDX FEATURE INTERVIEW:
A CONVERSATION WITH NIKECHRIS
SATCHELLCHIEF CONSUMER
TECHNOLOGY
OFFICER, NIKEABOUT THE
SESSIONROSEWOOD
BALLROOM

The Chief Digital Officer Global Forum is thrilled to welcome Chris Satchell, the Chief Consumer Technology Officer at Nike to our stage. Nike has been one the most progressive consumer brands in the areas of digital and emerging technology constantly innovating and pushing "consumer tech" forward. The Digital Sport group is constantly creating new product and Nike's Sustainable Business & Innovation Lab actively incubates young companies and emerging technologies. Chris Satchell oversees the strategy and execution related to all consumer-focused technology, working with the Digital Commerce, Brand, and Sport teams. Most recently, Satchell held the position of Chief Technology Officer and Executive Vice President of R&D at IGT, the world leader in legalized gambling content, platforms and systems and previously held the position of Chief Technology Officer for the Interactive Entertainment Business (IEB) at Microsoft, where he was responsible for technical strategy and execution across the gaming business at Microsoft; Xbox, Games for Windows, Xbox Live and Microsoft Game Studios. We are thrilled to welcome Chris Satchell as our Feature Interview at the inaugural Chief Digital Officer Global Forum

INTRODUCTION: PAUL WOOLMINGTON, CO-CHAIR, THE CHIEF DIGITAL OFFICER GLOBAL FORUM

FEATURE INTERVIEW: CHRIS SATCHELL, CHIEF CONSUMER TECHNOLOGY OFFICER, NIKE

Conference Agenda

9:55a ▶

acxiom

BUILDING THE AUDIENCE
OPERATING SYSTEM WITH
ACXIOM CEO SCOTT HOWESCOTT
HOWE

CEO, ACXIOM

ABOUT THE
SESSIONROSEWOOD
BALLROOM

The Chief Digital Officer Global Forum is pleased to welcome Scott Howe, CEO of Acxiom, a global leader in leveraging data and technology to drive marketing transformation, to talk about the rise of the "audience operating system" where data, targeting, and advanced analytics are creating an environment where marketers can target specific audiences and segments across multiple devices and platforms.

INTRODUCTION: DREW IANNI, FOUNDER AND EVENT CHAIRMAN, THE CHIEF DIGITAL OFFICER GLOBAL FORUM

FEATURED PRESENTER: SCOTT HOWE, CEO, ACXIOM

10:15a ▶

NOV22

Google

10 GOOD MINUTES: ASIA IS NOT
A COUNTRY! DISCUSS.ROBBIE
HILLSHEAD OF MEDIA
TECHNOLOGIES,
GOOGLEABOUT THE
SESSION

With over 4.2 billion consumers, or approximately 60% of the world's population, the evolving "pivot to Asia" is not reserved for the masters of geopolitics. Despite recent slowdowns, there is an exploding middle class and elite group of wealthy consumers across the region ready and willing to part with their disposable income. However, as with most regions around the globe, APAC is made of up literally hundreds of unique cultures, languages, religions, likes and dislikes, and business practices and digital and mobile have vastly different roles and impact from country-to-country. The Chief Digital Officer Global Forum is pleased to welcome Robbie Hills, the Head of Media Technologies across APAC for Google to talk about key, emerging digital and mobile trends across Asia Pacific and how leading companies are leveraging these platforms to reach, engage, and sell to the largest block of consumers on the planet.

INTRODUCTION: DREW IANNI, EVENT CHAIRMAN, CHIEF DIGITAL OFFICER GLOBAL FORUM

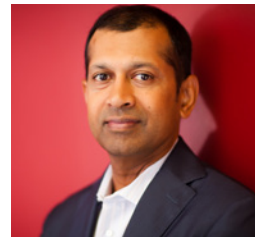
FEATURED SPEAKER: ROBBIE HILLS, HEAD OF MEDIA TECHNOLOGIES, CHINA, INDIA & SE ASIA, GOOGLE

COFFEE SERVICE
PROVIDED BY:

yext

Mobile & Emerging

10:25a ▶

THE MOBILE PLATFORM WARS:
SO MANY PLATFORMS,
SO LITTLE TIMEABOUT THE
SESSIONROSEWOOD
BALLROOM

Across the mobile ecosystem, the platform wars rage on across a range of native operating systems, hardware devices, form factors and the mobile web. Companies and consumers alike have to make important platform investments and marketers now have a diverse, and fragmenting, array of mobile media and platforms to reach and engage with consumers. These platform investments and related trends impact product development decisions and priorities for B-to-C and B-to-B companies across all major business verticals. A closely watched subset of these wars is the Native app vs. mobile web debate as they each offer a range of varying advertising and marketing solutions and are the foundation for starkly different business models and approaches to product distribution and advertising. Hosted by Opera Mediaworks, this session welcomes a diverse group of professionals that offer a unique blend of perspectives and expertise on the mobile platforms wars and how to best reach and monetize the mobile consumer and in increasingly cross-platform world.

SESSION LEADER: BOB DAVIS, GENERAL PARTNER, HIGHLAND CAPITAL PARTNERS

MAHI de SILVA, CEO, OPERA MEDIAWORKS

JEFF DACHIS, CHAIRMAN AND CEO, DACHIS GROUP

ERIC BERGER, EVP & GM, DIGITAL NETWORKS & GM CRACKLE



10:50a ▶

NOV22

yext

10 (MORE) GOOD MINUTES WITH
YEXT CEO, HOWARD LERMANHOWARD
LERMAN

CEO, YEXT

Conference Agenda

11:00a ▶



DAVID SMITH

CHIEF EXECUTIVE
OFFICER,
MEDIASMITH

BRIAN MONAHAN

VP, MARKETING,
WALMART.COMWHY DIGITAL WILL SAVE
RETAIL: A CONVERSATION WITH
PINTEREST AND WALMARTABOUT THE
SESSIONROSEWOOD
BALLROOM

Digital trends are all about pendulum swings. Last year, we were all fretting about the total demise of retail with consumers, en masse, "showrooming" big-box retailers into oblivion. Fast forward a year later and Best Buy's stock has doubled and have you been to a Fry's Electronics in The Bay Area or the B&H store in New York lately? Retail has certainly changed but it's death has been greatly exaggerated. We are also learning how emerging digital, mobile, and social platforms and technologies such as Pinterest and are not only driving in-store and online foot traffic but enabling and driving in-store and omni-channel conversion as well. The death of retail? Hogwash!! The digital revolution is in full swing and here to help usher in an epic retail renaissance and The Chief Digital Officer Global Forum is pleased to welcome one of our moderator extraordinaires, and all-around Bay Area advertising legend, David Smith, Steve Patrizi, Head of Partner Marketing at Pinterest, and Brian Monahan, a long-time digital agency hound and now VP of Marketing at Walmart.com, to talk about the influence of digital on the omnichannel consumer experience and evolving path-to-purchase.

SESSION LEADER: DAVID SMITH, CEO, MEDIASMITH**STEVE PATRIZI, HEAD OF PARTNER MARKETING, PINTEREST****BRIAN MONAHAN, VP, MARKETING, WALMART.COM**

11:25a ▶

NOV22

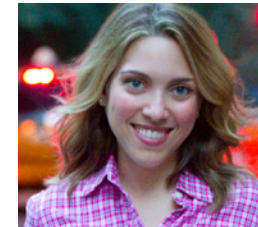
The
New York
TimesMICHAEL
ZIMBALISTVP, RESEARCH &
DEVELOPMENT
OPERATIONS,
THE NEW YORK TIMESCDX SPOTLIGHT: A
CONVERSATION WITH
THE NEW YORK TIMESABOUT THE
SESSIONROSEWOOD
BALLROOM

The New York Times has long been a digital pioneer originally leading the way with an aggressive, and hotly-debated, online strategy which included, for years, free access to the entire New York Times online then moving into various subscription-based product experiments and through-to today with its emerging, successful subscription business and innovative, first-mover advancements on the mobile/app front. The Chief Digital Officer Global Forum is pleased to welcome back a long-time friend and supporter, Michael Zimbalist, who oversees Research and Operations at The New York Times as well as the company's mobile technology initiatives. Michael will share his thoughts on the emerging mobile consumer age and what that means for monetization, content discovery, and multi-platform advertising solutions and analytics for The Times Company and other established and emerging content businesses.

INTRODUCTION: DREW IANNI, EVENT CHAIRMAN, THE CHIEF DIGITAL OFFICER FORUM**FEATURED PRESENTER: MICHAEL ZIMBALIST, VP, RESEARCH AND DEVELOPMENT OPERATIONS, THE NEW YORK TIMES**

Mobile & Emerging

11:45a ▶

FOLLOW THE MONEY: DRIVING
MORE DOLLARS TO MOBILE
(PRESENTED BY THE IAB
AND SESSIONM)ABOUT THE
SESSIONROSEWOOD
BALLROOM

We are thrilled to, once again, work with the IAB and their GM of Mobile, Anna Bager, to produce a high-caliber roundtable session to discuss best practices, case studies, and fresh ideas and thoughts that can help us all drive more dollars to the mobile advertising and marketing. From emerging creative units to mobile search to programmatic buying to measurement and analytics to platform fragmentation to privacy and a fresh debate about the emerging HTML5 – mobile web vs native apps discussion, this fully-immersive session will explore, in-depth, what's working, what's not, and what opportunities and challenges are on the horizon for the burgeoning mobile marketplace.

INTRODUCTION: ANNA BAGER, GM, MOBILE MARKETING CENTER OF EXCELLENCE, IAB.**SESSION LEADER: DEBORAH POWSNER, VP, MARKETING & CONSUMER INSIGHTS, SESSIONM****JON SUAREZ-DAVIS, VP, GLOBAL DIGITAL STRATEGY & NORTH AMERICAN MEDIA, KELLOGG****TROY YOUNG, PRESIDENT, DIGITAL, HEARST MAGAZINES****CHIA CHEN, SVP & MOBILE PRACTICE LEAD, NORTH AMERICA, DIGITAS**

12:10p ▶

NOV22

CDX SPOTLIGHT SERIES:
MOBILE-FIRST RE-ENGINEERING
A CONVERSATION WITH
GANNETTDAVID
PAYNECHIEF DIGITAL
OFFICER, GANNETTABOUT THE
SESSIONROSEWOOD
BALLROOM

What does mobile-first mean to your business? John Donohue, the CEO of eBay estimates that over 50% of their sales will originate on a mobile device by 2015. Flurry and ComScore estimate that the average consumer will spend more time using apps than watching television by the end of next year. And Citibank now estimates that the majority of its customer engagements will soon be mobile in-nature. Despite these examples, the point is that being a "mobile-first" business is not equated to having a majority of your sales via mobile or having your viewers consume a majority of your media via mobile. The point is that your customers lives now revolve around mobile devices — It's where they start their day, spend an increasing majority of their time, and they are increasingly "attached" to these devices (nearly) 24/7. The bottom line is if you aren't re-engineering your products, services, and brands to find and engage with your customers in the mobile environment, you are giving the competition an opportunity to steal your customers and your customer relationships will most certainly weaken. The CDX Global Forum is thrilled to welcome David Payne, Chief Digital Officer of Gannett, to the stage to discuss Gannett's ambitious effort to strategically reposition itself and its properties as mobile-first.

FEATURED PRESENTER: DAVID PAYNE, CHIEF DIGITAL OFFICER, GANNETT

Conference Agenda

12:30p ▶



THE POWER OF APIS AND APPS:
A CONVERSATION WITH APIGEE



SAM
RAMJI

HEAD OF
STRATEGY, APIGEE

ABOUT THE
SESSION

ROSEWOOD
BALLROOM

APIs (application programming interfaces) and apps are emerging as the core foundation and fundamental building blocks of digital business and engaging with the global developer community and, ultimately, the connected consumer. As companies of all shapes and sizes build and grow their mobile value chain with app, data and API technologies, digital assets become not only a competitive advantage, but a source of revenue. Whether you consider yourself an API expert and are looking for current best practices or a bit of an API novice and looking to further understand what they are and how they can help your business, this session will be of great value and we are quite pleased to welcome Sam Ramji, Head of Strategy at Apigee and one of the leading API and app industry experts and strategists to help you understand the emerging API economy and how it can help your business.

FEATURED PRESENTER: SAM RAMJI,
HEAD OF STRATEGY, APIGEE

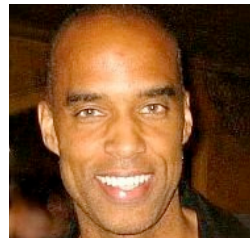
12:50p ▶

NOV22



ROGER
ENTNER

FOUNDER, RECON
ANALYTICS



GREGORY
WESTER

EVP, BUSINESS
DEVELOPMENT &
RESEARCH, MOBILE POSSE

10 GOOD MINUTES: THE HOME
SCREEN: THE EPIC BATTLE YET
TO BE FOUGHT

ABOUT THE
SESSION

ROSEWOOD
BALLROOM

A leading venture capital company recently estimated collective value of global smartphone home screens at \$16 B per square INCH. And in the last 6 months it has been chased by the likes of HTC, Facebook, Samsung, Flipboard, Google, and most recently Andreessen Horowitz-backed Aviate. However, no one is talking about it... The carriers seem to be doing nothing about it... Google seemed unbothered by the Facebook Home effort.. For non-Apple devices, in particular, where is the epic battle for the premium "on-deck" real estate, first, between the hardware company, the OS provider, and the carrier and then why don't we see more big OEM placement and "bundle" deals like we did in the PC era. Why hasn't the ultimate battle for the most premium (and expensive) marketing real estate on the planet been fully engaged? And if this battle is engaged what might happen and who ultimately has the leverage? It is the Mobile Home Screen, and it's worth 10 good minutes.

SESSION CO-HOST: ROGER ENTNER, FOUNDER,
RECON ANALYTICS

SESSION CO-HOST: GREGORY WESTER, EVP, BUSINESS
DEVELOPMENT AND RESEARCH, MOBILE POSSE

Mobile & Emerging

1:00p ▶

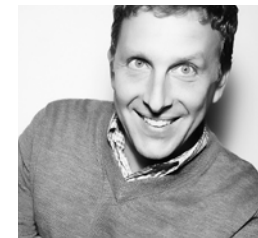


CLOSING KEYNOTE:
POSTCARDS FROM THE EDGE:
THE FUTURE OF TELEVISION



ABOUT THE
SESSION

ROSEWOOD
BALLROOM



This engaging, interactive session is designed to discuss and debate "what's next" and the focus for this "Postcards" session is The Future of Television. Despite the incredible mobile revolution that is underway and reality that our lives are now almost 100% digital, we are still, first-and-foremost a television-crazy society and the television industrial complex has hunkered down to protect its interest at all costs against would-be disruptors. Will the consumer ultimately win out in terms of their strong desire to access and purchase a la carte television content? How do major television networks and content producers balance the clear desire of their viewers against the established business model of television. How far can the disruptive platforms go in terms of fundamentally altering the television landscape? And where does the "connected television" fit into all of this in regards to its ability to deliver new products, services, and capabilities to the increasingly connected consumer?

