

Wednesday, September 16th, 2015

8:00 am - 7:00 pm

Registration and Information Desk Open

8:00 am - 8:50 am

Breakfast and Networking

8:50 am - 9:00 am

Welcome & Opening Remarks

Erick Schonfeld, Executive Producer, DEMO

Neal Silverman, Senior Vice President & General Manager, DEMO

9:00 am - 9:30 am

Growth By Design in a Mobile, Social World

Bijan Sabet, General Partner, Spark Capital

Erick Schonfeld, Executive Producer, DEMO

Some of the biggest mobile and social platforms of the past decade create their own traction by becoming movements among consumers. Marketers and executives trying to reach large audiences in these new environments need to understand these platforms. As an early investor in companies including Twitter, Tumblr, Foursquare, and StackExchange, venture capitalist Bijan Sabet has seen these growth dynamics at work first-hand. He will discuss the behaviors that are native to these platforms, how good product design can win big markets, and which areas he will invest in next.

9:30 am - 9:50 am

Enterprise Growth Story: Cloud

Doug Cutting, Chief Architect, Cloudera

Erick Schonfeld, Executive Producer, DEMO

Learn how one of the fastest-growing enterprise startups tapped into a new market using big data and the cloud to solve a hard problem. A founder will tell his growth story through Traction slides and an onstage interview.

9:50 am - 10:10 am

Bitcoin and Beyond

Jeremy Allaire, Founder, Chairman & Chief Executive Officer, Circle

Erick Schonfeld, Executive Producer, DEMO

Bitcoin could be to finance what the internet was to information. Serial entrepreneur Jeremy Allaire (former CEO and founder of Brightcove) is now taking the plunge into finance with his new startup, Circle, which recently raised \$50 million from Goldman Sachs and IDG Capital Partners. Circle is building a new consumer finance company with radically different unit economics, leveraging mobile and social trends to drive global adoption. This deep dive into one entrepreneur's journey will shed light on a phenomenon we all need to better understand.

10:10 am - 10:20 am

CMO Council Research: Reaching Customers Through Data

Donovan Neale-May, Executive Director, CMO Council

Global marketing organizations are under pressure to become intensely technology, mobility, and connectivity driven. And, needless to say, more security sensitive when it comes to protecting customer privacy, data, brand assets and marketing supply chains. The latest research from the CMO Council will reveal which technologies top marketers are deploying now—from social CRM and predictive analytics to lead qualification, conversion, and retention.

10:20 am - 10:40 am

Marketing Technologies That Deliver Results

Katie Butler, Marketing Director, GE Measurements & Control

Donovan Neale-May, Executive Director, CMO Council

Atif Rafiq, Senior Vice President & Global Digital Officer, McDonald's Corporation

Scott Kirsner, Columnist, The Innovation Economy column, The Boston Globe

Marketers increasingly control a bigger part of the technology budget. What are they spending it on and what is working? Our panel of practitioners digs into the latest marketing technologies from branding and communications to retail and product analytics. They will share what technologies they are using and which ones are delivering the largest ROI.

10:40 am - 11:20 am

Traction Watch: Marketing Technology

Atif Rafiq, Senior Vice President & Global Digital Officer, McDonald's Corporation

Peter Ruchatz, CMO, Veeam

Jeff Wilson, Senior Vice President, Marketing & Communications, GE Capital

Five Traction companies in the Marketing Technology category (including social CRM, mobile, and video) present for 4 minutes each, followed by 4 minutes Q&A from a panel of judges.

- BlueConic
- Shoppable.com
- Emotient
- Docurated
- Blue Triangle Technologies

11:20 am - 12:00 pm

Traction Watch: Big Data + Analytics

Eric Ahlgren, Vice President, Bessemer Venture Partners

Stephen Ibach, VP, Digital Partnerships and M&A, Inmar, Inc.

Yvonne McCague, Vice President, Silicon Valley Bank

Five Traction companies in the Big Data + Analytics category present for 4 minutes each, followed by 4 minutes Q&A from a panel of judges.

- Treasure Data
- Dextro
- First Mile Geo, Inc
- iCharts, Inc.
- SocialRank

12:00 pm - 12:10 pm

Two Guys In a Garage - Five Surprising Insights Into HP's Innovation Culture

Joe Batista, Director & Chief Creatologist, Hewlett Packard

HP's rich culture of innovation and roots in Silicon Valley is pervasive within the very fabric of our culture. As the technology industry pivots to mobile, data, cloud and security, learn how you might be able to steal innovative strategies, business models or participate in technology ecosystems to accelerate your organization's journey.

12:00 pm - 4:00 pm

Pavilion Open

12:10 pm - 1:30 pm

Networking Lunch in the Pavilion

1:30 pm - 1:50 pm

Finding New Business Growth Engines

Kelly McGowan, Senior Director, Information Technology, AmericanSecurities

Angela Yochem, Chief Information Officer, BDP International

John Gallant, Senior Vice President and Chief Content Officer, IDG Communications U.S.

IT leaders are on the hot seat to find new technologies that can drive innovation and meet the rapidly changing demands of tech savvy executives and employees. But how do you separate the critical new products from the flood of wannabe offerings hitting the market? We talk to savvy IT executives about how they find and assimilate new tech and assess the viability of new partners. We also explore how new companies gaining Traction are working with enterprises in new ways.

