

THE NEXT GENERATION OF DIGITAL OFFERS AND PAYMENTS



DIGITAL COMMERCE
ALLIANCE

"Trade for Good"



TUESDAY, APRIL 11, 2023



GRAND HYATT AT SFO

55 S. MCDONNELL ROAD SAN FRANCISCO, CA 94128

 DigComAll.org/conferences

AGENDA

- 8:30AM** BREAKFAST & REGISTRATION OPENS
- 9:00AM** WELCOME
Dan Currell, Chief Executive Officer - Digital Commerce Alliance
- 9:20AM** INFLUENCE UNLEASHED: SOCIAL ACTIVATION STRATEGIES FOR THE FINANCIAL SERVICES SECTOR, ACCELERATING CARDHOLDER PERFORMANCE
David Kristal, Chief Executive Officer - Augeo & Jeremy Frick, Chief Technology Officer - Brand Networks, an Augeo Company
- 10:00AM** THE PROMISE OF ARTIFICIAL INTELLIGENCE IN CRAFTING HYPER-PERSONALIZED OFFERS
Jill Moser, SVP, Global Loyalty, Offers - Mastercard & Scott Weller, Senior Advisor, Mergers, Acquisitions & Strategic Partnerships - Mastercard
- 10:30AM** NETWORKING BREAK
Astrojet
- 11:00AM** WORKING SESSION: THE PROMISE OF ARTIFICIAL INTELLIGENCE IN CRAFTING HYPER-PERSONALIZED OFFERS
Jill Moser, SVP, Global Loyalty, Offers - Mastercard & Scott Weller, Senior Advisor, Mergers, Acquisitions & Strategic Partnerships - Mastercard
- 11:45AM** OFFERS AT THE CROSSROADS: HIGH FRICTION RISKS LOSING A GENERATION
Joe Fitzgerald, Chief Executive Officer & Taylor Price, Chief Experience Officer - Dfinitiv
- 12:30PM** NETWORKING LUNCH
Astrojet
- 1:30PM** A REWARDING CUSTOMER EXPERIENCE - DRIVING INNOVATION THROUGH EXPERIMENTAL TEST & LEARN
Caroline Penn, Vice President, Product - Cardlytics & Kathleen Lee, Senior Director, FI Partnerships - Cardlytics
- 2:10PM** NETWORKING BREAK
Astrojet
- 2:30PM** DELIVERING A RELEVANT USER EXPERIENCE; THE ROLE AI & PERSONALIZATION WILL PLAY IN CONSUMER ENGAGEMENT
Ed Wogan, SVP, Chief Merchant Officer - Valuedynamx
- 3:10PM** ENGAGEMENT-AS-A-SERVICE - THE NEW FRONTIER
Cheryl Nuttall, Senior Director, Enterprise Strategy - FIS
- 3:50PM** CLOSING COMMENTS
Dan Currell, Chief Executive Officer - Digital Commerce Alliance
- 4:00PM** NETWORKING RECEPTION
Astrojet