

Participant Biographies

Ty Ahmad-Taylor, Vice President, Business Product Marketing, Facebook, Inc.

As Vice President of Business Product Marketing, Ty leads Facebook's monetization strategy and global go-to-market efforts for products that connect people and businesses on the platform. Prior to Facebook, Ty served as CEO of THX Ltd., a global media and entertainment company.

Ty brings to Facebook 25+ years of information design, 20+ years of consumer-facing software and product development leadership, along with interactive television services development experience. Ty has a diverse portfolio of technology and hardware patents, and has held roles at several startups and large media and consumer electronic companies, including Viacom, Comcast, The New York Times, and Samsung.

Kevin Arrix, Senior Vice President, DISH Media

Kevin Arrix, Senior Vice President of DISH Media Sales, is responsible for DISH TV's and Sling TV's advertising sales, analytics and operations. He leads the team spearheading the company's advanced advertising initiatives, which include cross-platform addressable, programmatic sales and dynamic ad insertion. Arrix is a seasoned revenue executive with 20+ years of experience leading Sales, Operations, Client Services and Strategy teams. He is a recognized thought-leader fluent in the various disciplines of digital and mobile advertising and marketing.

Prior to joining DISH in 2018, Arrix served as Chief Revenue Officer of Verve, leading the mobile marketing platform's Direct and Enterprise sales, customer success and advertising operations teams. Prior to Verve, Arrix served as Chief Revenue Officer at mobile rewards entertainment platform Viggie, where he arrived prior to product launch to build out the sales team, the operational infrastructure and revenue foundation. During his career, Arrix built, scaled and led successful sales organizations at Viacom, CBS SportsLine, and Turner Broadcasting. During his 9-year tenure at Viacom, Arrix held a variety of roles including Executive Vice President of Digital Advertising in charge of advertising sales, operations, marketing and strategy for all MTV Networks brands including Nickelodeon, MTV and Comedy Central.

Arrix earned a Bachelor's degree in History from Duke University where he also played varsity lacrosse. He currently resides in Connecticut with his wife and their three kids. In his spare time Kevin can be found coaching, gardening/landscaping and skiing any mountain with snow.

Susan Athey, Economics of Technology Professor, Stanford Graduate School of Business

Susan Athey is the Economics of Technology Professor at Stanford Graduate School of Business. She received her bachelor's degree from Duke University and her PhD from Stanford, and she holds an honorary doctorate from Duke University. She previously taught at the economics departments at MIT, Stanford and Harvard. Her current research focuses on the economics of digitization, marketplace design, and the intersection of econometrics and machine learning. She has worked on several application areas, including timber auctions, internet search, online advertising, the news media, and the application of digital technology to social impact applications. As one of the first "tech economists," she served as consulting chief economist for Microsoft Corporation for six years, and now serves on the boards of Expedia, Lending Club, Rover, Turo, and Ripple, as well as non-profit Innovations for Poverty Action. She also serves as a long-term advisor to the British Columbia Ministry of Forests, helping architect and implement their auction-based pricing system. She is the director of the Shared Prosperity and Innovation Initiative at Stanford GSB, and associate director of the Stanford Institute for Human-Centered Artificial Intelligence.

Christina Beaumier, Vice President Product, TV Platform, Xandr

Christina Beaumier joined AT&T's advertising and analytics company (now Xandr) in 2017 and currently is Vice President of Product, TV Platform, where she is responsible for the strategy and execution of digital and TV technology convergence. She brings a wide range of experiences from a variety of companies and organizations, ranging from the Peace Corps in West Africa to managing the emerging media business at Xaxis, WPP Group's programmatic platform subsidiary, and more recently serving as strategic partner lead, video distributors and telco, at Google. Her longtime professional passions include strategic development for television advertising in the new world of over-the-top and omnichannel advertising. Fun facts: She can order street food in Spanish and once handled tribal negotiations in Burkina Faso in French. She holds an MBA from MIT's Sloan School of Management and a BA from American University.

Rick Ducey, Managing Director, BIA Advisory Services, LLC

Rick leads BIA Advisory Services' strategy consulting practice and serves as an advisor to its affiliated investment banking group BIA Capital Strategies. Rick works with media, advertising technology and marketing technology companies to see and evaluate opportunities and strategies in the market to achieve corporate goals. He helps client with strategic planning, developing partnership strategies, product planning, and achieving revenue growth and diversification. He helps marketers including brands and agencies with effective planning and use of digital media platforms. He also works on investment banking projects assisting buy-side and sell-side clients.

