



## 18<sup>TH</sup> ANNUAL MEDIA & TECH CONFERENCE

The Convergence of Content,  
Data & Technology

May 2, 2022  
The Pierre, NYC



## WELCOME MESSAGE



“  
**TRUSTED INSIGHTS.  
EXPERT ADVICE.  
OUTSTANDING  
RESULTS.**  
”

Greetings,

Welcome to our 18<sup>th</sup> Annual Media & Technology Conference, highlighting “The Convergence of Content, Data & Technology.” We are delighted you could join us for this event, bringing together a senior level audience of executives and investors from across the global media, marketing, information and technology sectors.

We have assembled an impressive roster of A-list speakers for today’s program who will share insights and case studies on how to stay ahead of fast-paced changes in the industries we serve; how to innovate and transform business models in response to rapid developments in the use of technology and data; and how to leverage M&A to drive growth and enhance product and service offerings. We look forward to hearing from this great group of speakers!

Our goal today is to present new ideas and opportunities that stimulate thinking in the context of your own business models, while also allowing time for quality networking. In the end, we hope you come away from the event with at least three compelling ideas to take back to your office to share with your peers, as well as new business contacts to re-connect with in the days and weeks ahead.

As always, we are extremely grateful for the wonderful support of our world-class sponsors, including: BDO; The Boston Consulting Group; Buffkin / Baker; Datasite; DealCloud; Monroe Capital; Morgan Lewis; and S&P Global. We would also like to thank our speakers for contributing their time and effort to our program.

We are pleased that you could join us today and hope you have time to connect with at least one of the JEGI CLARITY leaders while you are here.

Sincerely,  
Wilma H. Jordan

A handwritten signature in black ink that reads "Wilma H. Jordan".

Founder & CEO  
North America  
JEGI CLARITY



## LEADERSHIP TEAM – NORTH AMERICA



**WILMA JORDAN**  
Founder & CEO, N.A.



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Managing Director



**HUGH BOSTON**  
Managing Director



**ADAM GROSS**  
Managing Director



**MICHAEL HIRSCH**  
Managing Director



**RICHARD MEAD**  
Managing Director



**KEVIN MOORE**  
Managing Director



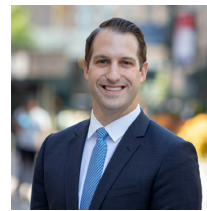
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Managing Director



**KATHLEEN THOMAS**  
Managing Director



**JOSHUA WONG**  
Managing Director



**RICH KANEFSKY**  
Director



**STEPHEN SHANKMAN**  
Director



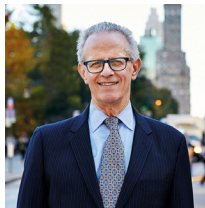
**JON THACKERAY**  
Director



**DOUG STOWE**  
COO



**CHRIS KARL**  
Chief BD Officer



**BILL HITZIG**  
CCO



**KELSEY KOVACHIK**  
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Partner



**SAN DATTA**  
Partner



**JONATHAN DAVIS**  
Partner



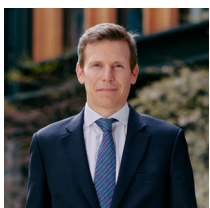
**BEN TOLLEY**  
Partner



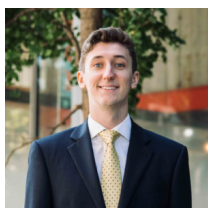
**VANGELIS LIVANIS**  
MD, Debt Advisory



**RICHARD VAUGHAN**  
Managing Director



**JONATHAN GOODALE**  
Chief BD Officer



**AIDAN THOMPSON**  
Business Development  
Executive



**SEWRA ALAZAR**  
Finance & Operations  
Manager

## AGENDA

11:30am	<b>Registration and Lunch Served</b>
11:55am – 12:00pm	<b>Opening Remarks</b> Wilma Jordan, Founder & CEO, North America   JEGI CLARITY
12:00pm – 12:30pm	<b>JEGI CLARITY Sector Insights</b>
12:30pm – 1:00pm	<b>The Changing Nature of TV Viewing and Related Opportunities</b> John Rose, Managing Director & Senior Partner   Boston Consulting Group David Kenny, Chief Executive Officer   Nielsen
1:00pm - 1:30pm	<b>How Corporates Compete With Private Equity</b> Moderator Kathleen Thomas, Managing Director   JEGI CLARITY Panelists Sean Alford, SVP Corporate Development   Ziff Davis Murphy Clark, Chief Financial Officer   Red Ventures Health Cameron Drinkwater, Chief Financial Officer   S&P Dow Jones Indices Jesper Meyer, Managing Director, Corporate Development   Accenture
1:30pm – 2:00pm	<b>Break</b>
2:00pm – 2:30pm	<b>Serving the Needs of Marketers in an Always on World</b> Moderator Marcus Anselm, Partner   JEGI CLARITY Panelists Jennifer Drury, Founder & CEO   BrandLab360 Rosemarie Ryan, Co-Founder & CEO   co:collective Beth Sidhu, Chief Brand & Communications Officer   Stagwell
2:30pm – 3:00pm	<b>Digital Transformation</b> Moderator Greg Coleman, Executive-in-Residence   Lerer Hippeau Ventures Panelists Alex Collmer, Founder & CEO   VidMob Bonnie Kintzer, President & CEO   Trusted Media Brands Adrien Menard, Co-Founder & CEO   Botify

## AGENDA

3:00pm – 3:30pm	<b>Perspectives From the M&amp;A Supply Chain</b> Moderator Chris Karl, Chief Business Development Officer   JEGI CLARITY Panelists Doug Cullen, CMO & Head of Corporate Strategy   Datasite Patrick Donoghue, Partner, Transaction Advisory Services   BDO Theodore Koenig, Chairman & CEO   Monroe Capital
3:30pm – 3:45pm	<b>What Happened? A Brief Review of Relevant Legal Developments Over the Past Two (or Was it Two Million?) Years</b> Robert Dickey, Partner   Morgan Lewis
3:45pm – 4:15pm	<b>Break</b>
4:15pm – 4:45pm	<b>Secrets to Market-Beating Returns in Any Environment</b> Moderator Andrew Jacobson, Consulting Partner & Co-Chair OLC   Outsell Panelists Hannah Stone Craven, Co-Founder & Managing Partner   Stone-Goff Partners Scott Peters, Co-Founder & Managing Partner   Growth Catalyst Partners Scott Stevens, Partner   Pamlico Capital Kylie Wright-Ford, Chief Executive Officer   The RepTrak Company
4:45pm – 5:15pm	<b>Leveling Up in Interactive Media - Good Game, Have Fun</b> Joshua Wong, Managing Director   JEGI CLARITY Pim de Witte, Co-Founder & CEO   Medal.tv
5:15pm – 5:45pm	<b>The Convergence of Media &amp; Web3</b> Wilma Jordan, Founder & CEO, North America   JEGI CLARITY Mike Federle, Chief Executive Officer   Forbes
5:45pm – 7:00pm	<b>Closing Remarks and After Party</b>

To view the biographies of today's speakers, please visit:  
[www.jegiclarity.com/wp/wp-content/uploads/2022/4/2022-Speaker-Bios.pdf](http://www.jegiclarity.com/wp/wp-content/uploads/2022/4/2022-Speaker-Bios.pdf)



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As the 5<sup>th</sup> largest accounting firm with a global network spanning more than 167 countries, BDO provides assurance, tax and advisory services to media, marketing, information and technology companies throughout the world. Despite historic success, the past two years have brought monumental changes to these firms—from unprecedented supply chain disruptions and workforce shifts to global tax reform and increasing digitization. As we emerge from the global pandemic, these industries are looking to a future in which success will be defined by trust earned, innovation accelerated, talent secured and alliances formed. BDO's professionals have deep experience helping clients navigate the many opportunities and challenges affecting these industries and are instrumental in helping them achieve their larger business goals.



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The Boston Consulting Group (BCG) is a global management consulting firm and the world's leading advisor on business strategy. BCG partners with clients in all sectors and regions to identify their highest-value opportunities, address their most critical challenges, and transform their businesses.

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Buffkin / Baker is a partner-led executive search firm focusing on Healthcare, Higher Education, Private Equity, Digital Transformation, Technology, Media & Telecom, Entertainment, and Non-Profit. As leaders in their respective fields, each partner has over a decade of retained search experience. Combined, the firm's partners have more than 175 years of search experience and more than 220 years of industry/operating experience. Office locations include Nashville, New York, Charlotte, Winston-Salem, Los Angeles, and Washington, DC, with an affiliate office in London. Buffkin / Baker is a member of Panorama, a global community of over 400 leadership experts working together to promote a diverse perspective of leadership, embracing creative thinking, and sharing our expertise and experience to bring our clients the very best results.



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Monroe Capital LLC is a premier boutique asset management firm specializing in private credit markets across various strategies, including direct lending, asset-based lending, specialty finance, opportunistic and structured credit, and equity. Since 2004, the firm has been successfully providing capital solutions to clients in the U.S. and Canada. Monroe prides itself on being a value-added and user-friendly partner to business owners, management, and both private equity and independent sponsors. Monroe's platform offers a wide variety of investment products for both institutional and high net worth investors with a focus on generating high quality "alpha" returns irrespective of business or economic cycles. The firm is headquartered in Chicago and maintains offices in Atlanta, Boston, Los Angeles, Naples, New York, San Francisco and Seoul.

Monroe has been recognized by both its peers and investors with various awards including Private Debt Investor as the 2021 Senior Lender of the Year, 2021 Lower Mid-Market Lender of the Year, Americas; Creditflux as the 2021 Best U.S. Direct Lending Fund; Global M&A Network as the 2021 Mid-Markets Lender of the Year, U.S.A.; and Pension Bridge as the 2020 Private Credit Strategy of the Year. For more information, please visit [www.monroecap.com](http://www.monroecap.com).

## Morgan Lewis

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Morgan Lewis provides comprehensive corporate, finance, restructuring, litigation, employment and benefits, and intellectual property services in all major industries, helping clients address and anticipate challenges across vast and rapidly changing landscapes. We work with clients ranging from established, global Fortune 100 companies to enterprising startups and we approach every representation with an equal commitment to first understanding, and then efficiently and effectively advancing, the interests of our clients and arriving at the best results. We focus on both immediate and long-term goals with our clients, helping them address and anticipate challenges across vast and rapidly changing landscapes.

Founded in 1873, Morgan Lewis offers more than 2,200 lawyers and specialists—in 30 offices across North America, Asia, Europe, and the Middle East. The firm is unified in its long-held service philosophy that every action of its attorneys, in every representation, is driven first and foremost by achieving the immediate and long-term business goals of each client.

## S&P Global Market Intelligence

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## RECENT TRANSACTIONS

### About JEGI CLARITY

JEGI CLARITY ([www.jegiclarity.com](http://www.jegiclarity.com)), is a pre-eminent M&A advisory firm for the media, marketing, information and technology industries. With a global reach from New York, London, Boston, Sydney and San Francisco, we have closed more than 800 transactions during our 35 year history.

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## RECENT TRANSACTIONS

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## NOTES





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