

IAB @ SXSW Interactive 2016 – IAB Member Speakers

IAB Member Company	Speaker Name	Panel Title (with link to description)
About.com	Matthew Knell, VP of Social Media & Platform Partnerships	I'm Tired of "Doing Social Media": What's Next?
Accenture	Jeriad Zoghby, Global Lead for Personalization	Getting Personal: The Consumer Genome LIVE at SXSW
	Anand Swaminathan, Managing Director	Adventures in Digital!
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)
	Libby Nicholaou, Creative Community Liaison	Making Space for Genuine Event Experiences
	Dave Werner, Sr. Experience Designer	Video 2026: Innovation, Ubiquity, and More Slo-Mo
Advertising Age	Allison Arden, VP & Publisher	Virtual Reality: From Empathy to Action
AdWeek	Roo Ciambriello, Writer	Smart Ad Campaigns: It's Not About the Product
	Christopher Heine, Digital Editor	Lead, Not Follow: The Consumer's Mobile Journey
Angie's List	Carl Butler, VP/Legal	Ten Big Legal Mistakes Made by Internet Companies
Annalect	Tony Diloreto, Director of Data Platform	Taking it to the Streets: Digital Gets Physical
BabyCenter	Julie Michaelson, Head of Global Sales	The Scariest Word in Brand Advertising: Family
Bazaarvoice	Sara Spivey, CMO	Take No Sh*t: Thrive as an XX in an XY World
	Aaron Bollinger, Managing Dir. Of Partnerships	Finding the World's Most Valuable Instagram Photo
BBC Worldwide	Bryan Borzykowski, Business Writer/Editor	Brainshaping: Is Your Office Changing Your Brain?
Bloomberg Business	Peter Burrows, Reporter	The Power of Perception: Media & Women in Tech
Boston Globe Media	Malcolm Gay, Journalist	The Brain Electric: Merging Minds and Machines
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
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?
	Liz Stinson, Staff Writer	Creative Capital: Why Agencies Are Investing

Conde Nast/Wired	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
Cricket Wireless	Keith Schumann, Exec VP of Marketing	Lead, Not Follow: The Consumer's Mobile Journey
eHarmony	Elizabeth Down, VP of Acquisition Marketing	When Success Means an Always-Vanishing Customer
ESPN	Christina Kahrl, Writer and Editor	Trans Athletes: The New Frontier of Sports
	Andrew Brandt, NFL Analyst, ESPN/MMQB	League vs. Player: The Battle Off the Field
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 (Africa)	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 (Artificial) Intelligence
	Rene Barasoain, US Industry Mgr, Multicultural	How Mobile Screens Drive Multiculturals to the Big
	Jim Underwood, Global Head of Ent Strategy	Big Box Office: Marketing Films in a Mobile World
	Laura Gonzalez-Estefani, Head of International Business Dev. For Latin America	Dale: Pushing the Digital Curve
Fast Company	Daniel Terdman, Sr. Writer	Virtual Reality – Is it the Ultimate Brain Hack?
Fortune	Stacey Higginbotham, Senior Editor	There's a Gadget for That: Are We on IoT Overload?
Funny or Die	Brad Jenkins, Managing Director/Exec. Prod.	Awareness Reform: Engineering "Perception Shift"
GoDaddy	Blake Irving, CEO	How Shattering a Stereotype Will Save Tech
GoGo	Ash Eldifrawi, CCO	Non-Stop Connectivity: Striving for Ubiquity
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
	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
	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
	Lisa Bilgrei, Head of Sales Dev, SMP	Beat the Bully: Bring Light to Darkness on the Web
	Olivier Zimmer, Fashion Data Scientist	Future of Cool: Predicting What's Next in Fashion
GSD&M	Roy Spence, Co-Founder & Chairman	Dream it. Build it.
GSK	Meredith Herman, Digital Marketing Director	Here are the Keys to Your New Innovation Playbook
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
Huge	Michael Krulwich, Sr. Researcher	Special Death: The Import in Ephemera
	Brandon Schmittling, Sr. Interaction Designer	Designing for Smartwatches
	Matthew Jocelyn, Visual Designer	Designing for Smartwatches
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
IPG Media Lab	Kenton Langstroth, Dir. Of Partner Integration	Taking it to the Streets: Digital Gets Physical
Jawbone	Kevin Kwong, Sr. Product Manager	Behavioral Design: Hacking Human Behavior for Good
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
LegalZoom	Edward Hartman, Co-Founder & Chief Product Officer	Dream it. Build it.
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
	Amy Finnerty, EVP of Talent	The Social Celebrity Secret Sauce
Maker Studios	Kendra Johnson, VP, Distribution & Strategic Partnerships	Future of Entertainment and “The Channel of You”
MEC Global	Shenan Reed, President of Digital	Lead, Not Follow: The Consumer’s Mobile Journey
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
National Geographic Partners	Raj Mody, VP Social Media	New World of Photography and Visual Storytelling
NBCUniversal	Alexandra Shapiro, VVP, Mktg & Digital, USA Network	Social Media: The New TV Show Launchpad
	Daniel Neil, EVP	Big Box Office: Making Films in a Mobile World
Netflix	Paul Anastasopoulos, UX design manager	Tools in My Designer Tool Belt: A/B Testing
Nielsen	Michael Flamborg, 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?
	Talitha Watkins, VP, Multicultural Marketing	How Mobile Screens Drive Multiculturals to the Big
	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
Pfizer	Albert Bourla, Group President, Vaccines, Oncology & Consumer Healthcare	Right Patient, Right Drug, Right Time
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
Pixability	Rob Ciampa, CMO	Chevies and Teslas and Zipcars. Oh my!
Politico	Tony Romn, Senior Tech Reporter	Tech at Issue in 2016 Election