Rick co-cofounded SpectraRep in 2000, a technology company that specializes in emergency alert and warning solutions. Prior to joining BIA, Rick headed the National Association of Broadcaster's Research and Information Group overseeing all research and information technology initiatives. Rick is an adjunct professor at George Washington University where he teaches classes in digital media entrepreneurship.

Rick earned his Ph.D. from Michigan State University, his M.S. from Syracuse University, and his B.A. from the University of Massachusetts at Amherst.

Catharine Hays, Co-founder, The Wharton Future of Advertising Program; Co-host, The CMO Spotlight Show, Wharton Business Radio

Catharine Hays co-founded and served as Executive Director of the Future of Advertising Program at the Wharton School from 2008 to 2018. There she convened an international collaboration network of over 500 executives, innovators and academics committed to forging a future of advertising and marketing markedly better for brands, people and society. She developed and led research collaborations with Google, Facebook, Deloitte, Yahoo!, Hearts & Science, P&G, as well with the major industry associations from across the ecosystem.

She is the co-author of *Beyond Advertising: Creating Value Through All Customer Touchpoints*, has hosted over 50 Chief Marketing Officers over the past four years on the monthly CMO Spotlight show on Wharton's Sirius XM 132 Business Radio Channel and has served on the advisory boards of Effie Worldwide, the IPA (UK), Ad:Tech and Turner AdLabs.

Previously, she led pioneering marketing, product management, strategy and corporate sales teams during a 16-year career serving AT&T's international business markets and client executives.

She earned an MBA from The Wharton School and an MA in International Studies from the University of Pennsylvania as a Fellow in the Lauder Institute, a Bachelor of Science from Georgetown's School of Foreign Service, and an Associates degree from Franklin University, Switzerland.

Marcien Jenckes, President, Advertising, Comcast Cable

Marcien Jenckes serves as President, Advertising for Comcast Cable. In this role, he is responsible for Comcast's portfolio of advertising assets, positioning Comcast for continued success and even greater levels of growth as the advertising market adapts to new technology and business models.

Previously, Marcien oversaw Comcast Cable's residential lines of business, which include Xfinity Video, Xfinity Internet, Xfinity Home, and Xfinity Voice, including the strategy, development, and deployment of innovative technologies and services across all categories to provide a great entertainment and communications experience for tens of millions of customers.

Prior to joining Comcast, Marcien was an entrepreneur, involved with a host of digital advertising and media syndication start-ups including Grab Networks and Voxant. He also held a variety of leadership roles at AOL Inc., where he launched AOL's free web services, including the free AOL.com portal. Prior to AOL, Marcien worked as a consultant for McKinsey & Company in their media and telecom practice.

Marcien holds an MBA from the Darden School at the University of Virginia, and a BA in economics and political science from New York University.

Rick Kaplan, General Counsel, National Association of Broadcasters

Rick Kaplan is the General Counsel and Executive Vice President, Legal and Regulatory Affairs at the National Association of Broadcasters (NAB). Mr. Kaplan joined NAB in October 2012 as the Executive Vice President of Strategic Planning, and was named General Counsel in November 2014.

In his current role, Mr. Kaplan is responsible for directing NAB's advocacy at the Federal Communications Commission and other federal agencies. Mr. Kaplan also manages all of NAB's legal affairs, including litigation and regulatory compliance.

Prior to joining NAB, Mr. Kaplan served in a number of leadership capacities at the Federal Communications Commission (FCC). During his three-plus years at the FCC, Mr. Kaplan was the Chief of the Wireless Telecommunications Bureau, Chief Counsel to Chairman Julius Genachowski, and Chief of Staff and Media Advisor to Commissioner Mignon Clyburn. Mr. Kaplan also played a leading role at the FCC in reviewing nearly every major transaction brought before the agency during Chairman Genachowski's tenure. These included Comcast/NBCU, AT&T/T-Mobile, AT&T/Qualcomm, DISH/DBSD & TerreStar, and Verizon Wireless/SpectrumCo & Cox.

As Chief Counsel, Mr. Kaplan managed the Commission's overall policy agenda, and was responsible for policy coordination among each of the Bureaus and Offices. During that time, Mr. Kaplan worked with Congress on the passage of its groundbreaking incentive auction legislation, negotiated a resolution to the nearly decade-old TV white spaces proceeding, brought to decision rules requiring wireless carriers to offer data roaming on commercially reasonable terms, and helped navigate an evolution in the retransmission consent marketplace, ensuring that the government did not unnecessarily interfere with private market negotiations.

