2014 NAI Member Summit

A special thanks to our title sponsor Arent Fox LLP, for hosting us in their beautiful venue, and to our other sponsors, Adara, Inc., AOL, BlueKai, Conversant, Criteo, eXelate, Google, Keller and Heckman LLP, LiveRamp, Quantcast, Rocket Fuel, The Trade Desk, Turn and Yahoo!

Agenda:

10 a.m. Registration Opens

11 a.m. Welcome - Doug Miller, Vice President and Global Privacy Leader, AOL; Chairman NAI board of directors, and Alec Rosenberg, Partner, Arent Fox LLP

Introduction of Commissioner Julie Brill - Will DeVries, Privacy Counsel, Google

11:15 a.m. Privacy Fireside Chat with FTC Commissioner Julie Brill
FTC Commissioner Julie Brill was recently called one of DC’s top “privacy hawks” by AdWeek, noting that Commissioner Brill has been a “relentless and vocal advocate for more consumer privacy practices.” Commissioner Brill has been particularly critical of data brokers. She has called for Do Not Track, supports federal privacy legislation and launched her own “Reclaim Your Name” initiative to provide consumers with greater transparency and control over their data. Commissioner Brill will discuss her views on online privacy, self-regulation, FTC enforcement and her top priorities with Marc Groman, NAI’s CEO, and the FTC’s former Chief Privacy Officer.

12 p.m. Using Third-Party Ad Technology to Save Lives

- Learn about Federation for Internet Alerts, a group of NAI member companies and others using third-party ad technology to relay online alerts for serious events such as child abductions or the imminent threat of a tornado or other hazards.

Panelists:
Jason Bier, Chief Privacy Officer, Conversant
Drew Bordages, General Counsel, Specific Media

12:15 p.m. Legislative Update: A Conversation with Congressional Staff

- Senior Staff from the U.S. Senate and the U.S. House of Representatives will engage in a discussion about privacy, innovation, online advertising and legislative priorities on Capitol Hill. We’ll hear about Chairman Rockefeller’s privacy bill, the ongoing privacy review in the Energy and Commerce Committee, data security and other key initiatives.

Moderator:
Senator Byron Dorgan

Panelists:
Christian Fjeld, Senior Committee Counsel, Committee on Commerce, Science and Transportation, U.S. Senate
Shannon Taylor, Counsel, Majority Staff, Committee on Energy & Commerce, U.S. House of Representatives

1:00 p.m. Networking Lunch

1:45 p.m. The "Do Not Track" Deep Dive

- Recent events within the W3C Tracking Protection Working Group and the DAA Browser Choice Setting Policy Working Group indicate that both groups may issue DNT standards this spring. Indeed, W3C has now released a "Last Call" technical document April 23. Hear the latest updates from both efforts and learn what this may mean for third parties. The panelists will walk through the proposed W3C technical specification section-by-section and highlight key concerns with the most current draft. The technical review will go over issues including DNT header fields for HTTP requests, APIs, tracking status values and more. You will likely hear disagreement on what the text means and how it could impact your company.

Panelists:
Shane Wiley, Vice-President of Privacy and Data Governance, Yahoo!
Brooks Dobbs, Chief Privacy Officer, KBM Group
Jack Hobaugh, Counsel, NAI

2:30 p.m. What do you see when you look at the Lumascape? What will you see in five years?

- The Lumascape is one illustration of the diversity of the online display and mobile advertising industry. With each new version, one thing remains the same: data is driving so many of the new and innovative
marketing and technology players from the first crop of display advertising to video and mobile to cross-device. What will the Lumascape look like in five years? How do we continue to promote innovation, diversity, entrepreneurs and thriving third-party business models? What will those companies and business models look like in the future?

**Moderator:**
Sheila Millar, Partner, Keller and Heckman LLP

**Panelists:**
Bryan Burdick, Chief Operating Officer, Bizo
Andrew Pancer, Chief Operating Officer, Distillery
Alan Chappel, Chappel & Associates
Joshua Koran, Senior Vice President of Product Management, Turn

**3:15 p.m. Coffee Break**

**3:30 p.m. From Across Websites and Apps to Cross-Platform – The Future of State Management After (or with) the Cookie**

- Despite dire predictions last year and bold moves by some browsers, the third-party cookie is not dead...yet. In some cases, it’s still doing its job quite well. But changes in the digital ecosystem present new challenges that the cookie is not equipped to address. These include managing browsers that block cookies, the mobile app environment and identifying the same user across devices by third parties. How will industry approach these issues? What are the technical and policy challenges? Do new tracking technologies raise new privacy concerns? How should self-regulation help address these issues for third parties?

