

THE 20th ANNIVERSARY EVENT

Two Decades of Exceptional Evolution

March 4th, 2024

The Pierre, NYC



SPEAKER BIOS (IN ORDER OF SEGMENT)

XS & OS | BREAKING DOWN THE EXPLOSIVE GROWTH OF WOMEN'S SPORTS & THE BUSINESS OPPORTUNITIES AHEAD

Laura Correnti, Founder & CEO | Deep Blue Sports + Entertainment



As an award-winning media executive with numerous Cannes Lions, Clios, Webby's, Media Plan of the Year honors, Laura Correnti is known for 'firsts.' Before founding Deep Blue Sports and Entertainment, she was the first partner of integrated advertising agency Giant Spoon and heads its media practice. Correnti was recently named a Champion of Change (formerly Most Powerful Women in Sports) and a Media All-Star by Adweek, inducted into the AAF Hall of Achievement, and has led media across a variety of brands including GE, MassMutual, Synchrony Financial, Cole Haan, NY Mets, and more. Additionally, Laura served as a Board Advisor to NJ/NY Gotham FC during their 2023 NWSL Championship season and co-founded Paisley Athletic FC, a pre-professional women's soccer team that plays in the USL W League.

Keia Clarke, Chief Executive Officer | New York Liberty



Keia Clarke is Chief Executive Officer of the New York Liberty, where she leads all business aspects of the Liberty organization including oversight of the P&L, business operations, and strategic planning. Additionally, Clarke works with stakeholders on key elements of team business including growing the fan base, maximizing sales and fan engagement through innovation, and optimizing business performance.

Clarke will enter her 14th season with New York, having previously served as the Liberty's Chief Operating Officer, Vice President for Team Business Development, Director of Marketing, and Marketing Manager.

A 2022 graduate of Harvard Business School, Keia was named to Adweek's Most Powerful Women in Sports list and Sports Business Journal's Game Changers Class of 2023.

Breanna Stewart, Power Forward for the NY Liberty, 2x WNBA Champion, 2x Olympic Gold Medalist, 2x WNBA MVP, 5x WNBA All-Star, 4x NCAA Champion



Arguably the greatest college basketball player of all time, Stewie is a 4-time NCAA champion and 4-time Most Outstanding Player of the NCAA Tournament – the first athlete of any gender to accomplish that feat. Transcendent and versatile, in 2016 Stewie was taken No. 1 overall by the Seattle Storm, was the youngest member of the USA Olympic gold medal winning squad in Rio, and the WNBA unanimous Rookie of the Year. Continuing her dominance in 2018, Stewie swept WNBA Regular Season MVP, WNBA Finals MVP and USA Basketball FIBA World Cup MVP in just 35 days.

Signing with the New York Liberty in 2023, her historic resume includes the honors of 2-time Olympic gold medalist, 2-time WNBA champion, 2-time WNBA MVP and 5-time WNBA All-Star.

A proud mother of two, count on Stewie to continually set records and milestones both in basketball and life.

STRUCTURAL CHANGES IN ADVERTISING: CHANGE IS GOOD... BUT FOR WHOM?

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.

Bill Wise, Co-Founder & CEO | Mediaocean



Bill Wise is the Co-Founder and CEO of Mediaocean. Since MediaBank and Donovan Data Systems merged to form Mediaocean, Bill has spent over a decade unleashing the potential of innovative advertising infrastructure coupled with cutting-edge ad tech. Under Bill's leadership, Mediaocean has acquired 12 companies, including 4C in 2020 and Flashtalking in 2021, along with Drishyam AI and Imposium in 2022. Mediaocean now stands ready to power the future of the advertising ecosystem with technology solutions that empower brands and agencies to deliver impactful omnichannel marketing experiences.

Prior to Mediaocean and MediaBank, Bill served as an executive at Yahoo, overseeing global advertising platforms – a role he entered following the acquisition of Right Media, where he was President. Bill's other executive leadership positions have driven success at companies including DoubleClick, MaxOnline, and Ask, which became part of IAC Advertising Solutions.

Bill is currently on the board of directors of the Ad Council and the Centre for Social Innovation. He is also chairman of MediaWallah and an avid angel investor through Click Ventures. Ranked him as a top digital professional four times by Business Insider, Bill was also listed among Goldman Sachs' 100 Most Intriguing Entrepreneurs, and named Ernst & Young Entrepreneur of the Year in Technology. Bill is a CPA and holds a BS in accounting and business from the University at Albany.