Before joining the Commission, Mr. Kaplan practiced appellate litigation and regulatory law at Sidley Austin LLP, and served in the Office of the General Counsel at the U.S. House of Representatives. At the U.S. House, Mr. Kaplan helped orchestrate the Judiciary Committee's successful and historic litigation in the U.S. District Court for the District of Columbia to obtain documents and testimony from White House officials in the face of claims of executive privilege. Mr. Kaplan began his legal career as a law clerk for Judge Harry T. Edwards of the U.S. Court of Appeals for the D.C. Circuit. Prior to his legal career, Mr. Kaplan founded and operated a sports management and public relations agency that represented and served professional athletes and sports-related organizations. Kaplan earned his Juris Doctor from Columbia Law School, where he served as Editor-in-Chief of the *Columbia Law Review*, and undergraduate degree from Wesleyan University.

Pat LaPlatney, President and Co-CEO, Gray Television, Inc.

Pat LaPlatney has served Gray Television as a director and President and Co-Chief Executive Officer since January 2019. Immediately prior to joining Gray, Mr. LaPlatney served between July 2016 and January 2019 as the Chief Executive Officer and President of Raycom Media. Mr. LaPlatney also served as a member of the board of directors of Raycom from 2016 until January 2019.

Prior to that, he served as Chief Operating Officer, and other senior executive roles at Raycom Media, beginning in 2007, including Vice-President of Digital Media

Before joining Raycom Media in 2007, Mr. LaPlatney held various executive positions at Blair Television, Raycom Sports, Metro Networks and Westwood One.

Additionally, Mr. LaPlatney serves as a board member of the National Association of Broadcasters, the Greater Montgomery YMCA, and is incoming Chairman of the NBC Affiliate Board.

Mark Lieberman, President and CEO, Viamedia, Inc.

Mark Lieberman joined Viamedia, the country's largest independent cable TV and cross media advertising company, as president and chief executive officer in January 2014 after an extensive career in the media and technology industry.

The company provides local ad sales for 60+ MVPDs (CenturyLink, Google Fiber, WOW and others), has 6000 advertisers and 250 employees spanning 30 states in more than 70 DMAs, serving nearly one million TV ads every day.

On Lieberman's watch, Viamedia earned Multichannel News' Innovator Award for technological developments in audience targeting and reporting; he has been named one of the CableFax 100 in 2015 and 2016; and was inducted into the class of 2016 Cable TV Pioneers.

Prior to Viamedia, Lieberman was the co-founder, Chairman and CEO of TRA a leading media analytics, software and research technology firm sold to TiVo. He also is the co-inventor of TRA System and holds three U.S. patents, all related to the use of consumer purchasing behavior to target TV ads. Earlier, Lieberman was chairman/CEO of IVT, an e-communications software company. He has also served as president of About.com Ventures and executive

vice president of Reed Elsevier Business Information, where he oversaw Variety, Broadcasting & Cable, Publishers Weekly, and Multichannel News magazines.

In the mid-1990s, he founded Sarnoff Real Time Corp., a video server company that became DIVA systems, the first commercially viable video-on-demand provider, and he was also the managing director of TM Patents which focused on commercializing a portfolio of worldwide patents and applications covering supercomputing, and storage technologies.

Lieberman served in the George H.W. Bush administration as associate deputy secretary and assistant Secretary for Technology (acting) at the U.S. Department of Commerce; practiced intellectual property law, and clerked for Judge Oscar Davis at the U.S. Court of Appeals for the Federal Circuit.

Lieberman is involved in a number of charities including as Chairman of the Tufts University Computer Science External Advisory Board, and lives in Westchester County, NY and Montauk, NY with his wife and children. He still plays street ball.

Dave Lougee, President and CEO, TEGNA, Inc.

Dave Lougee is President and CEO of TEGNA Inc., one of the most geographically diverse broadcasters in the U.S. He also serves on the company's Board of Directors.

Under Lougee's leadership, TEGNA has been honored as the station group of the year by Broadcasting & Cable Magazine and has also been recognized with numerous national honors including Edward R. Murrow, Alfred I. duPont, George Foster Peabody, National Headliner, George Polk and Emmy awards.

