

IAB @ SXSW Interactive 2016 – IAB Member Speakers

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

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

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

		Sports TV
Yahoo	Jo Zee, PR Director	Acceptance Revolution: Fashion's New Body
	Kerry Diamond, Editor in Chief (Yahoo Food)	Self Sells: How Glossier is Delivering Beauty in Real Life