VALUE CREATION WITH AI – PRODUCTIVITY VS. GROWTH

Philipp Mueller, Chief Analyst & Product Officer | Outsell



Philipp joined Outsell's executive team in May 2023 as Chief Analyst and Product Officer. He leads the day-to-day creation of data and research output, and oversees the build-out of Outsell's digital platforms. He previously spent 17 years at Thomson Reuters in a variety of senior Corporate Strategy, Product, and Partnership leadership positions, most recently as Global Head of Corporate Strategy where he led the enterprise-wide growth and portfolio strategy for the company. An alumnus of the University of Oxford and University of Warwick, Philipp holds a Master of Science in Computer Science and a Master of Engineering in Electronic & Systems Engineering, summa cum laude, respectively.

Sejal Amin, Chief Technology Officer | Shutterstock

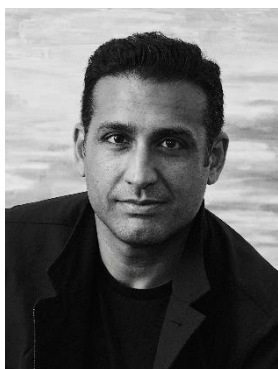


Sejal Amin is a senior technology executive and product development expert with over 25 years of experience leading large teams through cultural, operational and technology transformation for SaaS initiatives.

Currently, she is the Chief Technology Officer for Shutterstock. Recently, she was Chief Product and Technology Officer for Khoros, a Vista Portfolio company where she was integrating a distributed Product and Technology organization while defining a Product and Operational strategy to execute on the company's vision and growth goals. Just prior to that, she was CTO for the Thomson Reuters Tax and Accounting Tax Professionals Business. She has a wide range of technology leadership experience across several business units at Thomson Reuters managing global product development teams and portfolios of growing size and complexity for 15+ years. Over the years, she led several enterprise-wide transformation initiatives focused on project to product transitions, organizational transformations, technology portfolio redesigns, and building high performance product development cultures to keep pace with a rapidly changing technology environment.

Sejal was recognized on the BT150 Transformational Executive List in 2021 and has a number of professional associations including Board Director for the Value Stream Consortium, Independent Board Director for Pariveda Solutions, advisory board role for 3Pillar Global, founding board member for Unveiled (supporting Women in Technology), and is an adjunct professor for the NYU Executive Education Program. Sejal has a Bachelor's degree in economics and computer science and an MBA with a focus on Managing Technology from Rutgers University in New Jersey.

Nikesh Kalra, Chief Operating Officer | DeepMedia



Nikesh Kalra is a corporate development advisor and investor in Silicon Valley, currently serving as COO of Deep Media, an AI security venture. He works closely with entrepreneurs and investors to accelerate growth and create value, from inception to exit. His current portfolio includes a dozen investments in AI, identity, and infrastructure. Nikesh is a grass-roots philanthropist, athlete, and hands-on parent. He read at MIT, Oxford, and USC.

Ilya Meyzin, Head of Data Science | Dun & Bradstreet



As the Head of Data Science at Dun & Bradstreet, Mr. Meyzin oversees development of new capabilities and products, including those that use large-language models and generative AI. Since 2022, he has served as a contributing member of the OECD AI Policy Observatory, focusing on regulatory compliance and AI ethics. Prior to joining D&B, Mr. Meyzin worked as a management consultant, advising Fortune 500 and private equity clients on growth strategy, M&A, and market entry. Mr. Meyzin has a B.A. in Philosophy from Yale University and over 20 years of corporate strategy, data science, and operations experience in multiple industries, countries and enterprise functions.

HOW TO INTEGRATE MEDIA & MARKETING SERVICES IN 2024

Elizabeth Deeming, Chief Executive Officer | MVF



Elizabeth is the Chief Executive Officer of MVF, an integrated media & marketing company backed by the private equity firm Bridgepoint plc. Elizabeth is responsible for setting and the company's strategy and delivering on its strategic ambitions. She has been leading media and information services companies for over twenty years. Elizabeth successfully led the B2B Division at the FTSE 250 media company Future plc, which included 40+ media brands providing content marketing, publishing, and lead generation in FY22 when the B2B Division was the highest growth division at Future plc.

Previously Elizabeth was the Group Managing Director of Hyve plc, a FTSE-listed global organiser of trade shows and b2b virtual events. At Hyve, she ran the largest division, spanning sectors from EdTech to Ecommerce to FoodTech as well as overseeing product development and digital strategy across the company.

Earlier in her career Elizabeth served as Chief Operating Officer of Stylus Media Group, a privately held market research company, and worked at News Corp and Deutsche Bank.

Elizabeth has a B.A. from Princeton University and an MBA from Harvard, and joint US-UK citizenship.