Prior to becoming CEO, Lougee spent 10 years as president of TEGNA Media. During that time, the company acquired Belo Corp. and London Broadcasting, nearly doubling its Broadcast portfolio.

Prior to joining TEGNA, Lougee served as executive vice president, media operations for Belo. He also served as senior vice president and president and general manager of TV and cable operations in Seattle/Tacoma. Earlier in his career, Lougee was vice president, news at WRC, the NBC owned and operated station in Washington, DC and vice president, news director at TEGNA's KUSA in Denver.

In 2018, he was recognized as a Giant of Broadcasting by the Library of American Broadcasting Foundation. He received the 2017 Ward L. Quaal Leadership Award from the Broadcasters Foundation of America. In 2015, he was inducted into the Broadcasting & Cable Hall of Fame. He was also awarded the First Amendment Leadership Award by the Radio Television Digital News Foundation and the Broadcaster of the Year Award by Broadcasting & Cable in 2014.

Lougee serves as chairman of the NBC Affiliates Board and is the immediate past joint chairman of the National Association of Broadcasters (NAB). He is also on the Board of Directors for BMI (Broadcast Music Inc.), the Broadcasters Foundation of America and is a past chair of the Television Bureau of Advertising (TVB) Board of Directors.

Lougee is a graduate of the University of Colorado and attended the Stanford Executive Program at the Stanford Graduate School of Business.

Dave and his wife, Danni, reside in Northern Virginia with their son, Nash.

Joshua Lowcock, Chief Digital & Brand Safety Officer, UM

Joshua Lowcock, Executive Vice President and Chief Digital and Brand Safety Officer at UM liaises across clients and platforms to target and address digital's vulnerabilities in a fast-changing landscape. He is the architect of the 4As Advertiser Protection Bureau and is regularly quoted on brand safety and digital platform issues in the press, including Reuters, Business Insider, Digiday, Adweek and others.

In addition to his global brand safety role, Lowcock leads digital strategy and innovation across all U.S. accounts including Coca-Cola, BMW, CVS Health, Sony, and USPS. He is actively involved as an advisor for Rutgers University's Big Data certificate program and VidCon as an advisory board member. Lowcock helps clients lean into future opportunities by applying innovation to deliver meaningful and scalable business results, an approach he honed while working at Ernst & Young and refined after completing his MBA.

Throughout his career, Lowcock has worked on all sides of the media industry, including technology, Internet, broadcast, publishing, from corporate finance and advisory, to media planning and investment. In 2018, Lowcock

was named to the Adweek 50 list and was recognized as an Agency Innovator by The Internationalist. A native of Australia, Lowcock and his family now call New York home.

Preston McAfee, Economist, Charles River Associates Academic Affiliate

R. Preston McAfee, is an economist who has worked extensively in pricing, auctions, antitrust, business strategy, market design, computational advertising and machine learning applied to exchanges. He is the author of 130 refereed articles, eleven issued patents and three books. He serves on the boards of the Pardee-Rand Graduate School and the Mathematical Sciences Research Institute and advises several startups, as well as providing occasional expert testimony in antitrust. McAfee has taught at the University of Western Ontario, the University of Texas, MIT, the University of Chicago, and Caltech, where he was executive officer for the social sciences. After 28 years as a university professor, McAfee joined Yahoo! in 2007 as chief economist, moved to Google in 2012, and joined Microsoft as CVP and chief economist, in 2014, from which he retired in 2018.

Working with colleague John McMillan in the 1980s, McAfee developed research that showed how auctions could be designed to improve government procurement and sales. This theoretical and empirical research was used in the 1994-5 sales of spectrum (radio frequencies) by the FCC, which netted \$20B for the government. The auction design that emerged has been used around the world, in the sale of over \$100B in spectrum. For this work, McAfee was awarded a Golden Goose award in 2014.

In 1995, McAfee, McMillan and Stanford professors Paul Milgrom and Robert Wilson formed a company, Market Design, Inc., that provided auction advice and expertise in many countries. This company has branched out from spectrum to serve other markets, notably electricity.

McAfee has done extensive work in antitrust, and testified in the mergers of Exxon and Mobil, BP and Arco, and Peoplesoft and Oracle. In addition, he testified in the FTC v. Rambus.

In 2006, McAfee finished Introduction to Economic Analysis, a freely available textbook covering both introductory and intermediate microeconomics, for which he won the Association of Research Libraries' SPARC Innovator award in 2009.

