

## IAB @ SXSW Interactive 2016 – IAB Member Speakers

IAB Member Company	Speaker Name	Panel Title (with link to description)
<b>Acquia</b>	Dries Buytaert, Co-Founder & CTO	<a href="#">Can We Save the Open Web?</a>
<b>Adobe</b>	Sonja Hernandez, Sr. Experience Designer	<a href="#">Creating Lasting Branding Systems</a>
	Talin Wadsworth, Design Lead/Project Comet	<a href="#">Designing for the Real World</a>
	Cindy Yep, Assoc. Creative Director	<a href="#">Harnessing the Creative Community for the Common Good</a>
	Erik Natzke, Principle Designer, Creative Tech Lab	<a href="#">Learning New Things (Without Feeling Like a nOOb)</a>
	Dave Werner, Sr. Experience Designer	<a href="#">Video 2026: Innovation, Ubiquity, and More Slo-Mo</a>
<b>AdWeek</b>	Roo Ciambriello, Writer	<a href="#">Smart Ad Campaigns: It's Not About the Product</a>
<b>Bazaarvoice</b>	Sara Spivey, CMO	<a href="#">Take No Sh*t: Thrive as an XX in an XY World</a>
<b>Bloomberg Business</b>	Peter Burrows, Reporter	<a href="#">The Power of Perception: Media &amp; Women in Tech</a>
<b>Buzzfeed</b>	Wajmah Yaqubi, Global Photo Director	<a href="#">When Your Photos Become the News</a>
<b>Cisco</b>	Mary Brown, Sr. Dir. Government Affairs	<a href="#">Is Your Fridge Judging You? Tales from the IoT</a>
	Shari Slate, Chief Inclusion & Collaboration Officer	<a href="#">Diversity &amp; Tech: Breaking Down Unconscious Bias</a>
	CTO/Evangelist, New Frontiers	<a href="#">Female Engineers &amp; Intrapreneurial Opportunity</a>
	Robbie Allen, CEO, Automated Insights	<a href="#">Finding a Job in an Automated Future</a>
<b>Comedy Central</b>	Lesley Robin, Dir. Social Strategy	<a href="#">The Next Multi-billion Opp: Marketing in Messaging</a>
<b>Conde Nast/Self</b>	Tyler Ford, Writer	<a href="#">Generation Z and Gender: Beyond Binaries?</a>
<b>Conde Nast/Wired</b>	Liz Stinson, Staff Writer	<a href="#">Creative Capital: Why Agencies Are Investing</a>
	Mark McClusky, Head of Operations	<a href="#">How Sports Can Slow Innovation</a>
	Michael Calore, Sr. Editor, Product	<a href="#">Product Reviews? I Give Them a 7.5 out of 10</a>
<b>ESPN</b>	Christina Kahrl, Writer and Editor	<a href="#">Trans Athletes: The New Frontier of Sports</a>
<b>Facebook</b>	Peter Jonas, Head of NA Games & Mobile App Sales	<a href="#">How All Brands Can Win With Game Advertising</a>
	Maxine Williams, Director of Diversity	<a href="#">Featured session, SXgood</a>
	Gwen Throckmorton, US Head of Industry	<a href="#">Acquiring Subscribers in a Digital World</a>
	Erin Egan, Chief Privacy Officer, Policy	<a href="#">How the Big Tech Firms Protect Consumer Privacy</a>
	Jason Fournier, N. American Marketing Manager	<a href="#">Inspiring Change Through a Connected World</a>
	Ann Mack, Head of Content & Activation, Global Consumer Insights	<a href="#">Marketing to Moments That Matter</a>
	Ebele Okobi, Head of Public Policy (Afric0	<a href="#">The Next 3 Billion People on Social</a>
	Julia Ognieva, Strategic Partnerships Mgr	<a href="#">Shanghai to Siberia: Finding Gaming's Next Hotspot</a>
	Helen Crossley, Head of Audience Insights Research	<a href="#">Sharenting to Equal Parenting: Modern Family Myths</a>
	Alex LeBrun, Head of Wit.ai at Facebook	<a href="#">Testing your (Artificial) Intelligence</a>
<b>Fast Company</b>	Daniel Terdman, Sr. Writer	<a href="#">Virtual Reality – Is it the Ultimate Brain Hack?</a>
<b>Fortune</b>	Stacey Higginbotham, Sr. Editor	<a href="#">Getting ROI on the IoT: How to Make a Business</a>
	Stacey Higginbotham, Sr. Editor	<a href="#">Is Your Fridge Judging You? Tales from the IoT</a>
	Stacey Higginbotham, Senior Editor	<a href="#">There's a Gadget for That: Are We on IoT Overload?</a>
<b>Fox Sports</b>	Scott Fujita, TV Analyst	<a href="#">League vs. Player: The Battle Off the Field</a>
<b>Gawker</b>	Greg Howard, Writer	<a href="#">Sports Media's Role in Shaping Social Justice</a>
<b>GoDaddy</b>	Blake Irving, CEO	<a href="#">How Shattering a Stereotype Will Save Tech</a>
<b>Google</b>	Jacqueline Fuller, Director of google.org	<a href="#">Featured speaker</a>
	Abigail Posner, Head of Strategic Planning	<a href="#">Beyond the Listicle: The Science of Virality</a>
	Nancy Lee, VP, People Operations	<a href="#">Lessons from Top Companies for Women Technologists</a>

	John Hanke, VP (Niantic Labs)	<a href="#">The Future of AR Is Already in Your Pocket</a>
	Olivier Zimmer, Fashion Data Scientist	<a href="#">Future of Cool: Predicting What's Next in Fashion</a>
	Juniper Downs, Sr. Counsel	<a href="#">Google, Twitter &amp; More- Takedowns, Tools &amp; Speech</a>
	Dr. Frederik G. Pferdt, Head of Innovation & Creativity Programs	<a href="#">Google's Creative Skills for Innovation: Lab</a>
	Tatiana Chapira, Sr. Instructional Designer	<a href="#">Google's Creative Skills for Innovation: Lab</a>
	Sr. Developer Advocate	<a href="#">HAL to Her: Humanizing Tech Via the Power of Voice</a>
	Fabien Curto Millet, Dir. Of Economics	<a href="#">How Data Science Can Help Avoid the Next Recession</a>
	Keith Enright, Legal Dir/Privacy	<a href="#">How the Big Tech Firms Protect Consumer Privacy</a>
	Roberg Mahini, Policy Council	<a href="#">Is Your Fridge Judging You? Tales from the IoT</a>
	Elizabeth Churchill, Director of UX	<a href="#">Massive Online Experiments: Practical Advice</a>
	Danny Bernstein, Dir. Product Partnerships/Integrations	<a href="#">Mobile Deep Linking: Let's Talk About Apps, Baby</a>
	Mark Spates, Product	<a href="#">There's a Gadget for That: Are We on IoT Overload?</a>
	Andrey Doronichev, Product Mgr for VR Apps	<a href="#">Product Empathy Machine: 360 Storytelling in VR</a>
<b>Haymarket Media</b>	Sarah Shearman, Freelance Journalist	<a href="#">Selling with Sex: Brand Partnerships &amp; Dating Apps</a>
<b>Hearst Magazines</b>	Kate Lewis, Digital Media VP & Editorial Director	<a href="#">Humans, Not Machines: Content is About Connecting</a>
<b>Hearst/Elle</b>	Robbie Myers, Editor-In-Chief	<a href="#">Culture – The New Currency of Retail</a>
<b>IAB</b>	Susan Borst, Director of Industry Initiatives	<a href="#">How All Brands Can Win With Game Advertising</a>
<b>Intel</b>	Sarah Goyette, St. Atty., Privacy & Security	<a href="#">Designing the Internet of Things for Privacy</a>
	Dawn Nafus, Sr. Research Scientist	<a href="#">Algorithmic Lunacy and What to Do About It</a>
	Rosalind Hudnell, Chief Diversity Officer	<a href="#">Lessons from Top Companies for Women Technologists</a>
	Maria Bezaitis, Principal Engineer	<a href="#">The Conundrum of Free Will in a Digital World</a>
	Ruby Zefo, VP and Chief Privacy and Security Counsel	<a href="#">Smartwatch or Spyware? Considering Privacy &amp; IoT</a>
<b>LA Times</b>	Dexter Thomas, Reporter	<a href="#">Back to the Future: The Future of Work Now</a>
	S. Mitra Kalita, Managing Editor	<a href="#">Developing News Leadership for the New Normal</a>
<b>LinkedIn</b>	Liz Morgan, Diversity & Engineering Leadership	<a href="#">How to Diversify Tech &amp; Hack Our Unconscious Bias</a>
	Cassandra Nuttall, Head of Industry & Customer Engagement	<a href="#">Media: The Key to Driving Social Impact</a>
	Joel Wood, Sr. Project Mgr, Design & Build	<a href="#">Reality Check: VR &amp; AR in Workplace Design is Here</a>
<b>Mashable</b>	Robyn Peterson, CTO	<a href="#">Content Creation and the Future of Sports TV</a>
	Pete Cashmore, Founder & CEO	<a href="#">The State of Media &amp; Tech</a>
	Sam Laird, Sports Reporter	<a href="#">@TwitterSports: The Power of Now</a>
	Juana Summers, Political Editor	<a href="#">What Winning Looks Like</a>
<b>Microsoft</b>	Jules Cohen, Dir. Legal & Corporate Affairs Group	<a href="#">Designing the Internet of Things for Privacy</a>
	Lesley Charmichael, Principal Program Manager	<a href="#">HAL to Her: Humanizing Tech Via the Power of Voice</a>
	Jim Kankanias, Partner	<a href="#">The Holy Grail: Machine Learning + Extreme Robotics</a>
	Mike Hintze, Chief Privacy Counsel	<a href="#">How the Big Tech Firms Protect Consumer Privacy</a>
	Matt Wallaert, Behavioral Scientist, East Coast Lead for Microsoft Ventures	<a href="#">How to Diversify Tech &amp; Hack Our Unconscious Bias</a>
	Michael Tan, Dir. Of Strategy	<a href="#">VR, AR &amp; Digital Storytelling</a>
<b>NASCAR</b>	Kyle Sheldon, Sr. Mgr., Digital & Social Media Communications	<a href="#">Why Your Content Needs to Disappear</a>
<b>NBC</b>	Imaeyen Ibanga, Digital Director	<a href="#">Developing News Leadership for the New Normal</a>
<b>NBC</b>	Rick Cordella, SVP and GM, Digital Media (Sports)	<a href="#">Same Time Zone, Unique Challenges: Rio '16 Preview</a>
<b>NBCUniversal</b>	Alexandra Shapiro, VVP, Mktg & Digital, USA Network	<a href="#">Social Media: The New TV Show Launchpad</a>
	Alexandra Shapiro, EVP, Mktg & Digital, USA Networks	<a href="#">Social Media: The New TV Show Launchpad</a>
<b>Netflix</b>	Paul Anastasopoulos, UX design manager	<a href="#">Tools in My Designer Tool Belt: A/B Testing</a>

<b>Nielsen</b>	Michael Flamberg, VP/GM (Nielsen Games)	<a href="#">How All Brands Can Win With Game Advertising</a>
<b>Oracle</b>	Angela Wells, Sr. Dir./Outbound Prod. Mngt. (Oracle Social Cloud)	<a href="#">Is Twitter the New Customer Call Center?</a>
	Rebecca Kaykas-Wolff, Dir. Of Product Marketing	<a href="#">Privacy &amp; Value Exchange: Striking a Balance</a>
<b>Pandora</b>	Sarah Wegener, VP of Talent & Diversity	<a href="#">Back to the Future: The Future of Work Now</a>
	Chris Phillips, Chief Product Officer	<a href="#">Keeping it Simple Sets You Free</a>
	Lisa Lee, Sr. Mgr., Diversity	<a href="#">Making Our Tech Look More Like Our Country</a>
	Heidi Browning, SVP, Strategic Solutions	<a href="#">Media: The Key to Driving Social Impact</a>
<b>PGA Tour</b>	Sloane Kelley, Exec Producer	<a href="#">Dude, Where's My Par? Making Virtual Reality Golf</a>
	<b>Pinterest</b>	Michael Yamartino, Head of Commerce
<b>Price Waterhouse Coopers (PwC)</b>	Tracy Chou, Software Engineer	<a href="#">Tech Diversity 101: Everything You Wanted to Know but Were Too Embarrassed to Ask</a>
	Abby Maldonado, Diversity Programs Specialist	<a href="#">Why Diversity Can't Be Built in a Day</a>
	Quinn Brenholt, Sr. Experience Designer	<a href="#">How to Prototype for Better Design</a>
<b>Refinery29</b>	Jessica Novak, Sr. Content Strategist	<a href="#">Beyond the Listicle: The Science of Virality</a>
	Christene Barberich, Editor-in-Chief	<a href="#">Humans, Not Machines: Content is About Connecting</a>
	Phillippe von Borries, CEO & Co-Founder	<a href="#">Let's Drop the Term Millennials</a>
<b>RocketFuel</b>	JC Medici, National Dir of Politics & Advocacy	<a href="#">Big Data Will Choose the Next US President</a>
<b>Samsung Electronics</b>	David Rhew, MD, Chief Medical Officer & Head of Healthcare & Fitness	<a href="#">Home, Sweet Home: The Health Hub of the Future</a>
<b>Slate</b>	Laura Helmuth, Science and Health Editor	<a href="#">#Science: A Revolution in Science Communication</a>
<b>StubHub</b>	Raji Arasu, CTO	<a href="#">Let's NOT Talk About Sex: Case Against the F Word</a>
<b>The Daily Dot</b>	Aja Romano, Geek Culture Reporter	<a href="#">Flair or Fail: Marketing to Fandom</a>
<b>The New York Times</b>	Mat Yurow, Dir/Audience Dev	<a href="#">Acquiring Subscribers in a Digital World</a>
	John Markoff, Sr. Writer, Science Section	<a href="#">Can AI Systems Really 'Think'?</a>
	Conor Dougherty, Tech Correspondent	<a href="#">Mobile Deep Linking: Let's Talk About Apps, Baby</a>
	Farhad Manjoo, Columnist	<a href="#">Stewart Butterfield in Conversations with Farhad Manjoo</a>
<b>The Wall Street Journal</b>	Rachel Silverman, Staff Reporter	<a href="#">The Bossless Company: How Zappos and Medium Work</a>
	Christina Binkley, Fashion/News Editor	<a href="#">Heads &amp; Hearts: Consumer Engagement Where it Counts</a>
	Anna Dickson, Photo Lead	<a href="#">When Your Photos Become the News</a>
<b>The Washington Post</b>	Wesley Lowery, Reporter	<a href="#">If You Are In Advertising, You May Be a Racist</a>
	Shallesh Prakash, CIO & VP of Technology	<a href="#">Project Loxodo: Can Tech Drive Reader Engagement?</a>
	Martin Baron, Executive Editor	<a href="#">Project Loxodo: Can Tech Drive Reader Engagement?</a>
<b>The Weather Company</b>	Neil Katz, Editor-in-Chief & VP of Content, Digital	<a href="#">Weird Weather &amp; Climate Change: A Digital Marriage</a>
<b>Time, Inc./InStyle</b>	Ariel Foxman, Editorial Dir	<a href="#">Kerry Washington &amp; The New Rules of Social Stardom</a>
<b>Tumblr</b>	Chase Turner, Creative Strategist	<a href="#">How a Mexican Beer Courted the "Mercado General"</a>
<b>Twitch</b>	Kym Nelson, SVP, Sales	<a href="#">How All Brands Can Win With Game Advertising</a>
	Sr. Product Counsel	<a href="#">Google, Twitter &amp; More- Takedowns, Tools &amp; Speech</a>
	Danny Keens, Head of Sports Partnerships, NA	<a href="#">@TwitterSports: The Power of Now</a>
<b>URX</b>	John Millinovich, CEO	<a href="#">Mobile Deep Linking: Let's Talk About Apps, Baby</a>
<b>USA Today</b>	George Schroeder, Nat'l College Football Writer	<a href="#">Virtual Football is the New Reality</a>
<b>Viacom</b>	Erik Flannigan, VP of Music & Multi-Platform Strategy	<a href="#">Breaking Down Borders Between TV &amp; Online Video</a>
<b>WWE</b>	Bob Barrios, Chief Strategy & Financial Officer	<a href="#">Content Creation and the Future of</a>

<b>Yahoo</b>	Jo Zee, PR Director	<a href="#">Sports TV</a>
	Kerry Diamond, Editor in Chief (Yahoo Food)	<a href="#">Acceptance Revolution: Fashion's New Body</a> <a href="#">Self Sells: How Glossier is Delivering Beauty in Real Life</a>