

19th ANNUAL MEDIA & TECH CONFERENCE

Maintaining a Winning Mindset

April 24th, 2023

The Pierre, NYC



SPEAKER BIOS (IN ORDER OF SEGMENT)

CATCH THE MOMENT

Adam White, Founder & CEO | Front Office Sports



Adam White is the Founder and CEO of Front Office Sports, a multiplatform media brand built for the modern sports consumer.

FOS reaches an influential and rapidly expanding audience of over 20M people per month across our newsletters, site, podcasts, and social channels.

FOS is backed by SC.Holdings, a New York-based investment and strategic advisory firm, and Crain Communications, one of the largest privately owned business media companies with 21 leading business, trade and consumer brands in North America, Europe, and Asia.

In 2021, Front Office Sports was named one of Fast Company's Most Innovative Companies and has had its client work recognized as finalists for various industry awards.

David Tyree, Entrepreneur, Sports Analyst & Former NFL Player



In addition to his success on the football field, David Tyree has also enjoyed a successful career off the field as well. After his retirement from the NFL as a player, he spent two years at NFL League Headquarters in NYC, working in the Player Engagement Department. In July of 2014, he received a second homecoming when the New York Football Giants named him as the Director of Player Development. Since leaving that position in 2019, David is making headway as an entrepreneur and sports analyst. Starting in 2021, he began co-hosting "Odds with Ends" on MSG alongside former Giants defensive end Mathias Kiwanuka.

David graduated from Montclair High School in 1998 with a full four-year athletic scholarship to Syracuse University. Through unparalleled work ethic and endurance, he excelled as a wide receiver and special teams player. David was then drafted in the 6th round of the 2003 NFL Draft by the New York Giants (211 overall). Despite humble beginnings and personal challenges, he was named to the 2006 Pro Bowl and was responsible for making NFL history with what many consider to be the greatest catch in Super Bowl history.

THE CEO PERSPECTIVE: WHAT IT TAKES TO WIN IN THE CHANGING MARKET RESEARCH LANDSCAPE

John Rose, Managing Director & Senior Partner | Boston Consulting Group



John Rose is a Senior Partner and Managing Director in the New York office of The Boston Consulting Group. He is the former leader of BCG's global media practice, Co-Founder of BCG's US Private Equity practice, and a BCG Fellow focused on data privacy and digital identity. Mr. Rose joined BCG from EMI PLC, where he was Group EVP, responsible for strategy and corporate development, digital distribution, global operations, and government affairs. Prior to EMI, he spent 20 years at McKinsey & Co., as a Senior Partner, where he led the global media practice and was deeply involved in serving tech, telecom, and private equity clients.

Mr. Rose's consulting work includes a recent and interesting departure into the public sector, where he helped NY State design and execute its response to COVID and helped project manage Eric Adam's transition to Mayor following his primary win. His media related work includes a multi-year effort for World Economic Forum on data/analytics and privacy; strategy and transformation of several leading traditional media companies across TV, Film and Print; establishment of one of the leading CTV ad sales businesses; strategy efforts for players in the tech, telecom, and consumer retail spaces related to media; incubation and build of several digital content and services businesses, and wide set of media and media-tech related M&A support including deal origination, structuring and diligence.

Mr. Rose holds his BA in Mathematics, summa cum laude, from Wesleyan University, where he was awarded the Graham Prize for Natural Science. He earned his master's degree in Public and Private Management from Yale University. Outside of work, he serves on the Boards of New York Public Radio, the Citizen's Budget Commission, and Viewlift – a video streaming platform provider. He is also an Adjunct Professor at NYU/Stern.

Tod Johnson, Co-Founder & Managing Director | Duo Partners Consulting



Tod Johnson is the Co-Founder and Managing Director of Duo Partners Consulting, LLC, a New York based investment and consulting firm. Tod was the Executive Chairman of The NPD Group through July 31, 2022, a company he has led since 1971. As of August 1, he became the chair of the board and a consultant to a combined NPD/Information Resources merger, a \$2.3B marketing information company.

Considered an innovator in his field for more than 50 years, Tod has led many industry initiatives with POS data, consumer data, online data collection, etc. and is the lead patentee on the methods patent for in-home scanning. His research expertise is in the areas of brand loyalty and brand equity.

He has been a chairman, vice chairman, secretary, and director of the Advertising Research Foundation and was a Founding Chairman and Director of the Council for Marketing and Opinion Research. He was elected to the Market Research Council Hall of Fame in 2011.

Tod is a vice chair of the Carnegie Mellon University Board of Trustees, his alma mater. He is also chair of the Executive Committee of the Metropolitan Opera, a member of the board of the Lincoln Center for the Performing Arts, and chairman of the board of CivicScience, a Pittsburgh based new survey technology firm. He was CEO and Founder of Media Metrix from 1995 to 2001 and is a past member of the JPMorgan Chase Regional Advisory Board.

Tod received undergraduate and graduate business degrees from Carnegie Mellon University, where he also taught in the business school for a brief time. He is the longest serving trustee for the university and was the second recipient of the university's Founder Medal.

Karyn Schoenbart, Co-Founder & Managing Director | Duo Partners Consulting



Karyn Schoenbart is the Co-Founder and Managing Director of Duo Partners Consulting, LLC, a New York based consulting and investment firm.

Previously Karyn was the Chief Executive Officer of The NPD Group, one of the largest global providers of information and advisory services. Under Karyn's leadership, NPD was proud to have been named one of the Best Companies to Work For in New York State, earning a reputation as one of the most respected firms in its industry. Karyn played an integral role in the successful August 2022 merger of NPD and IRI, helping to create a \$2.3B global technology, analytics and data provider.

Passionate about coaching others to greater levels of achievement, Karyn wrote *Mom.B.A: Essential Business Advice from One Generation to the Next* as a practical guide on everything from effective first impressions and workplace politics to relationship development, work/life balance, skill-building, and achieving balance between work and family. The book is based on the real-life business lessons Karyn amassed during her career.

Karyn has received numerous awards recognizing her outstanding impact as a female business leader including the Accessory Council's HERO Award, Long Island Brava Award, and the Legacy Award from Women in Consumer Technology. She was also named one of the Top 25 Most Influential Women of the Mid-Market by the CEO Connection four years consecutively and is an inductee of the Long Island Business Hall of Fame.

Karyn currently serves on the Board of Directors for the combined NPD/IRI company, CivicScience, Stylitics, Revuze and the Retail Industry Leaders Association (RILA). Additionally, Karyn serves on the Advisory Board of The Resolution Project, a non-profit organization that develops socially responsible young leaders.

Karyn is an in-demand, highly sought-after moderator, panelist, and keynote speaker – a platform which allows her to drive one of her life passions, elevating women across all career levels. She also has curated workshops on a variety of topics to help employers invest in and grow their employees including developing client relationships, dealing with difficult situations and overcoming the impostor syndrome.

A graduate of the University of Massachusetts, summa cum laude, Karyn and her husband divide their time between New York and Florida. In her spare time, she enjoys reading, tennis, relaxing on the beach and spending time with her family.

JEGI CLARITY SECTOR INSIGHTS

Vincent Létang, EVP, Managing Director, Global Market Intelligence | MAGNA



Vincent Létang has been a recognized international researcher, expert and consultant in the media industry, specializing in advertising market trends for the last 25 years. Vincent is currently EVP, Managing Partner, Global Market Intelligence. He has been leading MAGNA's global market research and forecasting unit, based in New York, since 2011. In that role, he's supervising MAGNA's market research, publications and consulting activities. Among the regular publications of Vincent and his team are the Global Advertising Forecasts (a bi-annual report on advertising market trends in 70 countries, with 5 years net ad spend forecasts), the US Advertising Forecasts and the Programmatic Reports. Earlier in his career Vincent was Head of Advertising Research for IHS Screen Digest in London where he worked as a consultant for high-profile organizations including IAB Europe, Sony, CBS Outdoor, Ofcom and the European Commission. Prior to that he led media/telecom research practice at BIPE in Paris.

Vincent has been invited to speak on industry trends in more than 20 international conferences on media and advertising, and regular panelist at the UBS Global Media Conference in New York. Vincent is frequently interviewed and quoted in the trade press and the financial press including the Wall Street Journal, the Financial Times, MediaWeek, MediaPost, AdExchanger, Campaign, Horizont, Bloomberg TV, etc.

Vincent holds a master's degree in Economics from Paris Dauphine University and a master's degree in business administration from HEC School of Management, Paris. He's married and a father of two, and lives in New Jersey.

FINDING COMPETITIVE ADVANTAGE THROUGH YOUR REVENUE ORGANIZATION

Heather Holst-Knudsen, CEO & Founder | H2K Labs



Heather Holst-Knudsen is an inspirational leader and innovator in the B2B information space. As CEO and Founder of H2K Labs, she has years of experience helping organizations use data to drive their business goals and increase revenue. She is a sought-after speaker, advisor, and mentor at conferences and forums, providing valuable advice on data monetization, customer centricity, organizational change management, and scalable, predictable revenue growth.

Heather is passionate about helping B2B media, event, and information companies unlock value from their data and equip them with the tools they need to transform their traditional sales operations into modern revenue powerhouses. With her extensive knowledge and enthusiasm for empowering businesses through data and innovation, Heather serves as a change agent and partner for customers in the ever-evolving world of information technology.

Lisa Hannant, Chief Executive Officer | Clarion Events



Lisa Hannant is Chief Executive Officer of Clarion Events. Lisa joined Clarion in 2008 and since joining has been part of the senior management team that has led and delivered a strategy of expansive growth, diversifying the Clarion business and portfolio mix substantially in recent years.

Lisa joined the Board and was appointed Group Managing Director in 2013 and become CEO in 2022. With over 30 years' industry experience working across a broad range of sectors and international markets, Lisa has extensive experience of building market leading brands and positions, both organically and through acquisition and also across a wide range of customer driven formats including large scale live events and digital products.

Prior to joining Clarion, Lisa held a number of senior management positions within the exhibition and conference industry and was integral to the success of two start-up businesses that were later successfully acquired by major UK organizers.

Lisa also serves on a number of industry boards, including UFI, SISO, and the AEO.

Paul Miller, Chief Executive Officer | Questex



As CEO of Questex, Paul Miller is responsible for shaping the company's growth strategy and enhancing its offerings to better serve its customers as the leading information services business focused on the experience economy.

An award-winning visionary leader with a keen ability and track record of growing businesses, Mr. Miller has a passion for creating winning cultures and high performing teams. Mr. Miller has led and grown businesses with revenues ranging from \$30 to \$250 million in both privately and publicly held companies. Mr. Miller was a member of the Executive Leadership team that completed the sale of Penton to Informa for \$1.2B.

Prior to Questex, Mr. Miller was President of Informa's Industry & Infrastructure Intelligence business where he brought a high level of innovation and creativity to help customers achieve superior ROI on marketing investments and drive subscription revenues. Earlier in his career, Mr. Miller was President of Penton's Industry Group where he was responsible for a broad portfolio that includes energy and buildings, design engineering and sourcing and manufacturing and supply chain markets. Mr. Miller had a long, successful career with UBM where he held several leadership positions. His last position at the company was CEO of UBM Tech where he drove the business unit into digital content and services, completed several M&A transactions and led international expansion into Europe, Asia and Latin America.

Mr. Miller is a Fellow of the Chartered Institute of Marketing (FCIM).

Matt Yorke, Global Chief Revenue Officer | Foundry



An executive leader with more than 25 years' experience in media, marketing and technology, Matt Yorke is Foundry's first Global Chief Revenue Officer.

In this role, Matt is responsible for Foundry's global revenues and continuing the evolution of Foundry as the leader at the intersection of media and marketing technology. With a customer-centric approach and keen sense of how technology trends impact tech influencers and marketers, Matt leads Foundry's global revenue team with a focus on delivering simplified solutions to complex marketing challenges that deliver tangible business results. Additionally, Matt serves on IDG, Inc.'s Corporate Development Team representing Foundry in strategic maturation and acquisition.

During his previous 15-year tenure at Foundry, Matt held numerous senior positions, including CEO of IDG Global Solutions and CEO of IDG Enterprise, focusing on global client service and transforming the company into a modern, digital-first media organization.

