

CTVADDDAYS ▶ LOS ANGELES



June 11th, 2024



Conrad Los Angeles

AGENDA

9:00 AM - **Registration**

9:30 AM - **PANEL: The rise of short-form advertising**

SPEAKERS:

- **Stephanie Jackson**, SVP, West Coast Advertising Sales, **Warner Bros. Discovery**
- **Ariel Sims**, SVP, Head of Paid Social, **Digitas North America**
- **Simon Poulton**, EVP, Innovation, **Tinuiti**
- **Tim Natividad**, US Head of Enterprise Sales, Global Business Solutions, **TikTok**

Moderator: **Jason Wiese**, SVP, Director of Strategic Insights, **VAB**

10:15 AM - **PANEL: Ad product and ad tech innovation**

SPEAKERS:

- **Amy Lehman**, SVP, Advertising Platforms, **Disney Entertainment & ESPN Technology**
- **Jerrold Son**, VP, Ad Integrations and Operations, **Xumo**
- **Chris Ziemer**, Global Industry Specialist Leader, Monetization, **AWS**
- **Noah Rooney**, VP of Supply Partnerships and AdRep, **Redbox**

Moderator: **David Kalman**, Partner, **McKinsey & Company**

11:00 AM - **Coffee Break & Networking**

11:30 AM - **PANEL: Solving the CTV identity crisis**

SPEAKERS:

- **Tyler Fitch**, SVP Partnerships, **AdRise (A Division of Tubi Media Group)**
- **Josh Sharma**, VP, Advertising Partnerships, **Allen Media Group**
- **Kevin Lemberg**, Vice President, Addressable Enablement, **Comcast Advertising**
- **Jarred Wilichinsky**, SVP Global Digital Ad Operations, **Paramount**

Moderator: **Oliver Smith**, Executive, Ads and Tech

12:15 PM - PANEL: **The growing market of in-game advertising and partnerships**

SPEAKERS:

- **Marc Sutter**, VP, US Sales, **Voodoo Americas**
- **Gabrielle Heyman**, Head of Global Brand Partnerships, **Zynga**
- **Rozita Tolouey**, Head of Business Development & Partnership Marketing, North America, **Tencent Games**
- **Matt Edelman**, President & CCO, **Super League**

Moderator: **Julie Knap**, SVP, Strategic Partnerships - Gaming, **Allied Global Marketing**

1:00 PM - **Lunch & Networking**

2:00 PM - **Viewer ad experiences for the CTV generation**

SPEAKERS:

- **Adrian Chiu**, SVP of Advertising Product, **Pluto TV**
- **Esra Bacher**, CTV Lead, Agency Exchange Partnerships, **Google**
- **Bobby Noble**, Vice President, Ad Operations, **The Walt Disney Company**
- **Talia Arnold**, Managing Director, Exverus Media

Moderator: **Jeremi Gorman**, Former President of Advertising at Netflix, Investor and Sr. Advisor

2:50 PM - **Coffee Break & Networking**

3:15 PM - PANEL: **Trends in cross-platform measurement**

SPEAKERS:

- **Terry City**, SVP, Advertising Sales, **Cineverse**
- **Andrea Zapata**, VP of Advertising Data, Measurement and Partnerships, **T-Mobile Advertising**
- **Inderpreet Sandhu**, Head of CTV Ads Platform & Ecosystems - Media, Entertainment, Telco & FAST, **Google**
- **Roseann Montenes**, Head of Strategic Audience Solutions/Partnerships and Alternative Currency Measurement, **A+E Networks**

Moderator: **Brett Whelan**, Co-Founder, **Forma Media**

4:00 PM - Panel: **AI gets real: creative, targeting and inventory optimization**

- **Scott Olechowski**, Co-Founder & Chief Product Officer, **Plex**
- **Celiena Adcock**, Head of Retail, Auto, Gaming, **Uber Advertising**
- **Jonathan Haber**, Co-Founder, **Giant Spoon**
- **Vanessa Eng**, Head of Programmatic, **Qortex**

Moderator: **Joanna Popper**, Media and Technology Executive

4:45 PM - **Conference close**