

MOBILE COMMERCE AND THE INTERNET OF COMMERCE THINGS

CardLinX™
www.cardlinx.org

APRIL 26

Attending Companies Include:



Pullman San Francisco Bay
223 Twin Dolphin Drive, Redwood City, CA 94065
April 26, 2017
8:30 AM - 5:00 PM

New advances in technology have enabled virtually every device to be connected to the internet creating a new "Internet of Things" or IoT. Yet the killer app for IoT is commerce. The Internet of Commerce Things (IoCT) has now grown far beyond just mobile phones to encompass wearables and everyday objects that have embedded payment capabilities like watches, clothes, virtual reality goggles, home appliances and even new cars. The technology that powers the IoCT cloud is card-linking.

- 8:30 AM Networking Breakfast & Registration
- 9:00 AM Welcome Address & Introduction – **Silvio Tavares, President and CEO The CardLinX Association**
- 9:30 AM Keynote – "How Samsung has made Innovation Become Mainstream in Payments"
Marc Keller, Head of FI Strategy and Partnerships, Samsung Pay
- 10:20 AM Keynote – "Mobile Commerce & Security of Things"
Imran Hajimusa, VP Business & Technology, Verifone
- 11:10 AM Coffee Break
- 11:40 AM Keynote – "Driving Social Philanthropy Through the IoC"
Jonathan Silver, CEO, Affinity Solutions with Stephen Dessner, President, PAYCE
Mark Weadick, Managing Director, SL Capital Strategies
- 12:30 PM Lunch Break
- 1:30 PM Keynote – "Card-Linked Loyalty Practical Applications For Today's Evolving Omni-Channel Merchant"
Steve VanFleet, President, Augeo, Card Linking



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- 2:20 PM Keynote - "Gamifying Loyalty & Offers"
Nicolas Coppée, Co-Founder, Luckycycle
- 3:10 PM Networking Break
- 3:50 PM Keynote - "Commerce for Every Device"
Kirsty Rankin, Senior Vice President, Merchant Value Proposition Loyalty, Mastercard
- 4:40 PM Closing Comments - **Silvio Tavares, President & CEO The CardLinX Association**
- 5:00 PM – 7:00 PM Networking Drinks Reception



User Groups Networking Reception on Evening Before Conference April 25, 2017

- 4:30 PM Check-In & Pre-Registration
- 5:00 PM SKU/ Item Level Card-Linked Offers
Moderator: **Jen Medeiros, Director of Business Development, In-Store Offers, Rakuten/Ebates**
- 6:00 PM – 7:00 PM Networking Drinks Reception



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