Prior to rejoining Foundry, Matt served as Chief Digital Officer at Northstar Travel Group where he focused on strategic digital transformation, digital product development, customer services and customer data management. Matt has also held roles at SourceMedia as Chief Marketing Officer and on the Executive Management team at OMD as MD, Business Development and Marketing.

Matt has received numerous industry awards and honors, including Folio Industry Pioneer 2017, The Folio: 40 as a C-Level Visionary in 2011, BtoB's Media Business 2010 Business Publishing Executive Innovator and Min's Social Media Superstar Award, 2009. He has also received IDG's Chairman Award for Entrepreneur of the Year 2011. Matt is on his second term as a BPA WW Board Director.

Matt received his Bachelor of Law degree at Buckingham University in the UK. A native of England and an avid Arsenal FC fan, Matt lives in Newton, MA with his wife and three children.

DOTDASH MEREDITH: THE MODERN MEDIA COMPANY EVERYONE SHOULD KNOW

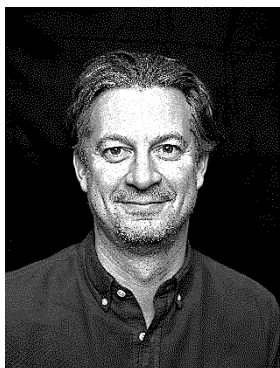
Colin Morrison, Founder, Publisher & Editor | Flashes & Flames



Colin Morrison is a former newspaper and magazine journalist who has been CEO of media companies in the UK, Continental Europe and the AsiaPacific, including for: Axel Springer, Australian Consolidated Press, Future, Hearst, EMAP and Reed Elsevier.

He publishes the award-winning Flashes & Flames weekly newsletter (www.flashesandflames.com) read by CEOs and senior executives of media, information and event companies, primarily in the UK and US. He is also a consultant to companies in the UK and Australia, and is a member of the JEGI CLARITY Advisory Board. He has been an advisor to the UK government on education and was awarded the OBE (Order of the British Empire) by the late Queen Elizabeth.

Neil Vogel, Chief Executive Officer | Dotdash Meredith



Neil Vogel is the CEO of Dotdash Meredith, the largest digital and print publisher in America. Prior to its acquisition of Meredith in December 2021, Neil was the CEO of Dotdash, where he led the company's transformation from a general information website (then About.com) to a vibrant collection of branded properties and one of the largest and fastest-growing online publishers.

Before joining Dotdash, Neil was the Founder and CEO of Recognition Media, a creator and producer of award shows and media properties for digital, creative, and advertising communities including the Webby Awards and the Telly Awards. Prior to starting Recognition Media, Neil was Chief Corporate Development Officer at Alloy Media + Marketing, a digital content and marketing services company focused on the teen and youth market.

Neil is a member of the Board of Directors of the Philadelphia Inquirer, the largest newspaper in America operated as a public-benefit corporation, and serves as a venture partner at FirstMark Capital.

Neil received a BS in Finance from the Wharton School of Business at the University of Pennsylvania.

AN AI CONVERSATION WITH STEPPENWOLF

Carl Fremont, Chief Executive Officer | Quigley



Since 2019, Carl has served as CEO of Quigley, the largest WBENC-certified, woman-owned agency in the country. Under Carl's leadership, the agency has set a new standard for performance marketing with its "Brand-Led, Demand Driven" philosophy which focuses on strategies that use a brand's equity to drive demand across every stage of the consumer journey.

Prior to joining Quigley, Carl spent his 35+ year career working across industries, primarily in leadership roles at WPP and Digitas/Publicis. He sits on a number of industry advisory boards and is the Chairperson Emeritus of the Ad Club of New York. Carl is also on the Executive Board of breastcancer.org, whose mission is to help people impacted by breast cancer make the best, informed decisions for their lives.

Guy Gadney, CEO & Co-Founder | Charisma Entertainment



Guy Gadney is CEO and Co-Founder of Charisma Entertainment, bringing to life digital humans for brands and immersive industries using advanced Artificial Intelligence. He has worked on award-winning interactive entertainment products and technologies for global media organizations and has produced Emmy and BAFTA recognized products for interactive drama and factual television series, MMOs, narrative games and immersive experiences in virtual worlds.

