

CARDLINX WEST FORUM



DATA & MOBILE OFFERS – THE NEXT PHASE OF COMMERCE

Via Zoom • Wednesday, October 7th, 2020

#CardLinXForum

@cardlinxassoc

facebook.com/CardlinxAssoc

linkedin.com/company/cardlinx-association

CARDLINX WEST FORUM AGENDA

Via Zoom

Personalized experiences based on what consumers want, when and where: This conference explores how and why the approach works to strengthen relationships between merchants and their customers—and drive loyalty. Learn more about how retailers, banks, card issuers and tech companies are delivering the data and mobile offers the market demands.

WEDNESDAY, OCTOBER 7, 2020

8:30 AM – 12 PM PST

8:30 AM WELCOME – Silvio Tavares, President and CEO, The CardLinX Association

8:45 AM KEYNOTE 1 – Ashwin Raj, VP of Payments, Lyft
"Ridesharing and Mobile Wallets – The New Driver of Commerce"

9:15 AM KEYNOTE 2 – Ryan Wuerch, Chief Executive Officer, DOSH

9:45 AM CARDLINX MEET-UPS - Video 1:1 Meeting

10:00 AM KEYNOTE 3 – Mehmet Sezgin, Chief Executive Officer, myGini
"How Community Banks Use CLO To Level The Playing Field"

10:30 AM KEYNOTE 4 -Paul Siegfried, Senior Vice President, Transunion
"The 2020 Consumer Credit Cycle - What's Next?"

11:00 PM CARDLINX MEET-UPS – Video 1:1 Meeting

11:15 PM O2O AWARDS

- Founder's Awards
- Product Collaboration of the Year
- Best Consumer Experience
- Entrepreneur of the Year

11:45 PM CLOSING COMMENTS – Silvio Tavares, President and CEO,
The CardLinX Association

12:00 PM CONCLUSION OF EVENT

ATTENDING COMPANIES
INCLUDE:

