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COMMERCE ALLIANCE
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BITCOIN AND CRYPTOCURRENCY:

HOW THE ROLES OF CURRENCY

AND TECHNOLOGY ARE EVOLVING

TUESDAY, MARCH 22, 2022
SAN FRANCISCO, CA & VIA ZOOM



DIGITAL COMMERCE ALLIANCE FORUM AGENDA

Grand Hyatt SFO | 55 S. McDonnell Road San Francisco, CA 94128

Cryptocurrency, particularly Bitcoin, has the advantage of being a fast and less expensive way to make peer-to-peer payments. But so far it's far from mainstream. Its potential to give consumers access to a global payment system is well worth a closer look to understand the possibilities that lie ahead.

- 8:30AM** NETWORKING BREAKFAST | [Astrojet](#)
- 9:00AM** WELCOME - Silvio Tavares, Chairman of the Board, Digital Commerce Alliance
- 9:20AM** 'CRYPTOCURRENCY'S CHANGING LANDSCAPE: DEBUNKING MYTHS & ADDRESSING REAL WORLD OPPORTUNITIES'
Lexy Prodromos, Head of Blockchain & Digital Currency Strategy, Discover
- 10:00AM** 'NFT'S GROW UP: HOW WEB3 PLATFORMS CAN POWER THE NEXT GENERATION OF LOYALTY AND COMMERCE'
Greg Consiglio, Co-Founder & Chief Strategy Officer, Moonwalk
- 10:40AM** NETWORKING BREAK | [Astrojet](#)
- 11:00AM** 'CUSTOMERS WANT THE FLEXIBILITY OF CRYPTO TO SHOP, PAY, & BE REWARDED'
Farrell Hudzik, Executive Vice President, Financial Institutions, Cardlytics
- 11:40AM** NETWORKING LUNCH | [Astrojet](#)
- 12:40PM** 'CRYPTOCURRENCY, REWARDS AND RETHINKING LOYALTY'
Simon Goldstein, Founder & Chief Executive Officer, Rethink Loyalty
- 1:20PM** 'TRENDS IN CREDIT SCORING'
Dr. Emre Sahingur, SVP - Predictive Analytics, Research & Product Management, VantageScore
- 2:00PM** NETWORKING BREAK | [Astrojet](#)
- 2:20PM** 'INTRODUCING CRYPTO LOYALTY: YOUR CUSTOMERS ARE WAITING'
David Kristal, Chief Executive Officer, Augeo & Peter Schultze, VP - Crypto Loyalty, Augeo
- 3:00PM** 'MOBILE COMMERCE - DIALING UP THE SHOPPING EXPERIENCE!'
Tim DeSoto - Head of Membership Programs, Partnerships & Innovation, Sam's Club
- 3:40PM** CLOSING COMMENTS
- 4:00PM** NETWORKING RECEPTION | [Astrojet](#)

REGISTERED COMPANIES