**Moderator:**
David Wainberg, Privacy & Policy Counsel, AppNexus

**Panelists:**
Jeff Wilson, Director, Consumer Advocacy, Accessibility and Privacy, AOL
Estelle Werth, Global Privacy Officer, Criteo
Rich LaBarca, Vice President of Product, AddThis
Dave Pickles, Chief Technology Officer & Founder, The Trade Desk

**4:30 p.m. CEO Panel**

- This final panel will continue to bring together all of the themes of the day – the role of third parties, the value of self-regulation, online privacy, competition, life beyond cookies, cross-device tracking and more, with challenging questions presented to leading CEOs of NAI member companies. The CEOs will explore and debate the most controversial and important issues of the day for third parties – including reactions to comments from other panels.

**Moderator:**
Marc Groman, President & CEO, NAI

**Panelists:**
Eric Wheeler, CEO and Co-Founder, 33Across
Joe Zawadzki, CEO, MediaMath
Mark Zagorski, CEO, eXelate
Omar Tawakol, CEO, BlueKai

**5:15 p.m. Closing Remarks Marc Groman, President & CEO, NAI**

**5:30 Cocktail Reception on the Roof**
Michelle Ash, U.S. House of Representatives, Chief Counsel for Commerce, Manufacturing and Trade, Committee on Energy and Commerce

Headshot and bio not available

Jason Bier, Conversant, Chief Privacy Officer

Jason’s responsibilities include management of external public policy matters as well as overseeing Conversant’s internal privacy best practices globally.

Jason is the recipient of the 2013 Interactive Advertising Bureau’s Service Excellence Award and serves on the board of directors of the Network Advertising Initiative. He is Conversant’s Liaison to the National Center for Missing and Exploited Children and Representative of the Federation for Internet Alerts, a nonprofit organization with a mission of utilizing ad technology through the Internet to deliver time-critical emergency messaging to help save lives.

Jason graduated from Pace University Law School with a J.D. and Certificate in International Law through the University of London’s exchange program, and holds a B.S. in Marketing from Indiana University’s Kelley School of Business. He is a member of the Illinois Bar and International Association of Privacy Professionals.

Drew Bordages, Specific Media, Senior Vice President, General Counsel
Drew oversees global legal affairs and compliance, public policy and government affairs and spearheads the company’s data protection and privacy efforts. Drew works closely with members of management across all areas of Specific Media to support the day-to-day legal and business affairs of the company. Additionally, Drew plays a key role in the company’s corporate development and corporate strategic initiatives.

Drew is a member of the American Bar Association (ABA), the Association of Corporate Counsel (ACC) and the International Association of Privacy Professionals (IAPP) and serves as a representative of Specific Media for the Network Advertising Initiative (NAI), the Digital Advertising Alliance (DAA) and the Interactive Advertising Bureau (IAB).

Drew joined Specific Media from Gibson, Dunn & Crutcher LLP where he served as corporate counsel to a variety of public and private companies, focusing on mergers and acquisitions, strategic investments, securities offerings and general corporate advice.

Drew holds a Bachelor of Arts degree in political science from the University of Southern California and earned his law degree magna cum laude from the University of San Diego School Of Law.

**Julie Brill, Federal Trade Commission, Commissioner**

U.S. Federal Trade Commissioner Julie Brill has been one of the nation’s leading advocates for protecting consumer privacy in this era of rapid technological change. In addition, she works actively on the full spectrum of issues affecting consumers, including encouraging fair and non-deceptive advertising practices, guarding consumers from financial fraud, and maintaining competition in high-tech and health care industries.

Commissioner Brill was appointed by President Obama and confirmed by the Senate to a term that will expire in September 2016. Before her appointment, Commissioner Brill enforced consumer protection and competition laws in Vermont and North Carolina for more than 20 years.

