ADEXCHANGER'S

Programmatic I/O INNOVATE

ROUNDTABLES

TUESDAY, MAY 20TH — 1:40-2:40 PM

1. **Cookies Are Here to Stay—Now What? Tightrope Walking Through Google's Latest Act**
   Brittany Blanchard, *EVP, Digital Media*, Monks
2. **The Buying Platform of the Future: Reimagining the Programmatic Toolkit**
   Allie Lichtenberg, *Programmatic Optimization Consultant/Digital Media Strategist*, Ad Lucem
3. **The Ad Fraud Funhouse: Finding Truth in a Hall of Mirrors**
   Zach Lain, *Director of Global Data Partnerships*, PepsiCo
4. **Why Programmatic Ad Scandals Persist - and How Marketing Leaders Can Reclaim Control**
   Cecilia Dones, *Founder & Chief Data Officer*, 3 Standard Deviations
5. **What Keeps You Up at Night? Tackling Today's Toughest Data Challenges**
   Sophia Westrich, *Co-Founder*, Advance Women
6. **Real-World Reboot: How Programmatic Digital Out of Home is Redefining Reach and Results**
   Anna Bager, *CEO & President*, Outdoor Advertising Association of American (OAAA)
7. **Cut the Clutter: Strategies for Eliminating Ad Waste and Maximize ROI**
   Brian Chap, *Founder & CEO*, TechReceipes
8. **From Click to Conversion: Rebuilding Trust in Attribution Data**
   Madan Bharadwaj, *Founder & CEO*, M-Squared
9. **From Prompts to Profit: How Gen AI is Rewriting the Ad Strategy Playbook**
   Evelyn Mitchell-Wolf, *Senior Analyst*, EMARKETER
10. **Crafting Your Story: Feedback, Visibility & Community in Programmatic**
    Amanda Dean, *Head of Programmatic Partners & Strategy*, The Weather Company
11. **The Future of Programmatic and Live Programming** – Sponsored by NBCUniversal
    Brendan Garrone, *VP, Programmatic Sales & Partnerships*, NBCUniversal Advertising & Partnerships
12. **Omnichannel Mastery: Make Every Touchpoint Count** – Sponsored by Quantcast
    Luke Burke, *Sr. Account Executive*, Quantcast
13. **Where AMC, DSP, Sponsored Ads, and AI Collide: Full-Funnel Tactics**
    Sponsored by xnurta

WEDNESDAY, MAY 21ST — 1:15-2:15 PM

1. **Unlock the Power of Your First-Party Data**
   Felix Zeng, *Head of Programmatic & Emerging Revenues,* The Weather Company
2. **The Retail Media Circus: Let's Talk Data-Driven Tactics**
   Molly Hop, *EVP & North America Lead for Havas Market,* Havas Media Network
3. **Media Buying Optimization (Programmatic & RTB)**
   Andrew Byrd, *News Editor*, AdMonsters
4. **From Dashboards to Decisions: Making Analytics Actually Actionable**
   Sophia Westrich, *Co-Founder*, Advance Women
5. **Surround Sound: How to Use Programmatic OOH to Own Markets, Moments, and Minds**
   Patrick Dolan, *COO*, Outdoor Advertising Association of American (OAAA)
6. **The Greatest ID Show on Earth: Juggling Alternate IDs in the Digital Big Top**
   Emily Proctor, *Executive Director, Data & Technology Solutions*, OMC USA
7. **From Hype to Clarity: An Industry Roundtable on AI & CTV Performance**
   Penelope Welsh, *Senior Director, Business Development*, Cognitiv
8. **Trust on the Tightrope: Navigating Brand Safety in an Age of Misinformation**
   Brian Chap, *Founder & CEO*, TechReceipes
9. **Evaluating the Right Tools and Technologies for Your Business**
   Angelina Eng, *VP of Measurement, Addressability & Data Center*, IAB
10. **360 Degrees of Retail Media: From Data Collaboration to Shoppable TV**
    Sponsored by NBCUniversal
    Sean Reitman, *VP, Streaming & Data Products*, NBCUniversal Advertising & Partnerships
11. **Performance in Tough Markets: How to Turn Insights Into Measurable Action**
    Sponsored by Quantcast
    Luke Burke, *Sr. Account Executive*, Quantcast
12. **DSP Demystified: Building High-Impact Audience Strategies for Retail Media**
    Sponsored by xnurta