McAfee received a BA in economics from the University of Florida in 1976, M in mathematics and economics, both in 1978, and Ph. in economics in 1980, from Purdue University.

Wendy Moe, Associate Dean of Master's Programs and Dean's Professor of Marketing, Robert H. Smith School of Business, University of Maryland

Wendy Moe is the Associate Dean of Master's Programs, Dean's Professor of Marketing, and Co-Director of the Smith Analytics Consortium at the University of Maryland's Robert H. Smith School of Business. She is an expert in online and social media marketing with a focus on analytics. Professor Moe is a highly published academic with her research appearing in numerous leading business journals. She is also the author of Social Media Intelligence (Cambridge: 2014).

Professor Moe is co-editor of Journal of Interactive Marketing, serves on the Board of Trustees for the Marketing Science Institute, and is on the editorial boards of Journal of Marketing Research, Marketing Science, Journal of Marketing, and International Journal of Research in Marketing. She has consulted for Fortune 500 corporations and government agencies in the areas of web analytics, social media insights, and product forecasting. She has also served as an expert witness in litigation related to online consumer behavior, data tracking and analytics, and online marketing and advertising.

Professor Moe has been on the faculty at the University of Maryland since 2004. Prior to that, she was on the faculty at the University of Texas at Austin. She holds a PhD, MA and BS from the Wharton School at the University of Pennsylvania as well as an MBA from Georgetown University.

David Morgan, CEO, Simulmedia, Inc.

Dave Morgan is the CEO and Founder of Simulmedia, a New York City-based television advertising company. A lifelong entrepreneur, Morgan focuses today on helping advertisers improve the outcomes of what is often their biggest line item: TV advertising. Dave previously founded TACODA, Inc., an online advertising company that pioneered online behavioral marketing and which was acquired by AOL in 2007. He also founded Real Media, Inc., one of the world's first ad serving and online ad network companies and a predecessor to 24/7 Real Media, which was later sold to WPP.

In the early 1990s, Morgan served as General Counsel and Director of New Media Ventures at the Pennsylvania Newspaper Association.

Morgan is a Political Science graduate of The Pennsylvania State University and holds a J.D. from the Dickinson School of Law. He was a long-time member of the executive committee and Board of Directors of the Interactive Advertising Bureau (IAB). Dave, his wife, writer Lorea Canales, and their two daughters live in Manhattan.

Marc Pritchard, Chief Brand Officer, Procter & Gamble Company

Marc Pritchard is responsible for P&G's brand building disciplines worldwide. He sets the Company's multi-billion-dollar media, marketing and advertising strategies, and leads marketing innovations that guide communication and brand building for P&G's portfolio of trusted, quality brands.

Marc is a veteran of P&G for more than three decades, joining the company in 1982 as a cost analyst in the Paper Division, followed by a move into marketing in 1987 on the Sure anti-perspirant/deodorant brand. He has 20+ years of progressive experience in the Health & Beauty categories which earned his appointment to president of Global Cosmetics and Personal Care in 2003. Known for his pioneering approach to product and operational innovation, Marc also served as president of Global Strategy for three years, driving sustainable growth and expanded productivity for P&G. He was appointed P&G's chief marketing officer in 2008.

As P&G's top brand builder, Marc believes in the power of brands to serve people with the best-performing products, while also being a force for good through ethics and responsibility, community impact, diversity and inclusion, gender equality and environmental sustainability. He continually leads P&G's brand building reinvention and is a leading voice in the media, marketing and creative industry.

Chris Ripley, CEO, Sinclair Broadcast Group, Inc.

Christopher S. Ripley has served as President & Chief Executive Officer since January 2017. From April 2014 to January 2017, he served as Chief Financial Officer. Prior to Sinclair, Ripley was a managing director at UBS Investment Bank's Global Media Group and served as head of the Los Angeles office where he managed, advised and structured various financings and merger and acquisition transactions in the broadcast and entertainment sectors. Prior to UBS, Mr. Ripley was a principal in Prime Ventures and an analyst at Donaldson Lufkin & Jenrette. Mr. Ripley graduated from the University of Western Ontario, Richard Ivey School of Business, with a Bachelor of Arts in Honors Business Administration. Mr. Ripley serves as an Investor Director of hibu.

Howard Shimmel, President, Janus Strategy and Insights, LLC

Howard Shimmel is President, Janus Insights and Analysis, a new US based research consultancy. Prior to starting this company, Howard was Chief Research Officer at Turner, where he oversaw multi-screen entertainment, news, kids and sports research, as well as corporate analysis and insight-led efforts.