Commissioner Brill has received numerous national awards for her work – including the 2014 Privacy Leader of the Year award from the International Association of Privacy Professionals and the New York University School of Law Alumna of the Year Award. Commissioner Brill was recently elected to the American Law Institute. She has testified before Congress, and speaks and writes frequently about privacy, consumer protection and competition issues.

**Bryan Burdick, Bizo, Chief Operating Officer**
Bryan heads up all revenue and partnership activities at Bizo. Bryan is formerly the president of ZoomInfo, and has held senior management roles at Monster, Lycos, Go2Net and Reality Online, a Reuters company. Bryan is a Diet Coke and hockey fanatic, and if he's not playing hockey, he's coaching hockey, watching hockey or talking about hockey.

**Alan Chappell, Chapell and Associates, President; Vice-Chairman, NAI Board of Directors**

Alan Chapell sits on the NAI board on behalf of AudienceScience. Chapell began his career at a boutique direct marketing agency in Stamford, Connecticut in the early 1900s. After several years at the agency, and after a long sabbatical in Mumbai, Chapell moved to New York City and to Jupiter Research, an Internet research firm focusing on the consumer Internet economy. During his 4-1/2 years at Jupiter, Chapell also attended Fordham University School of Law.

Alan is the President of Chapell and Associates, a consulting firm that helps marketers build customer trust through responsible privacy practices. Chapell founded Chapell & Associates in October 2003. Since then, his firm has helped more than 100 media and technology companies craft their privacy and data strategies. He was appointed as privacy ombudsman by the U.S. Trustees Office in some of the largest bankruptcy cases in our nation’s history; including General Motors and Chrysler. In addition to his work on the Board of the Network Advertising Initiative, Chapell is Co-Chairman of the Mobile Marketing Association's (MMA) Privacy Committee, a member of the Digital Advertising Alliance (DAA) Advisory Board, a member of the World Wide Web Consortium (W3C), International Association of Privacy Professionals (IAPP) and a prolific writer and sought-after speaker on interactive marketing topics.

**Will DeVries, Google, Privacy Counsel**
Will DeVries advises on Google’s product teams on privacy legal issues worldwide. He previously worked for Google in Washington, DC as Policy Counsel on regulatory and legislative issues ranging from social networking to online advertising to government access to user data.

Will also taught Information Privacy Law and E-commerce Law at the George Washington University Law School from 2007 to 2010, and has lectured to students at Stanford Law School, U.C. Berkeley’s School of Information, and elsewhere. He speaks regularly on privacy issues, and irregularly on other topics -- from defamation to digital copyright and beyond. Prior to Google, Will worked in the Communications, Privacy and Information Law group at WilmerHale LLP. Will is a graduate of Princeton University and the University of California, Berkeley School of Law.

Brooks Dobbs, KBMGroup, Chief Privacy Officer

Brooks Dobbs is responsible for global privacy compliance across member companies. He has worked with the NAI since its inception and is a former Chairman. He has recently served as an invited expert to the W3C’s Do Not Track working group and is an author of the W3C’s P3P, Platform for Privacy Preferences, specification. Dobbs is frequent speaker on privacy and technology issues, and has worked in the drafting of numerous industry self-regulatory initiatives including: online preference marketing, behavioral advertising, web beacons usage, commercial email standards and Adware standards.

Prior to joining KBMG, Dobbs served as the Chief Privacy Officer of Phorm, Inc. and as the VP of Government Affairs and DataProtection for DoubleClick, Inc.

U.S. Senator Byron L. Dorgan and Senior Policy Advisor, Arent Fox LLP
U.S. Senator Byron L. Dorgan served as a congressman and Senator for North Dakota for 30 years before retiring from the U.S. Senate in 2011. He served in the Senate Leadership for 16 years, first as Assistant Democratic floor leader and then as Chairman of the Democratic Policy Committee.

He was Chairman of Senate Committees and Subcommittees on the issues of Energy, Aviation, Appropriations, Water Policy and Indian Affairs.

Senator Dorgan is now active in his post Senate life teaching, speaking, consulting, writing and much more.

He is a recognized leader in the fields of energy policy, economic issues, aviation policy, Indian issues, trade policy, health care and more. He is considered a compelling public speaker and one of the best debaters in the U.S. Senate.