Guy is also Co-Chair of the Metaverse Committee of the VRARA, is on the Board of multi award-winning TechArt company Blast Theory, and a co-founder of The Collaborative AI Consortium, researching the impact of AI on the Creative Industries.

RECENT LEGAL DEVELOPMENTS IN THE TRANSACTIONAL WORLD

Robert Dickey, Partner | Morgan Lewis



Robert W. Dickey advises US and non-US based companies with respect to their most important mergers, acquisitions, divestitures, and other strategic transactions. He also counsels executives, in house counsel, and boards of directors on a wide range of critical corporate matters, including fiduciary duties, corporate governance, and securities law compliance.

Rob has represented a large number of companies in the media and technology industries, most recently Penske Media Corporation in its acquisition of 50% of SXSX, The New York Times Company in its acquisition of Audm, Traxxall Technologies in its acquisition by Jet Support Services, and a global automotive OEM in its investment in an artificial intelligence driven autonomous driving software company.

Rob oversees the firm's M&A Academy, a series of tailored webinars designed to provide a comprehensive M&A overview for M&A professionals and others who deal with M&A issues. He speaks frequently on trends in the M&A legal arena and the media and technology industries.

INSIDE THE WINNING MINDSET: BUILDING THE LEADING GLOBAL PROGRAMMATIC MEDIA PARTNER

Gurman Hundal, CEO & Co-Founder | MiQ



Gurman Hundal is an ad tech entrepreneur, the CEO and Co-Founder of MiQ, and the 2019 winner of the EY Entrepreneur of the Year Award for Sustained Excellence.

In 2010, Gurman and his business partner Lee Puri saw the demand for more transparency and better insights in programmatic advertising. To meet that demand, they founded MiQ, a company driven by a desire to help clients get deeper insights from their data and achieve the maximum value from those insights through a better connected approach to marketing.

Over the last decade, that vision has seen MiQ grow into a global business, with offices across EMEA, North America, and APAC, most recently expanding to commercial offices in China and India. The company has traded over 35,000 campaigns for over 500 advertisers in 54 countries.

But Gurman is most proud of his achievements for MiQ's people. Under his leadership, MiQ has maintained a 95% employee retention rate, more than twice the industry average, proving his long-held belief that the more you overdeliver for your people, the more they overdeliver for your clients.

Gurman began his career at the Pan Euro ad network Adlink Internet Media, where he launched the company's performance division just six months after joining the organization. There, he honed his expertise in ad tech, analysis and optimization. He subsequently led the establishment of online ad network A&NY Media for publisher group Associated Northcliffe Media.

PERSPECTIVES FROM THE M&A SUPPLY CHAIN

Jeffery Hudson, SMD Institutional Distribution & Origination | Libertas Funding



At Libertas Funding, Jeff Hudson is responsible for Institutional Distribution and Origination.

Prior to joining the Libertas Team, Jeff had spent the last three years developing financial technology solutions to help fund small and medium businesses across all geographies and industries.

Jeff was a Partner with Cedar Ridge Partners, LLC, providing leadership and expertise as a member of the portfolio management team and investment committee. He was also a member of Cedar Ridge's portfolio trading and research teams and head of the firm's strategy and business development. Including his time at Cedar Ridge Partners, Jeff has spent 25 years in the securities industry, working for firms such as: Lehman Brothers, where he focused on High Yield and Distressed Municipal Debt; Charles Schwab & Co.; and Smith Barney.

Previously, Jeff was the Head of Business Programming for NBCi and the Team Lead for Microsoft Corp's MSN Financial Services vertical. Prior to NBCi, he sold Bloomberg Information Services to Hedge Funds/Asset Managers and was actively involved in training Portfolio Managers on the Bloomberg systems.

Over the past ten years, Hudson has advised startup companies in media, internet, and financial services across all aspects of sales, distribution and operations. He has also been a VC and Angel Investor in media, technology, and logistics companies, and most recently served as the CEO of Halagard Inc.; a new RegTech / FinTech Company focused on the verticalization and digitization of the SMB IPO ecosystem.

Jeff has a BA in History and Political Science from Syracuse University and an MBA from the University of Connecticut.