UNLEASHING VALUE: THE CRITICAL ROLE OF DATA IN DRIVING PREMIUM M&A TRANSACTIONS AND EXITS

Kerry Gumas, Founder & CEO | Metacommet Advisors



Kerry is Founder and CEO of Metacommet Advisors, which provides strategic advisory and board services to technology, marketing services, information companies and event owners and, via Metacommet Ventures, co-invests in early stage and growth businesses. Kerry co-founded and served as a director and CEO of Questex, a leading global business information and event producer, and previously held senior executive positions at Reed Exhibitions, Advanstar, and IDG. His industry affiliations include prior service as chairman at the Society of Independent Show Organizers (SISO) and service as board member of Connectiv, the global business information association division of SIIA.

Heather Holst-Knudsen, Founder & CEO | H2K Labs



Heather Holst-Knudsen is Founder and CEO of H2K Labs, tech-enabled value creation specialists helping clients accelerate revenue and improve profitability using data. Heather has deep roots in the B2B information and marketing services world, having grown up in the renowned Thomas Publishing Company and cutting her teeth at Miller Freeman and IDG, before running a B2B media and events division of Thomas Publishing Company, Manufacturing Enterprise Communications. After selling Manufacturing Enterprise Communications to Frost & Sullivan in 2012, Heather gained experience in SaaS, marketing and event tech consulting with companies such as Feathr, Gleanin, and Brella. With years of leadership and operating experience and a passion for the industry, she has been a recognized leader in omnichannel marketing, digital transformation, and data monetization.

RECENT LEGAL DEVELOPMENTS AND TRENDS IN M&A

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 The Financial Times in its investments in Endpoints News and Wilshire Indexes, Bullish in its acquisition of CoinDesk and Bruker Corporation in its acquisition of PhenomeX.

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.

CULTURE, TALENT AND DRIVING INNOVATION: THE DECADE AHEAD

Anthea Stratigos, Co-Founder & CEO | Outsell



Anthea C. Stratigos is a Silicon Valley CEO, wife, mother, public speaker, and writer, among many other passions and pursuits. She is Co-founder & CEO of Outsell, Inc., the leading research and advisory firm focused exclusively on B2B technology and information industry.

Anthea draws upon her deep experience in research and analytics businesses, product management, and marketing to oversee Outsell, its brand, and its strategic direction. Anthea is Outsell's primary spokesperson, identifying, writing, and speaking extensively about key trends and issues facing CEOs and top executives in the industry. She chairs the Outsell Leadership Community, a member service for CEOs and senior executives, and is a trusted confidante and confidential advisor to hundreds of leaders across the industry.

Anthea also actively measures, influences, and improves gender diversity in our industry's most senior positions. She works with CEOs of startups and aspiring leaders, especially women, who are on their journeys to the corner office, advising these leaders on how to improve their business odds and their own success.

A graduate of Stanford University and Harvard's Executive Program in Marketing, Anthea has sat on numerous boards, including the Child Care Coordinating Council of San Mateo County, American Business Media (ABM), and Innodata, Inc., a public company based in New Jersey, the advisory board of NPD Group, Inc. and the Workplace Equity Project. Today in addition to chairing the board of Outsell, Inc. she sits on the board of SPCA for Monterey County.

Anthea is the author of *Magic in the Mundane, Making Life's Ordinary Extraordinary* and *My Darling Naki, A Love Story in Letters*. She also regularly blogs. When she is not pursuing her love of travel, she designs jewelry, gardens, and takes long walks with her husband Greg and their Labrador, Benson.

Gemma Postlethwaite, Chief Executive Officer | GLG



Gemma Postlethwaite is Chief Executive Officer of GLG, the global insight network trusted by leading decision makers.

Prior to joining GLG in July 2023, Gemma served as CEO of Arizent, a business information company providing specialist content for the financial and professional services industries and unique B2B marketing solutions for some of the world's leading technology and consulting brands. She led Arizent's transformation from a media and publishing company to a tech-enabled platform solution leveraging the company's extensive first-party data. Previously, Gemma served as CEO of PIRA Energy Group, where she established PIRA as a leading integrated, research, and data provider to the global energy markets. In 2016, Gemma led the sale of PIRA Energy Group to S&P Global.

Prior to PIRA Energy Group, Gemma was SVP, Strategy and Operations at Altegrity, a global provider of risk and compliance solutions; and Chief Product Officer and President of Infogroup's SMB business unit. She also spent eight years in senior positions at Thomson Reuters in product and data, global investment banking and private equity, and commercial strategy.

Additionally, Gemma is a Member of the Supervisory Board at TomTom and proudly serves on the New York Board of the All Stars Project whose mission is to transform the lives of youth and poor communities using the developmental power of performance, in partnership with caring adults.

She is a graduate of the University of Kent.

20 YEARS OF M&A: A LOOK UNDER THE TENT

Patrick Donoghue, National Managing Principal, Corporate Finance & Transaction Advisory Services; Private Equity Industry Leader | BDO



Patrick Donoghue has more than 30 years of experience as an advisor to Private Equity Funds, S&P 500 & Middle Market Companies, and leading Financial Institutions. He has extensive experience in providing investment and financing transaction support that are critical to a client's investment decision. By understanding a client's investment thesis, Patrick provides the hands-on, value-added advice they need with growth, distressed, and special situation investment opportunities. He has demonstrated the ability to achieve positive outcomes for complex business decisions by assembling, managing, and integrating the skills of various professionals into creative value-added solutions.

Patrick has diverse industry experience including banking and capital markets; consumer and industrial products; technology, media and entertainment; retail; specialty finance; and transportation and logistics. He has a unique portfolio of functional service skills including investment due diligence; capital structuring advice; business plan reviews; market assessments; valuation; financial reporting support; merger integration; performance improvement and restructuring support.

Prior to joining BDO, Patrick successfully developed and led the Metro NY Transaction Advisory and Valuation services practice at FTI Consulting, and he was a Partner in Arthur Andersen's NY practice. In addition, he obtained his credit risk management experience with ING Capital, auditing experience with Price Waterhouse and corporate financial reporting experience with W.R. Grace.

Sean Sullivan, Managing Director & Head of Direct Lending Origination | Morgan Stanley



Mr. Sullivan is a Managing Director of Morgan Stanley, Head of Direct Lending Origination and a member of the executive team for the Direct Lending strategy and a member of the MS Private Credit Investment Committees. Prior to joining MS Private Credit in June 2020, Mr. Sullivan was a Managing Director at Antares Capital, responsible for originating, structuring, and executing private credit investments. Before Antares, Mr. Sullivan was a Managing Director at Solar Capital. Prior to Solar Capital, Mr. Sullivan was a Senior Vice President of Originations at GE Capital focused on the TMT vertical. He also held capital markets structuring and finance positions at GE Capital. Mr. Sullivan graduated from the University of North Carolina – Chapel Hill.

Andrew Tisdale, Senior Managing Director & Co-Head of Europe | Providence Equity



Andrew Tisdale is a Senior Managing Director and Co-Head of Europe at a leading private equity firm; Providence Equity and is based in the London office. He serves on the Investment Committee (Chair), Management and Portfolio Review Committees for the Ambassador Theatre Group, Chime Communications, CloserStill Media, HSE24, Superstruct, D&B Audiotechnik and Node4. He received a Master of Business Administration from the University of North Carolina at Chapel Hill and a Bachelor of Arts from Vanderbilt University. Andrew speaks French, Spanish, Italian, Portuguese and conversational German. He currently serves on the Board of Advisors for the Vanderbilt University College, the Space Innovation Council at CalTech and the Yale School of Drama.

Mark Williams, Chief Revenue Officer, Americas | Datasite



Mark Williams is Chief Revenue Officer for the 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 Andreessen Horowitz backed Education Technology startup, acquired by Intel.

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

CELEBRATING 20 YEARS OF ENTREPRENEURIAL SPIRIT

Scott Peters, Co-Founder & Managing Partner | Growth Catalyst Partners



Scott Peters is a Co-founder and Managing Partner of Growth Catalyst Partners, a middle market buyout firm managing over \$700 million. Growth Catalyst Partners has built 14 platform companies comprised of over 100 acquisitions in a buy and build strategy. Before that Scott was Co-President of The Jordan, Edmiston Group, Inc. (“JEGI CLARITY”), a leading independent investment bank for the global media, marketing, technology and information services sectors, and CEO of JEGI Capital LLC, a registered broker dealer. Mr. Peters sourced and managed 114 transactions with JEGI CLARITY and is known as an innovative, strategic and effective banker in his sectors.

Mr. Peters offers a differentiated blend of traditional investment banking and direct operating experience. Before rejoining JEGI CLARITY, he was the co-founder of AngelSociety, an information, communications and transaction company serving the early stage investing or angel investing market. Prior to his initial employment with JEGI CLARITY, Mr. Peters was with Veronis, Suhler Stevenson, where he served as Director of Research and later Director of Business Development by helping to create the deal origination platform for the investment bank and PE fund.