Senator Dorgan is a Visiting professor at two Universities lecturing on energy, economic policy and political affairs. He works part time as a Senior Policy adviser with the Washington DC Law Firm Arent Fox. He is also a Senior Fellow with the Bipartisan Policy Center, a Washington DC think tank focusing primarily on energy issues. And he is Chairing a new program at the Aspen Institute – The Center for Native American Youth – that assists Native American Children with an emphasis on teen suicide prevention.


Senator Dorgan has a bachelor’s of Science degree from the University of North Dakota, and a Masters of Business Administration from the University of Denver. He is married to Kim Dorgan and has four children: Scott, Shelly (deceased), Brendon and Haley.

**Christian Fjeld, Senior Counsel for Senate Committee on Commerce, Science and Transportation**


**Marc Groman, Network Advertising Initiative, President & CEO**
Marc Groman leads the organization’s growth and helps set the agenda and strategic priorities. Marc brings a unique perspective to his role, having engaged with privacy issues for over a decade and from nearly every angle – government litigator, senior policy adviser, compliance officer and legislative staff.

He is passionate about self-regulation and believes that the industry must proactively address privacy challenges presented by new technology and business models. His vast government experience includes two years on Capitol Hill and over a decade with the Federal Trade Commission.

Prior to joining the NAI, Marc served as the FTC's first chief privacy officer, where he built an award-winning privacy program from the ground up. In 2009 and 2010, he served as counsel on the Energy and Commerce Committee in the U.S. House of Representatives. While on the Committee, Marc drafted a significant consumer privacy bill and shepherded data security and breach notification bills through passage in the House.

Marc's decade-long FTC career also included positions as counsel to the director of the Bureau of Consumer Protection and staff attorney in the Division of Marketing Practices. As counsel, Marc advised the bureau director on a wide range of consumer privacy issues, including online advertising, children’s privacy, data security, email marketing, spyware, identity theft and international privacy. In Marketing Practices, he litigated a number of high-profile FTC enforcement actions and received multiple awards for his efforts to help develop the FTC's Internet fraud program.

Marc started his legal career in the private sector as a litigation associate with Peabody and Arnold LLP in Boston, Massachusetts.

Marc received a B.A. magna cum laude in international relations from Tufts University and a J.D. cum laude from Harvard Law School. He is a Certified Information Privacy Professional and a member of the board of directors of the International Association of Privacy Professionals. Marc also serves on the board of directors of the Digital Advertising Alliance.

**Jack Hobaugh, Network Advertising Initiative, Counsel**
Jack Hobaugh is focused on complex policy issues that are deeply intertwined with technical implementations. With an extensive background in intellectual property litigation as well as software development and database design, Jack is uniquely equipped to lead some of the most technical aspects of NAI's work. In his role, Jack helps to ensure companies’ compliance with the NAI Code.

Prior to joining the NAI, Jack was an associate in the Cooley Litigation department and a member of the Intellectual Property Litigation practice group. His previous roles included associate at Blank Rome and law clerk to the Honorable Chief Judge Tena Campbell of the United States District Court, District of Utah, where he specialized in patent litigation support.

Prior to and during law school, Jack was a senior engineer for Level 3 Communications, Inc. Before returning to the United States to join Level 3, he was an associate for Booz-Allen's Overseas Division, providing on-site information technology consulting for clients in Europe, the Middle East, Africa and South America.

Jack earned a Juris Doctor degree from the University of Denver Sturm College of Law, a Master of Laws degree from George Washington University Law School, a BA from the University of Maryland, University College, an M.S. from Johns Hopkins University, and a BS from Lebanon Valley College.

Jack is a Certified Information Privacy Professional (CIPP/IT and CIPP/US).

Joshua Koran, Turn, Senior Vice President of Product Management

Joshua is one of the industry’s most knowledgeable marketing analytics and behavioral targeting experts, having designed applications that generate more than 30 percent of the industry’s annual behavioral targeting revenue. Prior to joining Turn, Joshua was Vice President of Product Management, Research and Data Monetization at AT&T.
AdWorks, and Vice President of Targeting and Optimization for ValueClick, Inc. He has also served in director level roles at Yahoo!, Angara and Personify.

