

#Mobile18

MOBILE INNOVATION SUMMIT

February 27 & 28, 2018 | New York



DAY 1

08:00

Registration & Breakfast

08:50

Chairperson Opening Remarks

09:00

The Power of Mobile In Igniting Social Movements

Gemma Craven — Director Social & Mobile at "Fearless Girl" Campaign

09:45

Monetizing AI and IoT at Scale

Brian Hull — Global Head of Creative Labs at Weather Company

10:30

Networking Coffee Break

11:00

Are GIFs the Future of Marketing?

Richard Rabbat — CEO at Gfycat

11:45

"We need a mobile app!"

MQ Qureshi — Founder & CEO at Xoobies

12:30

Keynote Presentation featuring Man Made Music

Kevin Perlmutter — EVP, Chief of Innovation at Man Made Music

13:00

Lunch

14:00

Keynote Presentation featuring Verizon

Rohan Gandhi — Manager, Digital Sales Ops at Verizon

14:30

Keynote Presentation featuring Citi

Sean Murray — Head of Digital at Citi

15:00

Networking Coffee Break

15:30

Can An App End Hunger? Activating Users On & Offline

Nick Marino — Director, Social Change at TangoTab

16:15

Keynote Presentation featuring Bloomberg

Christopher Briseno — Creative Director at Bloomberg

17:00

Networking Reception

MOBILE INNOVATION SUMMIT

February 27 & 28, 2018 | New York



DAY 2

08:00

Registration & Breakfast

08:50

Chairperson Opening Remarks

09:00

Delivering Quality and Performance with a Brand New Mobile Experience

Thomas Connors — Director of Mobile at Fresh Direct

09:45

Becoming a Mobile-First Organization: How Increasing Mobile Adoption Affects Your Customer and Your Business

Derek Rhodes — Manager, Mobile Innovation & Strategy at Miami Heat

10:30

Networking Coffee Break

11:00

Location Technology for a Safer, Less Chaotic Family Life

Amol Kher — Vice President, Engineering at Life360

11:45

Innovating for the Mobile Age

Angela Lee — Chief Innovation Officer at Columbia Business School

12:30

Lunch

13:30

Keynote Presentation featuring Amazon - Audible

Bolong Li — Acquisition Marketing Director at Audible

15:00

Building a Winning Digital Strategy

Leecox Omollo — Director – Digital Center of Excellence at Adtalem Global Education