

CARDLINX EAST FORUM

Digital Personalization: Embracing Data and Analytics in Commerce

October 22, 2019
Hilton Mclean at Tysons Corner
7920 Jones Branch Dr
McLean, VA 22102



#CardLinXForum

@cardlinxassoc

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CARDLINX EAST FORUM AGENDA

Digitalization Personalization is now deployed everywhere, from banking and aviation to mobile phones and refrigerators but its real power is the ability to streamline daily routines while providing value.

Consumers have adopted new technologies and are embracing data and analytics in commerce. Come meet the leaders who are using digital personalization, consumer behavior, data analysis, and retail branding to connect shoppers on-line and in-store.

- 8:30 AM** BREAKFAST NETWORKING RECEPTION
- 9:00 AM** WELCOME – Silvio Tavares, President and CEO, The CardLinX Association
- 9:30 AM** KEYNOTE – Dan Novaes, CEO, Current Media
- 10:15 AM** KEYNOTE – David Kristal, Founder and CEO, Augeo Affinity Marketing
- 11:00 AM** NETWORKING BREAK
- 11:45 AM** KEYNOTE – Sarah McCrory, CEO, GasBuddy
Mark Coffey, EVP Head of Strategic Partnerships, GasBuddy
- 12:30 PM** LUNCH
- 2:00 PM** KEYNOTE – Mladen Vlastic, General Manager of Loyalty Division, FIS
Connie Davis, SVP, Digital Commerce Product, FIS
- 2:45 PM** KEYNOTE – Alex Kinnier, Founder & CEO, GetUpside
- 3:30 PM** NETWORKING BREAK
- 4:00 PM** KEYNOTE – Paul Datillo, Vice President Product, First Data
- 4:45 PM** CLOSING COMMENTS - Silvio Tavares, President and CEO, The CardLinX Association

ATTENDING COMPANIES
INCLUDE:

augeo

current

DISCOVER

Empyr

EXCENTUS
A PDI COMPANY

First Data

FIS

fiserv.

GasBuddy

Hilton

mastercard.

Microsoft

OpenSparkz
merchant funded rewards/offers/data

Rakuten

Sentral

TransUnion