Jonathan Roberts, Principal, Transaction Advisory Services | BDO



Jonathan Roberts has more than 20 years of experience as an advisor to Private Equity Funds, S&P 500 & Middle Market Companies. He has extensive experience in providing transaction support to organizations involved in early-stage, growth, distressed, and special situation investment opportunities.

Jonathan has diverse industry experience including technology and software, consumer retail, media and entertainment, with a primary focus on the financial services sector, leading BDO's TAS team focused on banking and capital markets, asset and wealth management, and insurance sectors. He has a unique portfolio of functional skills including investment due diligence, business plan reviews, market assessments, financial reporting support, valuation, merger integration, and performance improvement.

Prior to joining BDO, Jonathan worked in the TAS practice of a Big-4 firm, based in offices throughout the UK, US and Chile. Jonathan obtained his audit experience with a Big-4 firm in the UK.

Mark Williams, Chief Revenue Officer, Americas | Datasite



Mark Williams is Chief Revenue Officer, Americas at Datasite, a position he has held since 2015.

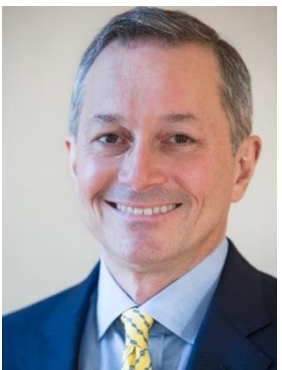
In his role, Mark is responsible for setting and executing the sales strategy across the region, including leading over 130 sales representatives and sales leaders across the United States, Canada and Latin America. He is based in Charlotte, North Carolina.

Prior to joining Datasite, Mark held several sales leadership roles in a variety of SaaS companies. Most recently, he served as Chief Revenue Officer at SmartFocus, a cloud-based digital marketing platform provider. Prior, Mark was Vice President of Sales for Kno, an Andreesen Horowitz backed Education Technology startup, acquired by Intel.

Mark graduated with a BSc in Mechanical Engineering from Humberside University, England.

PERSONALIZED CUSTOMER EXPERIENCE IN THE ERA OF MACHINE LEARNING AND AI

Chris Kuenne, Founder & CEO | Rosemark



Chris Kuenne, Founder of Rosetta and Rosemark, is a highly successful entrepreneur, business builder, best-selling author and member of Princeton University's faculty. For more than 35 years he has been fascinated by the question of what motivates people to act as they do in a commercial context. He has devoted his career to translating insights about customer motivation into personalized sales and marketing techniques that accelerate enterprise growth.

He and his team built, scaled, and sold Rosetta, a leading digital technology and services business to the Publicis Groupe for \$575M. Chris is now focused with his colleagues at Rosemark on applying these growth techniques to build a software platform to support consumer marketing companies to drive consumer lifetime value through next gen personalization. He published a Wall Street Journal best-selling book entitled, Built For Growth, with his Princeton colleague, John Danner, on how the Personality of the Founder defines and shapes the growth of a new venture. Chris has been a frequent speaker to various business leadership audiences, including the Young President's Organization (YPO), venture capital associations, in addition to the American Council for Growth (ACG) and the CFO Roundtable, among many others. He has been an active contributor to Forbes and a range of other leading industry magazines and journals such as Advertising Age, AdWeek, Banking Strategies and Pharmaceutical Executive. He has also appeared on CNBC Street Signs, Forbes and many other podcasts and other media outlets.

Prior to founding Rosetta, Chris co-led the retail marketing practice at First Manhattan Consulting Group, following 10 years in marketing management at Johnson & Johnson, where he led the Band Aid® and Tylenol® brand franchises. Chris serves on various corporate and nonprofit boards.

Chris received his MBA with Honors from Harvard Business School, and his BA from Princeton. He and his late wife, Leslie, raised three sons, Peter, William and Matthew. He lives in Princeton, NJ, and Shelburne, VT.

Derek Correia, President | ReserveBar



As President of ReserveBar, the established leader in premium and luxury spirits e-commerce, Derek oversees the marketing, technology, strategy, innovation, analytics and business operations. Under his leadership, ReserveBar recently acquired Minibar Delivery's on-demand technology and national retail network, accelerating on-demand ambitions for ReserveBar.com and its many e-commerce store deployments with brand, publisher, and e-commerce partnerships.