Price Waterhouse Coopers (PwC)	Quinn Brennolt, Sr. Experience Designer	How to Prototype for Better Design
	Meghna Sachdev, Digital Strategist	#Science: A Revolution in Science Communication
Razorfish	James Buchanan, Director of Strategy	The Conundrum of Free Will in a Digital World
R/GA	Jessica Greenwood, VP Planning	You Are Here: 3 Little Words to Address the World
	Kyle Bunch, Managing Director Social	Finding the World's Most Valuable Instagram Photo
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
Roku	Steve Shannon, GM/Sr. VP, Content & Services	Future of Entertainment and "The Channel of You
Samsung Electronics	David Rhew, MD, Chief Medical Officer & Head of Healthcare & Fitness	Home, Sweet Home: The Health Hub of the Future
SapientNitro	Dir. Experience Strategy (London)	The Conundrum of Free Will in a Digital World
SessionM	Bill Clifford, Chief Revenue Officer	Lead, Not Follow: The Consumer's Mobile Journey
Slate	Laura Helmuth, Science and Health Editor	#Science: A Revolution in Science Communication
	David Stern, Dir of Product Dev	Get Your Readers & Listeners to Pay You Money
	Jamelle Bouie, Staff Writer	140 Characters, Zero Context
Sonos	Brad Barrish, Dir Customer Care Insights & Content	Email is the Devil and Must Be Vanquished
StubHub	Laura Bermudez, Director of Software Engineering	Let's NOT Talk About Sex: Case Against the F Word
Symantec	Kathryn Kane, Dr. Dir. Norton Global Brand & Campaigns	Brandvertainment: How Norton Hacked Hollywood
The Atlantic	Delaney Chambers, Product Manager	Developing News Leadership for the New Normal
The Christian Science Monitor	Sara Sorcher, Deputy Editor/Passcode	Cryptowars 2.0: Silicon Valley vs Washington
The Daily Dot	Aja Romano, Geek Culture Reporter	Flair or Fail: Marketing to Fandom
The Guardian	Rachel White, Philanthropic & Strategic Partnerships	Get Your Readers & Listeners to Pay You Money
The New Yorker	Maria Konnikova, Author	The Confidence Game: The Power (and Price) of Stories
The New York Times	Mat Yurow, Dir/Audience Dev	Acquiring Subscribers in a Digital World
	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 Street Journal	Rachel Silverman, Staff Reporter	The Bossless Company: How Zappos and Medium Work
	Christina Binkley, Fashion/News Editor	Heads & Hearts: Consumer Engagement Where it Counts
	Anna Dickson, Photo Lead	When Your Photos Become the News

The Walt Disney Company	Ali Israr, Sr. Research Engineer	Why We Crave Touch in Our Interactions With Tech
The Washington Post	Wesley Lowery, Reporter	If You Are In Advertising, You May Be a Racist
	Shallesh Prakash, CIO & VP of Technology	Project Loxodo: Can Tech Drive Reader Engagement?
	Martin Baron, Executive Editor	Project Loxodo: Can Tech Drive Reader Engagement?
	Mike Debonis, Congressional Reporter	140 Characters, Zero Context
The Weather Company	Neil Katz, Editor-in-Chief & VP of Content, Digital	Weird Weather & Climate Change: A Digital Marriage
Thrillist	Ben Lerer, CEO & Founder	Lerer's Theory of Media Evolution
Time, Inc./InStyle	Ariel Foxman, Editorial Dir	Kerry Washington & The New Rules of Social Stardom
Tribune Media	Rich Cusick, GM/Video	Future of Entertainment and "The Channel of You"
TripAdvisor	Barbara Messing, CMO	Non-Stop Connectivity: Striving for Ubiquity
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
Twitter	Matthew Zimmerman, Sr. Prod. Counsel	Google, Twitter and More: Takedowns, Tools & Speech
Unilever	Robert Candelino, VP of Mktg/General Mgr for US Healthcare	The Next Multibillion Opp: Marketing in Messaging
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
Vivo	Aaron Burcell, VP/Growth & Product Mktg.	Take No Sh*t: Thrive as an XX in an XY World
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
	Stephanie McMahon, Chief Brand Officer	360 Degree Approach to Philanthropy
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 http://schedule.sxsw.com/2016/events/event_PP48965
Wired	Mark McClusky, Head of Operations	How Sports Can Slow Innovation
Zillow	Sara Buzak, Product Marketing Manager Mobile	When Success Means an Always-Vanishing Customer