


# SCHEDULE

## WEDNESDAY, MAY 18TH


9:00 – 10:00 a.m.

 Client-Only Breakfast


10:00 – 4:30 p.m.

 Client-Only Outing

4:30 p.m.

 Transportation to the Opening Reception  
*Departing from The Umstead Hotel and Spa lobby*

5:00 p.m.


 Opening Reception at Duke University in  
Durham, NC  
*Join us at Duke University's Cameron Indoor  
Stadium to shoot hoops and visit with Jay Williams.  
A reception will follow.*

8:30 p.m.

 Transportation to The Umstead Hotel and Spa

## THURSDAY, MAY 19TH

8:00 – 9:00 a.m.

 Breakfast and Opening Remarks

9:15 – 10:30 a.m.

 Conversation #1

**Expanding Mobile Testing Beyond the Dollar**

*Victor Ortiz, Director, Mobile Retail Engagement, Toys"R"Us*

Salon

**Keeping Testing a Constant During Organizational Change**

*Tim Blacquier, Director, Online Product Management, Imagitas*

Boardroom

**The Upside of Losing**

*Eric Allen, Director, Conversion, Ancestry.com*

Cedar

**Proving the Value of Testing: Measuring after a  
Successful Test**

*Michael Vanderhoof, Director eCommerce Optimization,  
Toys"R"Us*

Sycamore #1

**Building a Knowledgeshare to Help You Scale**

*Naoshi Yamauchi, President, Brooks Bell*

Sycamore #2

## Driving Efficiency and Scale for Your Testing Program

*Scott MacMillan, Director of Digital Testing and Optimization, Fidelity Investments*

Ballroom

10:30 – 11:00 a.m.

 Networking Break

11:00 – 12:15 p.m.

 Conversation #2

## From Campaigns to Conversations: Empowering Marketers to Make the Shift

*Adam Corey, VP Marketing & Business Development, Tealium*

Salon

## Eat Your Spinach: How Testing Page Performance, Algorithms and Other Application Technology Can Drive Results

*Lee Carson, Director, Digital Experiments, Marriott International*

Boardroom

## Using Data to Make Decisions

*David Bacon, VP, Web Optimization and Testing, SunTrust*

Cedar

## Personalization Strategy: Finding What Works

*Tiffany Raymond, Senior Manager of Global Experimentation and Optimization, PayPal*

Sycamore #1

## Communicating the Value of Your Testing Program to Executives

*Steve Harris, Senior Business Director - Digital Analytics, Capital One*

Sycamore #2

## Testing Beyond the Margin

*Eric Almquist, Partner, Bain & Company*

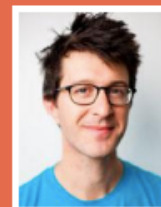
Ballroom

12:30 – 2:00 p.m.



## LUNCH AND KEYNOTE WITH CHRISTIAN RUDDER

*Co-Founder of OkCupid  
Author of Dataclysm: Who We Are  
(When We Think No One's Looking)*



<b>2:15 – 3:30 p.m.</b>		<b>🗨️ Conversation #3</b>
<b>Getting Value from Your Personalization Program</b> <i>Pete Koomen, Co-Founder and CTO, Optimizely</i>		Salon
<b>Best Practices in Cross-Channel Personalization</b> <i>Drew Burns, Principal Product Marketing Manager, Adobe Systems</i>		Boardroom
<b>From Conversion Optimization to Customer Experience: How to Navigate the New Personalization Landscape</b> <i>Simon Dean, SVP Customer Experience, Qubit</i>		Cedar
<b>Raising the Personalization Bar: Building a Foundation for Success and Growth</b> <i>Michael Blumenfeld, Managing Consultant, Financial Services, Oracle Maxymiser</i>		Sycamore #1
<b>SiteSpect Session: TBA</b> <i>Justin Bougher, VP of Product at SiteSpect</i>		Sycamore #2
<b>Decibel Insight Session: TBA</b> <i>Phil Haslehurst, Head of Marketing, Decibel Insight</i>		Ballroom
<b>3:30 – 4:00 p.m.</b>		<b>👥 Networking Break</b>
<b>4:00 – 5:15 p.m.</b>		<b>🗨️ Conversation #4</b>
<b>Testing Into a Redesign</b> <i>Caitlin Anderson, Web Optimization Analyst, American Eagle Outfitters</i>		Salon
<b>How to Find the Right KPIs and Leverage Them for Learnings</b> <i>Swapna Joshi, Director, Product Management — Shopping Experience, Levi's</i>		Boardroom
<b>Are You Testing Your Testing Program?</b> <i>Dylan Lewis, Director Analytics and Experimentation, Intuit</i>		Cedar
<b>Testing as a Way to Drive Innovation</b> <i>Dena Becker, Sr. Product Marketing Manager, Microsoft</i>		Sycamore #1
<b>The Significance of Significance</b> <i>Mark Jodlowski, Director of eCommerce, American Girl</i>		Sycamore #2

**Building a World-class Testing Program and Achieving Alignment Across the Organization**

*Erin Seraydian, Director, Business Planning and Analysis, Time Warner Cable*

Ballroom

5:30 p.m.



**Transportation to Cocktails and Click Dinner**

*Departing from the terrace of The Umstead Hotel and Spa*

6:15 p.m.



**Cocktails and Click Dinner at Bridge Club**

*Hosted by Tealium at Bridge Club, owned by James Beard's 2014 Best Chef in the South, Ashley Christensen.*

8:30 p.m.



**Transportation to The Umstead Hotel and Spa**

**FRIDAY, MAY 19TH**

8:45 – 9:30 a.m.



**Breakfast**

9:30 – 10:30 a.m.



**Rapid Fire Case Studies**

10:45 a.m. – 12:00 p.m.



**Conversation #5**

**Evaluating and Communicating Program ROI**

*Anthony Rindone, Manager, Product Management – User Trust & Conversion, Wayfair*

Salon

**Using Data to Discover Test Opportunities**

*Tony Monterosso, Manager, Digital Testing and Optimization, Comcast*

Boardroom

**Are UXperienced?**

*Jonathan Hildebrand, Director of UX, Brooks Bell*

Cedar

**Culture Shift: Experimentation Strategy from Web to Mobile Apps**

*Aaron Shaffer, Director, Digital Optimization, Starbucks*

Sycamore #1

**Taking Testing Offline: Applying A/B Testing Methodologies to the Non-Digital World**

*Geoff Lewis, Senior Manager, Analytics, Citrix*

Sycamore #2

**Discovering Customer Intent Through True Journey Mapping**

*Scott Calise, Senior Director Strategic Insights, Product Analytics and Digital Research, Viacom*

Ballroom

12:00 – 12:30 p.m.



**Closing Remarks and Networking Session**