ReserveBar is, at its core, a technology company, and through its e-commerce everywhere strategy creates technology and infrastructure to enable compliant beverage alcohol purchase in every logical instance, in frictionless fashion. Prior to joining ReserveBar, Derek was a senior marketing executive with PepsiCo and Diageo, held CMO roles in the luxury travel and medical industries, was global strategy lead and head of the NY Office of Grey Direct, and CEO of Source CxM, an industry leader in digital and direct marketing, CRM, promotions and customer experience.

Keith Schwartz, Co-Founder & CEO | Bounteous



Keith Schwartz is Co-Founder and CEO of Bounteous, a leading insights-driven digital experience agency. Founded in 2003, Bounteous creates big-picture digital solutions that help leading companies deliver transformational digital brand experiences. Keith writes from years of experience working with clients who are looking to use digital technologies and methods to improve their competitive position. With expertise in Strategy, Experience Design, Technology, Analytics and Insight, and Marketing, Bounteous is using the principles of co-innovation to drive digital success for clients like Caesars Entertainment, Domino's, Wawa, M&T Bank, and more.

Mark Taylor, Global Practice Lead, Digital Experience | Cognizant



Mark leads the Digital Experience practice in Cognizant's Digital Business and Technology unit. Digital Experience manages all things related to the experiences that our clients enable, be it for their customers or their employees. Our focus is to imagine, design, build and run these experiences for clients across Cognizant's verticals.

Mark has 25 years' experience in digital and data-based marketing, and experience design and delivery. Prior to joining, Mark was the Chief Experience Officer for Capgemini, before taking on the Customer Experience leadership role for Capgemini Invent, a unit focused on marrying consulting, data and design skills to deliver business and outcome-based solutions.

Before joining Capgemini, Mark had spent his entire career in the digital marketing agency world. Having joined Havas Advertising in France, he was transferred to the U.S. to help integrate a newly acquired company...and he never went back. Since then, Mark has held leadership positions in WPP (at Wunderman and Y&R). Most recently, he was the Chief Operating Officer of customer engagement agency Rosetta that changed the agency space and was eventually sold to Publicis. Mark stayed on to ensure the safe transition for the business and the people, and then left to join Capgemini.

Mark studied Economics and Public Administration at Sheffield Hallam University, but he would argue that many of the skills he acquired in terms of management or leadership were learned during a long and sometimes painful rugby playing career.

STAYING IN THE FAST CURRENT

David Williams, Founder, Chairman & CEO | MRE Capital



David Williams is the Founder, Chairman and CEO of MRE Capital. MRE Capital was formed in 2008 as a family office and private investment vehicle of David and his family. MRE Capital is focused on making investments in Real Estate across multiple asset classes and mid-market operating businesses.

David served for more than 30 years as the Chairman and CEO of Merkle Group Inc. a global marketing services business. He acquired Merkle in 1988 and became its 24th employee. In September 2016, Merkle joined the Dentsu Aegis Network, which acquired a majority stake in the company. Merkle achieved 20%+ annual growth for more than 30 years under David's leadership to grow to more than \$1.2 billion in annual revenue with more than 10,000 employees across the globe.

In addition to his role at MRE Capital David serves in a variety of roles including advisor of Dentsu Group a multi-billion dollar, global advertising and communications agency headquartered in Tokyo Japan. He is also a partner in Greenberg Gibbons, a premier Mid-Atlantic based mixed use, town center and retail real estate developer; Quality Brands Group, one of the largest franchisees of Dunkin Donuts in the southern and western United States; Vetley Capital, a leader in veterinary real estate; Whitebox, an ecommerce and logistics business headquartered in Baltimore, MD; Mission BBQ one of the fastest growing fast casual restaurants in the US; Blue Marlin partners a premier mid-market private equity firm; and Sandler Training a leading sales training business based in Maryland.

He began his career at Butcher & Singer, a Philadelphia-based investment bank, and holds a Bachelor of Science in business administration from Shippensburg University in Pennsylvania. David currently resides in Annapolis, MD.

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