

CARDLINX WEST FORUM

ECOSYSTEM OF ONE

April 10, 2018

Manchester Grand Hyatt - San Diego, CA



#CardLinXForum

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CARDLINX WEST AGENDA

There is more consumer data available than ever before - from smartphones, smartwatches to self-driving cars. Retailers, payment networks, social networks and technology providers are incorporating cutting edge technologies like contextual data, biometrics and AI into the next generation of shopping platforms both in-store and online. This conference explores the new forms of digital payments, data platforms, APIs and data analytics techniques involved in launching a world class data driven commerce platform. Learn from the leaders in O2O commerce, from retailers to digital advertisers to payment networks, using data to enhance their brand and engage with customers.

- 8:30 AM** NETWORKING BREAKFAST & REGISTRATION
- 9:00 AM** WELCOME – Silvio Tavares, President and CEO, The CardLinX Association
- 9:30 AM** KEYNOTE – “Card Linked Marketing: The Influence and Relevancy of Our Data”
David Kristal, CEO, Augeo
- 10:00 AM** KEYNOTE – “AI’s Role in Fraud Detection in O2O Commerce”
Paul Siegfried, SVP Financial Services, TransUnion
- 10:30 AM** NETWORKING BREAK
- 11:00 AM** KEYNOTE – “How Data-Driven Commerce Comes Together in the Ecosystem of One”
Dale McCrory, VP Digital Commerce Innovation, First Data
- 11:30 AM** KEYNOTE – “The Perfect Storm: How Cloud Computing, AI and Card-Linking Create Digital Marketing Programs for One”
Shankar Kalyana, IBM Fellow & CTO for Cloud Consulting Services, IBM
- 12:00 PM** LUNCH BREAK
- 1:30 PM** KEYNOTE – “Game Changer: Creating Marketing Campaigns for One”
Jon Carder, Founder and President / Bryon Cook, COO, Empyr
- 2:00 PM** KEYNOTE – “Highlights in Big Data Analysis for Online-to-Offline Commerce”
Mladen Vladic, General Manager Loyalty Services, FIS
- 2:30 PM** NETWORKING BREAK
- 3:00 PM** KEYNOTE – “Linking Local and Data Driven Commerce”
Brian Booth, Founder and CEO, Enroll & Pay
- 3:30 PM** KEYNOTE – “Opportunities & Challenges of Open Consumer Programs in a Growing O2O Ecosystem”
Ben Reid, Director Strategic Partnerships, Groupon
- 4:00 PM** CLOSING COMMENTS – Silvio Tavares, President and CEO, The CardLinX Association
- 5:00 PM** DRINKS & NETWORKING RECEPTION

WORK GROUPS - APRIL 9, 2018

Work groups will be held in rooms Promenade A and B, located on the 3rd floor of the Harbor Tower at the Manchester Grand Hyatt

- 1:00 - 2:30 PM** Data Sharing Work Group (Crane Standard 1.0)
- 2:30 - 3:30 PM** Merchant Reporting Task Force
- 3:30 - 5:00 PM** CardLinX Startup Roundtable
- 5:00 - 7:00 PM** Networking Cocktail Reception – Promenade A & B Foyer

ATTENDING COMPANIES INCLUDE:

