

C-Suite Focused Panels **iab. @ SXSW**

<u>How Shattering a Stereotype Will Save Tech</u>	
<i>Saturday, March 12</i> <i>9:30AM – 10:30AM</i> <i>JW Marriott</i> <i>Salon C</i> <i>110 E 2nd St</i>	IAB Member Company Speaker: Blake Irving, CEO, GoDaddy (with Kapor Center for Social Impact , UCLA Graduate School of Education & Information Studies and Finish Line Features, LLC) Questions to be addressed: 1. How is the geeky, white male stereotype of a programmer limiting innovation of technology? What about the more recent “brogrammer” stereotype? 2. What is the "female factor," and how can it improve technology's bottom line? 3. How does diversity lead to innovation, and how can you diversify your engineering team?
<u>Content Creation and the Future of Sports TV</u>	
<i>Saturday, March 12</i> <i>9:30AM – 10:30AM</i> <i>Four Seasons</i> <i>Ballroom AB</i> <i>98 San Jacinto Blvd</i>	IAB Member Company Speaker: George Barrios, Chief Strategy & Financial Officer, WWE and Robyn Peterson, CTO, Mashable Inc. (with MLB and TiVo) Questions to be addressed: 1. How do global sports and entertainment brands adapt to the shifting media consumption habits and platform preferences of their fan bases? 2. What affect does OTT/direct to consumer have on the pay TV ecosystem? 3. What's next for MLBAM as a service provider and will a possible spin-off change anything?
<u>Project Loxodo: Can Tech Drive Reader Engagement?</u>	
<i>Saturday, March 12</i> <i>11:00AM – 12:00PM</i> <i>Hilton Austin</i> <i>Downtown</i> <i>Salon G</i> <i>500 E 4th St</i>	IAB Member Company Speakers: Shailesh Prakesh, CIO & VP of Technology, The Washington Post with Martin Baron, Executive Director, The Washington Post Questions to be addressed: 1. What are the benefits and challenges of using predictive analytics in the newsroom? 2. What does this kind of data mean for the reader experience? 3. What’s the potential of this technology for the business side of media companies?
<u>360 Approach to Philanthropy</u>	
<i>Sunday, March 13</i> <i>11:00AM – 12:00PM</i> <i>JW Marriott</i> <i>Salon C</i> <i>110 E 2nd St</i>	IAB Member Company Speakers: Stephanie McMahon, Chief Brand Officer, WWE (with Susan G Komen, Special Olympics and WWE Announcer Renee Young.) In this session, WWE, Special Olympics and Susan G. Komen will provide an inside look into its philanthropic partnerships.

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<u>Let's Drop the Term Millennials</u>	
<i>Sunday, March 13</i> 3:30PM – 4:30PM <i>Hilton Austin</i> Downtown Salon H 500 E 4th St	IAB Member Company Speaker: Philippe Von Borries, CEO & Co-Founder, WWE Questions to be addressed: 1. Why should we re-frame the way we speak about Millennials? 2. How has the millennial mindset impacted the way we do business? 3. How can brands adapt to our new global, Millennial-minded society?
<u>The State of Media and Tech</u>	
<i>Monday, March 14</i> 12:30PM – 1:30PM <i>Austin Convention Center</i> Room 18ABCD 531 E 4th St	IAB Member Company Speaker: Pete Cashmore, Founder and CEO, Mashable Keynote Speaker: Pete Cashmore will discuss what he has seen transform both the tech and media industries over the past decade, and what is coming next.
<u>Keeping it Simple Sets You Free</u>	
<i>Monday, March 14</i> 3:30PM-4:30PM <i>JW Marriott</i> Salon E 110 E 2nd St	IAB Member Company Speaker: Chris Phillips, CPO, Pandora Questions to be addressed: 1. What are the key principals of product design and development that companies should follow in order to keep their customers happy? 2. Who are the companies that are succeeding at this and what are the key takeaways that competitors can learn from them? 3. How do you create a product that ultimately "does it for me?"
<u>Can We Save the Open Web?</u>	
<i>Tuesday, March 15</i> 9:30AM-10:30AM <i>Austin Convention Center</i> Room 8ABC 531 E 4th St	IAB Member Company Speaker: Dries Buytaert, Co-Founder & CTO, Acquia Questions to be addressed: 1. What is the relationship between corporations and open source? 2. What is the open web, and what does it mean for data? 3. How can we fix the consent question around the collection and sharing of user data?