**Rich LaBarca, AddThis, VP of Product**

In his role at AddThis, Rich has led products and businesses across paid media, data and insights products, publisher and social tools.

Rich came to AddThis after building walking robots, multiple computer-assisted surgical systems, online game and marketing platforms for mobile devices and many other things you wouldn't consider pre-requisites for his current role.

**Sheila Millar, Keller and Heckman LLP, Partner**

Sheila Millar joined Keller and Heckman in 1980. Ms. Millar counsels corporate and association clients on advertising, privacy, product safety, and other public policy and regulatory compliance issues. Ms. Millar counsels clients on advertising issues, working on policy questions, as well as claims and advertising challenges. She helps clients develop privacy policies, data security and access procedures, manage trans-border data flows and create training programs. She also works with clients to navigate the array of federal and state requirements related to contests and sweepstakes. Ms. Millar has special expertise in all issues related to the sale, advertising and marketing of children’s products, and has appeared at Federal Trade Commission (FTC) workshops on advertising literacy and children’s privacy.

Ms. Millar counsels clients on risk management and product safety strategies, as well as on compliance with Consumer Product Safety Commission (CPSC) requirements, including new requirements under the Consumer Product Safety Improvements Act (CPSIA), green chemistry and other product safety laws. Ms. Millar’s environmental regulatory expertise includes ozone depletion, global warming, clean air matters, energy use and green claims. She chairs the International Chamber of Commerce (ICC) Marketing and Advertising Commission Working Group on Sustainability and has represented the ICC at international intergovernmental meetings discussing environmental marketing. Ms. Millar is AV<sup>®</sup> Preeminent™ Rated by Martindale-Hubbell.
Education: Bryn Mawr College (B.A., cum laude, 1975); American University (J.D., 1980).
Admissions: District of Columbia; U.S. Supreme Court

Douglas Miller, AOL, Vice President and Global Privacy Leader; Chairman, NAI Board of Directors

Douglas Miller oversees a range of privacy operations including guidance, compliance, education and planning. Prior to becoming a full-time privacy professional in 1998, his AOL duties included child and teen protection, online conduct, content and advertising guidelines, anti-spam initiatives, and consumer safety and security. Before joining AOL, he led government affairs for the Software Publishers Association. From 2004-07, he taught courses in Internet Policy and Computer Ethics at Old Dominion University. He has served on the Education Advisory Board of the International Association of Privacy Professionals, and currently serves on the board of directors of the Network Advertising Initiative.

Andrew Pancer, Distillery, Chief Operating Officer

Andrew joined Distillery as COO in September 2008. He was Vice President of Digital Development at the New York Times, and COO and CFO of About.com, where revenues exceeded $100M and profits tripled during his tenure. He currently serves on the Board of Directors for the Network Advertising Initiative (NAI). He has a BS in Business Administration from Washington University and an MBA from NYU.

Dave Pickles, The Trade Desk, Chief Technology Officer & Founder
Dave Pickles oversees all engineering and technology at The Trade Desk. Pickles has spent his entire career building real-time Internet delivery systems. At the Internet telephony startup CallWave, Inc., he was involved in building all back end components of the system: client session management services, telephone call handling services, customer registration services, B2B integrations with all major telephone carriers, and complex high performance database systems (including a custom billing and CRM system). CallWave grew to more than 5 million users during 18 months, and achieved 16 consecutive quarters of profitability and a successful IPO.

In 2007, Pickles joined AdECN, Microsoft’s recent exchange acquisition at the time. He wrote code and led a team that in fewer than seven months built the complete Federated Exchange, enabling real-time bidding. After release, Microsoft publishing assets slowly ramped production traffic while hardening the system, handling performance testing of 30B daily impressions. The architecture Pickles crafted from the beginning remains effectively unchanged. Pickles and his team were the recipients of multiple awards and recognition for high performance. With the exchange complete and ready for prime time, Pickles left to help found The Trade Desk and build its platform.