SESSION LEADER: DAVE MORGAN, CEO, SIMULMEDIA

TY AHMAD-TAYLOR, HEAD OF SmartTV SERVICES, SAMSUNG
ELECTRONICS

IRA RUBENSTEIN, CEO, MEEMEE MEDIA

MATTHEW MOROTZ, SENIOR DIRECTOR, DIGITAL BRAND
MANAGEMENT, FOX BROADCASTING

1:45p ▶

NOV22

THE CDX FORUM FIELD TRIP:
AN AFTERNOON (AND LUNCH) AT PARC

ABOUT THE
SESSION

parc
Palo Alto Research Center

SHUTTLE BUS
FOR PARC LEAVES
ROSEWOOD COURTYARD
AT 1:45 PM & RETURNS
AT APPROX. 4:30PM

After our Closing Keynote, please join us for a very special afternoon visit and lunch at the historic headquarters of The Palo Alto Research Center — better known as PARC. Many of the core technologies we take for granted today including the graphical user interface, Ethernet, the mouse, optical storage, the laser printer and more — were invented at PARC as was the philosophy of and technology framework for, "ubiquitous computing" which is the foundation for the mobile revolution that is transforming our worlds everyday. But PARC is much more than a museum as PARC continues to work on its own proprietary skunkworks projects and initiatives and works on dozens of top-secret projects a year for private and public companies, agencies, and institutions. You will enjoy the rare chance to engage with PARC staff engineers and inventors to get a sneak peek of, and talk about, what's next. We thank PARC for their gracious invitation to open their doors and host the delegates of The Chief Digital Officer Global Forum. The shuttle for PARC will depart Rosewood at 1:45pm and will return to Rosewood at approximately 4:00pm.

We invite you to learn more about PARC at www.parc.com

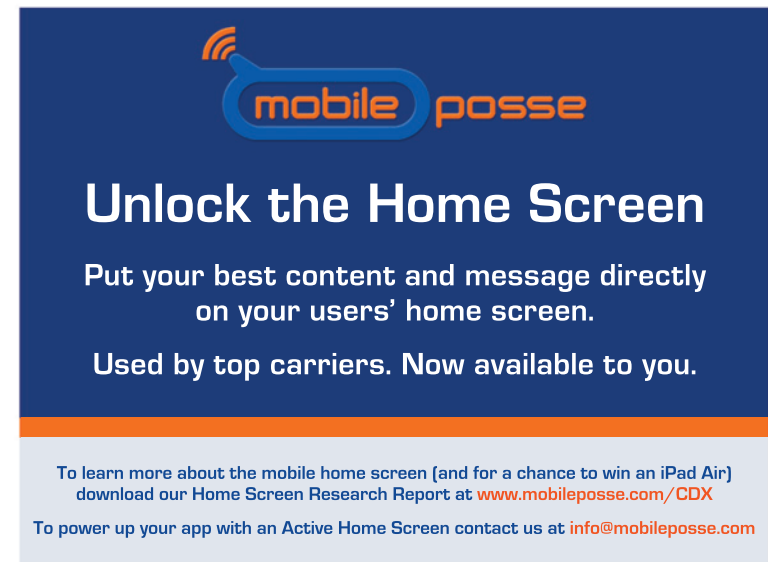
CDX FORUM HOST: DREW IANNI, FOUNDER AND EVENT
CHAIRMAN, THE CHIEF DIGITAL OFFICER GLOBAL FORUM

PARC HOST: MIKE KUNIAVSKY, PRINCIPAL SCIENTIST &
PARC STAFF



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The Chief Digital Officer Forum is pleased to showcase 10 compelling, innovative start-up companies that we have pre-screened and believe many of you will find compelling and relevant. Each of these companies will be in the Ballroom pre-function foyer area from 11am-5pm on Thursday, November 21 and, over the course of the conference, each company will also get 3 minutes of “elevator pitch” time on our main stage. This is the first pitch segment and it will include 3 of our CDX Forum Garage start-ups. If you’re interested in learning more, the contact information for principals of each of these start-ups is listed below or simply feel free to introduce yourself to them here at The Forum.

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INDUSTRY PARTNERS





MEGAN PAGLIUCA
VP & GM, Display Media
Merkle
New York, NY

MediaMath

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Today's leading brands want to know the math behind their media. That's why Megan and Merkle work with MediaMath. Our consolidated marketing platform helps Megan find data and use it with unheard of control, transparency and efficiency. **See Megan's full story at www.mediamath.com/Megan.** Find out how this adventure seeker uses analytics to her advantage.



PROPHET IS PROUD TO SPONSOR THE INAUGURAL CHIEF DIGITAL OFFICER GLOBAL FORUM.

Join Chan Suh, Prophet's Chief Digital Officer for a conversation about the future of the Chief Digital Officer and their role in the C-Suite.

Prophet
www.prophet.com

November 21, 8:00 a.m.
Rosewood Ballroom



ADARA — the only digital solution to reach affluent, upscale consumers directly from the source — and at scale.

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