Shimmel played a critical role in driving the company's efforts around the consumer journey and insights to better capture advertising measurement for both Turner and its partners. In 2016, in partnership with Turner Ad Sales' Turner Ignite team, Shimmel oversaw the launch of Turner Ad Lab, an initiative whose goal was to make recommendations about linear and digital video ad experience in light of the changing TV landscape.

Prior to being promoted to his role in 2014, Shimmel was senior vice president of ad sales and sports research for Turner, where he oversaw television and digital research analysis and strategy support for the company's news, entertainment, animation, young adults & kids and sports advertising sales units. He joined Turner from Nielsen Media & Advertising Analytics where he served as Executive Vice President responsible for building out an advanced analytic business focused on issues like cross-platform analytics, advanced media targeting, promotion effectiveness and ROI measurement, for media companies, agencies and advertisers. Shimmel's industry-rich experience includes other leadership roles at The Nielsen Company, America Online, WBIS and MTV Networks. He also served as President of Symmetric Resources, Inc.

Larry Solov, CEO, Breitbart News Network

Larry Solov is President, CEO and General Counsel of Breitbart News Network, LLC, one of the top news sites and the 66th most trafficked site overall in the United States, as ranked by Amazon-owned Alexa. Breitbart News produces 38 hours of original radio programming per week on SiriusXM Patriot Channel 125 and its morning show has one of the highest call volumes of all Sirius content.

Prior to becoming the business partner of the late news pioneer Andrew Breitbart, Solov was a business litigator and partner at Katten Muchin Rosenman LLP. In 2007, Breitbart, Solov's childhood friend, asked him to leave the practice of law to join Breitbart in building a news company. Since the company's launch in Breitbart's basement later that year, Breitbart News Network has expanded across the globe, with offices in Los Angeles and London, and bureaus in Washington D.C., Jerusalem, and Rome. Breitbart has a strong track record of promoting women and minorities, according to The New York Times Magazine.

Solov graduated Stanford University Phi Beta Kappa with a degree in Religious Studies and earned his law degree from The UCLA School of Law.

Greg Stuart, CEO, Mobile Marketing Association

Greg Stuart is the CEO of the Mobile Marketing Association (MMA), a global media trade group focused on architecting the future of marketing, which is increasingly spearheaded by mobile. MMA has 800+ member companies globally, and employees in 15 countries. The Board includes chief marketing officers from Marriott, Uber, Dunkin Brands, Walmart, Samsung, Chobani, and dozen and half others, plus senior execs from Facebook, Google, Twitter, SNAP and more.

Stuart is a long-standing marketing industry thought-leader on the future of marketing that is either mobile dominant or influenced by mobile's new connected dynamics. Two of Stuart's three decades in marketing have focused purely on digital and emerging technology. He has served as chief marketing officer, chief revenue officer and CEO at companies across the media landscape such as Y&R, Sony Online Ventures, Cars.com and Flycast Ad Network (IPO'd 1999) and more. He also rebuilt the Interactive Advertising Bureau (IAB), the trade group for interactive advertising, which now exists in more than three dozen countries. Also, in the last ten years, Stuart has invested in and advised CEOs of two dozen venture-backed businesses.

In addition to his international speaking engagements, Stuart is the co-author of *What Sticks: Why Most Advertising Fails and How to Guarantee Yours Succeeds*, which was recognized by AdAge as the top book of the "10 books you should have read." In 2006, AdAge also selected Stuart as part of the "10 Who Made Their Mark" alongside Jay-Z and Chad Hurley (YouTube) and he is a regular contributor to leading publications for his views on the future of marketing.

Kenneth C. Wilbur, Associate Professor of Marketing, University of California, San Diego

Kenneth C. Wilbur, M.A., Ph.D., teaches core marketing at the Rady School. Ken produces original, useful research at the intersection of advertising, media and technology. His work has been published in leading journals, won major awards, influenced practice and been presented at conferences, universities and companies worldwide. Ken serves as an editor for *Information Economics and Policy* and on the editorial review boards for *Marketing Science* and *Journal of Marketing Research*. In 2016 he co-founded Profitable Insights, a boutique consultancy that facilitates academic/corporate research partnerships in the areas of behavioral economics, data analytics and marketing models. Ken was a faculty member at Duke University and the University of Southern California prior to joining UC San Diego.