Bob Dethlefs, Founder & Former CEO | Evanta; Chairman | CyberRisk Alliance



Bob Dethlefs was the Founder & CEO of Evanta which he sold to CEB/Gartner in 2016 for \$280 million dollars. Under his leadership, Evanta organized 150(+) annual CXO leadership conferences that attracted top leaders from 86% of the Fortune 2000 organizations.

While at Evanta, Bob also created the CISO Coalition, a member-only subscription community for CISOs from the largest organizations in the Americas.

Bob was also the Founder & CEO of the Professional Development Academy (PDA) which he developed in partnership with General Colin Powell. PDA was included in the CEB/Gartner acquisition. In partnership with GCP, Bob re-acquired PDA from Gartner in 2019 where they have developed over 10,000 enterprise leaders. In 2021, PDA was sold to Government Executive (a GCP company).

Bob is the Chairman of the Board of CyberRisk Alliance (a GCP company), CyberRisk Alliance provides business intelligence that helps the cybersecurity community connect, share knowledge, and make informed decisions.

Bob is also a co-owner and Board Member of SLD Technology. SLD Technology is the largest producer of modular clean room technology for operating rooms within hospital systems in the United States, Canada, Australia and Europe.

Bob was also the pioneer and co-founder of the Global Sports Summit - which was held Annually in Aspen Colorado - for professional sports team owners from nearly every major sports team within the NFL, NBA, MLB, MLS, NHL, Premier League, European Leagues, Australian Rules Football, and Indian Premiere League.

Doug Manoni, Founder & CEO | CyberRisk Alliance



Doug Manoni is the Founder and Chief Executive Officer of CyberRisk Alliance (CRA), a business information and data company serving the cybersecurity industry. The company was launched by Doug in partnership with Growth Catalyst Partners in late-2018. CRA's mission is to serve the high-growth, rapidly evolving cybersecurity market by building and supporting the community through information and networking resources, while powering a better-connected ecosystem. CRA was built organically and through a series of complementary, well-integrated strategic acquisitions. Its portfolio is comprised of an ensemble of specialized businesses producing information, events, data-driven marketing solutions, and other professional intelligence resources including peer councils. CRA's leading brands combine to create a uniquely holistic offering unrivaled by another company in the cyber market.

In his 25-year career in business information services, events and data, Doug is recognized as a visionary and innovative leader; expert in applying transformative strategies. He has a strong financial orientation, guiding businesses through rapid growth and during periods of economic instability. He has a track record as a creative dealmaker, managing over 70 transactions valued at nearly \$1 billion, consistently delivering strong favorable returns.

Prior to CyberRisk Alliance, Doug was Chief Executive Officer of SourceMedia, an innovative digital information, events and performance media company primarily focused on the financial services industry. Before joining SourceMedia, Doug founded Wicks Business Information in partnership with The Wicks Group of Companies. The business was sold in two principal transactions, to Dow Jones & Company in 2004 and Summit Business Media in 2007.

Doug is a long-time member of the industry association for business information companies. He served as Chairman of Connectiv during 2014 – 2016 and was an active Director and Executive Committee member for many years. He was also a Board Member of the SIIA, and the Business Media Educational Foundation. Doug speaks frequently at industry events and is a regular contributor to industry forums.

Doug is a graduate of Sacred Heart University in Fairfield, CT, and a former Trustee. He received Sacred Heart's Alumni Achievement Award in 2014. He was also awarded the 2016 McAllister Top Management Fellowship at Medill School of Journalism at Northwestern University.

FLYWHEEL: THE GLOBAL VISION FOR E-COMMERCE

Duncan Painter, Chief Executive Officer | Flywheel



Duncan Painter is the Chief Executive Officer of Flywheel. He is also Chief Executive Officer of Ascential plc, which has recently announced the proposed sale of Flywheel to Omnicom. Upon completion of the sale Duncan will continue to lead Flywheel as Omnicom's dedicated Digital Commerce Practice Area.

Duncan joined Ascential in October 2011 as the Chief Executive Officer through Top Right Group (previously known as EMAP) which was rebranded Ascential and successfully floated on The London Stock Exchange in February 2016. Previously, Duncan served as an executive at Sky plc, where he supported their growth objectives to 10 million clients. Prior to that, he was the Global Product Leader at Experian plc, Founder and Chief Executive Officer of consumer intelligence company, ClarityBlue, which was acquired by Experian in 2006, and European Systems Integration Director for Hitachi Data Systems.

Duncan is heavily involved in The Prince's Trust, a United Kingdom-based charity founded in 1976 by King Charles III to help vulnerable young people get their lives on track.

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