1:50 pm - 2:20 pm

Traction Watch: Enterprise

Suzanne Johnson, Vice President Americas Marketing, Akamai Technologies

John Landry, Entrepreneur and Angel Investor, CommonAngels Ventures

Three Traction companies in the Enterprise category present for 4 minutes each, followed by 4 minutes Q&A from a panel of judges.

- Cohesity
- Twistlock
- LiquidPlanner

2:20 pm - 2:45 pm

Traction Watch: Cloud/SaaS

Ian Robertson, Senior Vice President & Chief Investment Officer, Capsugel
Alexander Rosen, Managing Director, IDG Ventures USA
Justin Steinman, Chief Marketing Officer, GE Healthcare IT

Three Traction companies in the Cloud/SaaS category present for 4 minutes each, followed by 4 minutes Q&A from a panel of judges.

- Vennli
- Khorus Software
- Survata

2:45 pm - 3:10 pm

Traction Watch: Hiring

Ian Robertson, Senior Vice President & Chief Investment Officer, Capsugel
Alexander Rosen, Managing Director, IDG Ventures USA
Justin Steinman, Chief Marketing Officer, GE Healthcare IT

Three Traction companies in the Hiring category present for 4 minutes each, followed by 4 minutes Q&A from a panel of judges.

- Entelo
- Plum.io
- Greenhouse Software

3:10 pm - 3:30 pm

The Technologies Transforming The Enterprise

Crawford Del Prete, Executive Vice President & Chief Research Officer, IDC

What are the newest technologies gaining traction in the enterprise and how are they changing the customer experience? IDC Chief Research Officer Crawford del Prete digs into the latest research to highlight the technologies with the most transformative impact in this eye-opening presentation.

3:30 pm - 3:50 pm

The Power of Data

Steve Papa, Founder, Parallel Wireless, Endeca
Erick Schonfeld, Executive Producer, DEMO

Data drives business processes and results. Those with power over data have power over markets. How have the fundamental data technologies driving businesses changed over the past decade, and capabilities will they be opening up over the next decade? Steve Papa—data pioneer, founder of Endeca (sold to Oracle for \$1.1 billion), DEMO alum, angel investor—will lay out where he sees the data revolution going next.

3:50 pm - 4:05 pm

The Next Billion-Dollar Startup

Anand Sanwal, CEO/Co-Founder, CB Insights

Startups with billion-dollar valuations used to be so rare they were called unicorns. But now there are so many private company unicorns—more than 110 worth a total of over \$400 billion at last count—that they seem commonplace. Anand Sanwal keeps track of them all at CB Insights. He will share the latest data on startup valuations, how fast the billion-dollar startup club is growing, and which startups might fill its ranks next.

The Rise Of The Private IPO

Frederic Kerrest, Chief Operating Officer & Co-Founder, Okta

Anand Sanwal, CEO/Co-Founder, CB Insights

Dan Primack, Senior Editor, Fortune.com

4:05 pm - 4:30 pm

More and more growth companies are pushing off IPOs as long as they can and raising massive rounds in the private markets instead. It is not unusual to see companies raise mega-rounds that previously would have only been possible through an IPO. These "private IPOs" are the new normal. Why are they happening and what does it mean for the companies involved, their investors and their customers?

Traction Watch: Security

Katie Butler, Marketing Director, GE Measurements & Control

Frederic Kerrest, Chief Operating Officer & Co-Founder, Okta

4:30 pm - 5:00 pm

Traction companies in the Security category present for 4 minutes each, followed by 4 minutes Q&A from a panel of judges.

- Resilient Systems
- PierceMatrix
- PSC
- Dashlane

Traction Watch: Mobile Work

Will Coleburn, Vice President & Chief Marketing Officer, Schylling Toys

Rob Frasca, Managing Partner, Cosimo Venture Partners

Gaurav Jain, Principal, Founder Collective

5:00 pm - 5:35 pm

Traction companies in the Mobile Work category present for 4 minutes each, followed by 4 minutes Q&A from a panel of judges.

- Foko Inc.
- MobileSmith

• chat.center

5:35 pm - 5:45 pm

Killer Demos: MIT Media Lab Startup

Leonardo Bonanni, Founder & CEO, Sourcemap Inc.

Grace Woo, Co-Founder, Pixels.io

David Strand, President, E14 Fund Management, Inc.

These on-stage demos will showcase new technologies coming out of the MIT Media Lab, which are sprouting startups around supply-chain visualizations, on-demand logistics and using cameras to communicate with computers.

5:45 pm - 5:50 pm

Executive Brief: American Airlines

Paul Swartz, Strategic Partnership Manager, American Airlines

5:50 pm - 6:00 pm

DEMO Traction Awards

Erick Schonfeld, Executive Producer, DEMO

Neal Silverman, Senior Vice President & General Manager, DEMO

6:00 pm - 7:00 pm

Cocktail Reception in Pavilion

7:00 pm - 9:00 pm

After Party at General Assembly

DEMO Traction conference attendees are invited to General Assembly in Boston for a beer and wine reception. Explore General Assembly's unique learning space, learn more about GA's classes in Product Management, Data Science, Web Development and more, and network with your fellow entrepreneurs in Boston's Innovation District! Register for the Party [here](#).