Alec P. Rosenberg, Arent Fox LLP, Partner

Alec P. Rosenberg is a partner in the firm's Intellectual Property Group. His practice encompasses the full range of scenarios involving intellectual property (IP), from ownership and infringement disputes to strategic counseling and contract negotiations. Alec was a general litigator before focusing his practice on trademark and copyright-related work, and he has extensive experience litigating trademark and copyright cases in the federal courts and the Trademark Trial and Appeal Board. He clerked on, and regularly appears before, the demanding US District Court for the Eastern District of Virginia (aka the “Rocket Docket”). In addition, Alec advises clients of all types on
enforcement techniques and internal best practices to develop, safeguard and exploit valuable intellectual property.
In recent years, a significant part of his practice has involved counseling startup and emerging growth tech companies in connection with such matters.

Omar Tawakol, BlueKai, CEO

Omar Tawakol is a leader in Silicon Valley and sees revenue in data. His intellectual blend of technologist, marketer and innovator are unique in a business that is mostly driven by marketing expertise. Omar earned a Masters of Computer Science from Stanford University and a Bachelor of Engineering degree from MIT. While at Stanford, he was a computer science researcher at both the Stanford Logic Group and Hewlett-Packard Co. Software Labs. Omar's research on context for computer agents was published in the American Association of Artificial Intelligence. Omar is the co-founder and CEO of BlueKai, the industry's leading data activation system that supplies both Fortune 100 companies and leading publishers with solutions for managing and activating first and third party data for creating highly effective customer and marketing campaigns.

Shannon Taylor, Majority Counsel with the U.S. House of Representatives Committee on Energy and Commerce.

Ms. Taylor joined the Committee in August 2006 and works primarily with the Subcommittee on Commerce, Manufacturing and Trade. Prior to joining the Committee on Energy and Commerce, Ms. Taylor served as counsel to the House Committee on Government Reform and as legislative counsel to the Honorable Jim Gerlach. Preceding her time on Capitol Hill, Ms. Taylor practiced law in the private sector. Ms. Taylor is a graduate of The George Washington University Law School and a member of the Virginia and District of Columbia Bars.

David Wainberg, AppNexus, Privacy & Policy Counsel

As Privacy & Policy Counsel at AppNexus, David drives the company’s response to an array of complex policy issues deeply intertwined with technology. Prior to joining AppNexus, David worked at the Network Advertising Initiative (NAI)
where he spearheaded the company’s strategy on major policy issues affecting the online advertising industry, including the NAI’s engagement on Do Not Track (DNT). Committed to building a better, safer Internet throughout his career, David has consulted and offered counsel on matters related to technology, privacy and information security law, including HIPAA, ECPA, and cyber self-defense and malware risk. He graduated magna cum laude from the University of Maine with a B.S. in Computer Science, has a J.D. from the University of Maine School of Law, and is a Certified Information Privacy Professional.

**Estelle Werth, Criteo, Global Privacy Officer**

Estelle Werth is Global Privacy Officer at Criteo, a global leader in digital performance display advertising. Estelle manages risks and business impacts of privacy laws and regulation ensuring privacy protection of users. Estelle implements and oversees privacy practices and policies at Criteo in an effort to sustainably empower users and build user trust on a framework that promotes transparency and user choice.

Prior to joining Criteo, Estelle was an IT attorney at law at Ernst & Young law firm focusing on information technology, online services and data protection.

**Eric Wheeler, 33Across, CEO and Co-Founder**

Eric is the Chief Executive Officer and co-founder of 33Across, a leading advertising technology company. He is a seasoned start-up entrepreneur and a pioneer in digital advertising, with a proven track record in creating products for marketers and publishers that increase revenue and uncover actionable insights. Eric oversees 33Across’ corporate strategy, business execution and company culture. Under his leadership, 33Across has achieved numerous accolades, such as being named the 70th fastest growing companies in America and 7th fastest growing company in New York by Inc. Magazine in 2013 and an honored as an AlwaysOn Media Top 100 company for 4 years running. Eric is a frequent industry contributor presenting at leading conferences such as iMedia Summits, MediaPost, Digiday, IAB, NAI, 4As, and Adtech.

Prior to 33Across, he was the CEO of Neo@Ogilvy and Executive Director of Ogilvy Interactive North America. Under his leadership, Ogilvy Interactive's revenue grew five-fold from 2003-2007 working with leading brands including IBM, American Express, TD Ameritrade, Cisco, and Yahoo!. Eric was COO of Carat Interactive and co-founder and President/COO of Lot21, the award-winning digital agency that sold to Carat in 2002. Eric's career includes leadership
positions at CNET, Young & Rubicam, and Anderson & Lembke in San Francisco. Eric holds a BA in Political Science and Philosophy from Boston University.

**Shane Wiley, Yahoo! Vice President of Privacy & Data Governance; Treasurer, NAI Board of Directors**

As the premier digital media company, Yahoo! understands user trust is key to our success. Shane leads the privacy and data governance teams at Yahoo! supporting nearly 700 million users across 190 products, services and platforms in over 50 markets in 29 languages operating across PCs, mobile devices, and cutting edge consumer electronics. With more than 20 years of experience in software engineering, product management and policy related responsibilities, Shane is a recognized leader in developing sound policy solutions to cutting edge technology challenges. He received his undergraduate education at Embry-Riddle Aeronautical University - B.S. Aerospace Engineering and is a Certified International Privacy Professional.

**Jeff Wilson, AOL, CIPP/Director, AOL Privacy**

Jeff Wilson has held a variety of network and software engineering roles in his 17-year career at AOL. He has served as the AOL Privacy lead for all U.S. and international technical privacy matters for the last seven years, and holds U.S. patents related to privacy engineering. Jeff has assisted the NAI, DAA and IAB on many initiatives, including Do Not Track, Beyond Cookies, Offline Data/Append, Enhanced Notice, opt-out testing and web scanning.

**Mark Zagorski, eXelate, CEO**
Mark has been at the forefront of digital disruption since 1997 when he joined Modem Media – Poppe Tyson, a pioneering digital ad agency and the source of the web’s first banner ad. Following his agency tenure working for clients like IBM, HSBC, Priceline and Standard & Poor’s, Mark was appointed President of WorldNow, which ushered more than 300 local TV stations into the digital age via video streaming and online network ad solutions. After WorldNow, he helped local newspapers evolve online, becoming Chief Marketing Officer and Corporate EVP of MediaSpan, where he led strategy, marketing and business development and built its 1400+-affiliate local ad network. In 2008, Mark joined eXelate where he continued to drive digital innovation as an early champion of data driven programmatic media buying. As eXelate’s CEO, he has been responsible for spearheading corporate growth and driving the strategic vision of the company’s industry-leading smart data engine. Mark led eXelate’s U.S. launch, expanded the company’s global footprint to more than 700M unique users worldwide, and was instrumental in closing $28M in Series B and C funding, while creating long-term relationships with data powerhouses like Nielsen and MasterCard. Mark received his MBA from the University of Rochester’s Simon School of Business and a BS in Finance from Gannon University, where he was awarded the University’s Distinguished Young Alumnus Award. He also currently serves on the board of directors for Vibrant Media.

Joe Zawadzki, MediaMath, CEO

Joe Zawadzki is a respected pioneer in the online marketing industry, known especially for establishing the demand-side platform sector. With his deep experience in audience targeting and optimization, ad networks and exchanges and real-time bidding, Joe is regularly invited to speak at industry conferences, roundtables and major events.

After a decade representing buyers at top-tier agencies and Fortune 500 companies, Joe Zawadzki saw the need to reshape the online marketing landscape by integrating technology, data, analytics, and marketing best practices into a single media platform. He founded MediaMath in 2007, launching a technological revolution with the first demand side platform (DSP) and today, the MediaMath Marketing Operating System, TerminalOne, powers the marketing practice of more than 3,500 brands.
Previously, Joe was founder, president and chairman of Poindexter Systems / [x+1], incubated Right Media, and as managing member of Occam’s Razor, shaped AOL’s yield management and DoubleClick’s buy-side optimization strategy.

His early career was spent as an investment banker, where he developed his expertise in quantitative analysis and market dynamics, and he remains an active New York technology investor whose portfolio includes AppNexus, AdSafe, 33Across, C3Metrics, Hashable, Accordant and Spruce Media.

Joe holds several patents in the area of online methods for dynamic segmentation and content presentation. He is a graduate of Harvard University and was a Teaching Fellow in cosmology, set theory and the history of science. He lives in New York City with his wife, Daria, and their children Dune and Jack, born on the summer and winter solstices respectively.